



Case Study: Setting up an Interview Structure

Challenge: A family-owned business faced high employee turnover due to an inconsistent interview process across four locations. The company lacked a standardized structure for assessing candidates, leading to poor fit and short tenures.

Client: A small, family-owned business with four locations

Solution: Implementing a structured interview process with a focus on both work competencies and cultural fit.

Approach:

1. Identifying Needs: We facilitated a collaborative discussion with key decision-makers to identify crucial aspects of the interview process.

2. Building the Framework: The discussion focused on:

- **Work Competencies:** Defining the essential skills and experience needed for success in the role.
- **Cultural Fit:** Delineating the company's values and identifying interview questions to assess a candidate's alignment with those values.

3. Developing the Structure:

- A standardized interview agenda was created, including a sequence of questions and topics aligned with the identified competencies and cultural fit factors.
- Training was provided to the interview team on utilizing the new structure and effectively evaluating responses.

Results:

- **Improved Candidate Selection:** The standardized process ensured a more objective and consistent evaluation of candidates, leading to the selection of individuals with a better fit for the roles and the company culture.
- **Reduced Turnover:** After six months of implementing the structured interview process, the client reported a **50% decrease in employee turnover**.

Key Takeaways:

This case study highlights the significant impact a standardized interview process can have on reducing employee turnover in small businesses:

- **Structured interviews:**
- Ensure a **fair and consistent** evaluation of all candidates across different locations.
- Facilitate the identification of individuals with the **requisite skills** and **cultural fit**.
- **Collaborative approach:** Involving key decision-makers in the process fosters **ownership** and **buy-in**, leading to a more successful implementation.
- **Investing in the process:** Implementing a structured interview process can be a **cost-effective** solution in the long run by **reducing turnover** and associated costs.