

How to interview better

Sharpen your interview techniques if you intend to compete for the best candidates.

According to Sarina Russo, hiring managers must understand the three basic elements of recruitment - "can do" (skills and experience), "will do" (attitude and personality) and "will fit" (company culture). The interview is an exchange of information and hiring managers need to have control over the process by asking the right questions.

Russo's 10 tips for employer interviews are:

1. **Follow the 80/20 rule.** Get the jobseeker to do 80 per cent of the talking. The person asking questions and listening is the person who's in control of the interview."
2. **Ask open ended questions** beginning with 'what', 'how', 'why', 'when', or 'where'. They invite long answers that encourage jobseekers to do most of the talking. For example: 'When were you a member of a team? Can you describe what it was like?' 'What would you do if ...?', 'How did you handle a situation where ..?'. "
3. **Avoid closed questions** beginning with 'did', 'would', 'do', and 'are'. These questions can be answered 'yes' or 'no'. They do not encourage jobseekers to talk."
4. **Ask probing questions** beginning with 'Tell me more', 'Describe to me' and 'Explain to me'."
5. **Use the power of silence.** Pause while waiting for a real answer. Don't ever underestimate the value of a silence in an interview."
6. "A jobseeker's **past job performance is the surest guide** to their future performance."
7. **A good job fit** equals the right education plus the right experience plus a compatible personality."
8. **Beware of the 'just like me' trap** [of hiring people similar to you]. Focus on the job requirements and the candidate's qualifications. "
9. **Help the jobseeker feel at ease** at the beginning of the interview. They'll open up and talk more freely."
10. "Don't make assumptions. **Look for repeat patterns of behaviour** to draw conclusions about the jobseeker."

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