



A how to guide for hiring candidates

01 AVOID THE HALO EFFECT

The Halo effect is a term in which our first impression of a person is based on their characteristics and can influence our opinion of an individual's character.

Also known as the attractiveness stereotype, the halo effect is an almost inevitable psychological habit, where for example if a person is initially well presented, nice and even attractive it is natural to subconsciously also perceive them as being intelligent, dependable and trustworthy.



02 ROLE CLARITY

A sure simple way to quickly cull out candidates that may not be suitable for a role is to immediately be specific and concise with the expected skill set and experience that is required for the role.

This can be achieved by linking KPI's (Key Performance Indicators) for the company with the job description.

This will both save time and resources filtering through the many applicants.

03 SOFT SKILLS

Soft skills are things like communication, problem solving, teamwork, leadership, listening etc.

These skills are much harder to teach and quantify because they facilitate human connection and help build relationships.

Look for these soft skills in a candidate because it will be a good indicator of how well they will fit into the workplace culture of a company which has been proven as a fundamental indicator to effect morale, productivity and the overall bottom line of a company.




04 SCREEN SCREEN SCREEN

To avoid wasting time of both your own and the candidates, it is vital to realise the importance of screening each candidate before making the move of hiring.

This can include screening their social media accounts, pre-screening the candidates via the phone and performing detailed reference checks to ensure the information on the resume is entirely accurate.

This will link directly back to the workplace culture and be a good indicator to see if they will fit well into the workplace.



05 WHO YOU NEED

Keep in mind the person you 'NEED' for the job, rather than the person you most initially 'LIKE' as they may not be the most suitable person moving forward into the future.