

EMPLOYMENT

INSIGHTS

# How Do You Present Your Company During an Interview?

In a *candidate's market*, corporations are forced to be more attentive to how they are viewed by the professional community. Attracting and hiring experienced professionals is no easy task for any human resource representative, hiring manager, or recruiter. Even once a qualified professional is located, many companies fail to conduct effective interviews and sell their corporation and opportunity to perspective employees. The most effective way to attract and sell the professional community on your firm is through word of mouth and first impressions. Here's how.

**Think.** Carefully create each position; develop a concise job description, determine levels of expertise, educational requirements, and specific background. Identify primary and secondary qualifications, job growth, and performance evaluation criteria. In addition, develop a strong understanding of the *kind of individual* you are seeking and select tools such as interviewing questions or skill tests to evaluate potential candidates prior to the search process.

**Search.** The search effort can be extensive and cumbersome. *Leverage all recruiting resources* such as the newspaper, professional or trade journals, associations, and college career centers. In addition, tap into networks,

attend user groups, recruit on the Internet, and partner with staffing firms. *Be responsive* to employment inquiries and work toward a more personalized team approach.

**Select.** The world-wide shortage of candidates has forced every company to look beyond the experience and seriously consider a candidate's *soft skills*. Select candidates that are

*energetic* and have a *good business approach*. Interview and *hire the attitude*, everything else is secondary.

**Prepare.** Have an interview *schedule prepared* prior to the candidate's arrival for the job interview. Be available to meet immediately with the candidate and have in-

terviewers available and prepared to conduct structured *interviews on time*. Remember, a *candidate is a guest* at your company during the interview process and should be treated with hospitality and professional courtesy.


**Interview.** Conduct interviews using only *qualified company representatives* and ask questions relevant to the position. Present the company in a consistent and professional manner emphasizing market *differentiators* that make your company the firm of choice.

**Close.** Discuss the next step and provide informative *feedback* on the interview. Welcome questions and *be responsive* to them.

A flexible company with an environment of praise and recognition that promotes growth and development, doing challenging work is attractive. A firm with professional pride and strong presence in the community is the *one of choice*.

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