

Detroit Startup Hiring Guide

2019



Looking to grow your team?

Knowing who and when to hire is crucial to establishing culture and laying the foundation for success. That's why we teamed up with Ashley Lunquist, a Talent Acquisition and People Operations expert with a decade of experience growing startups and unicorn companies, to bring you the official hiring playbook for startups.

From key questions to post-interview assessment strategy, we're breaking down the hiring process so you can grow your team faster and smarter.

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Behavioral vs. Technical Interviews

Understanding the difference

As a company, your most important investment should be on the front end. Who you're hiring directly impacts your ability to grow.

Rather than casting a wide net quickly and hoping for the best, your hiring strategy should prioritize quality over quantity. In order to do that, we're breaking down the basics of behavioral and technical interviews.



While technical ability is important, a candidate's behavioral markers are better predictors of success because they show capability both on their own and within a team.

Technical Interviews 101

Your candidate's technical aptitude is a direct correlation of how well they can complete tasks associated with their role.

Behavioral Interviews 101

Your candidate's behavioral markers are direct correlations of how well they'll perform within your company's cultural foundation. They also act as performance indicators into what motivates and discourages them.

Understanding this allows you to learn what elements of the role or team is interesting, important or potentially problematic to your candidates.

Developing a process

OVERVIEW

Knowing what questions to ask is just as important as knowing who's asking them

Use our step-by-step guide to prep your team on how to create a successful hiring plan.

THE GOLDEN RULE

Candidate communication is huge. No candidate should go more than 48 hours without hearing an update (yes, even if nothing has happened).

Important to know

Speed is everything

Great candidates can receive competing offers within 48 hours, so move quickly. Create a strategy on how to prioritize candidates in emergency situations.

Constant check-ins

Always ask what stage a candidate is in with other interviews. If they're in the final stages and you're at the beginning, be prepared to expedite the process.

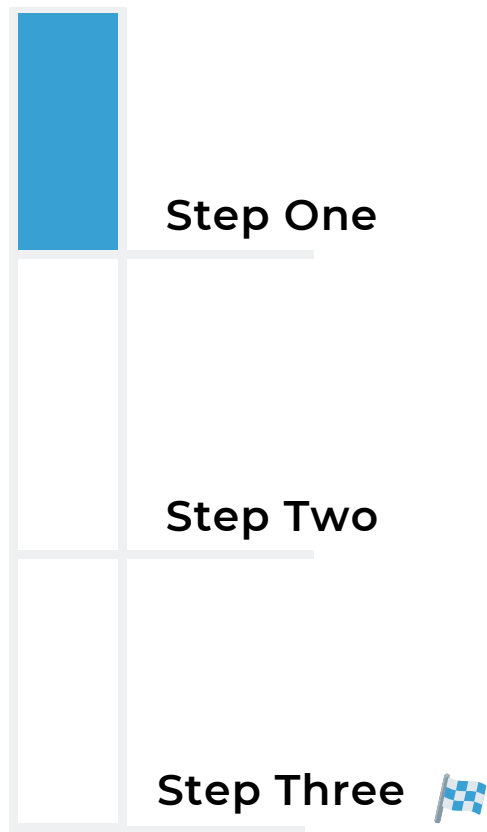
Never stop selling

If a candidate has another offer on the table, don't shy away. Evaluate your benefits and go hard until they've formally rejected your final offer.



Developing a process

GETTING STARTED



Step One

Before the Interview

Identify who currently in the company has the most ownership and accountability over this role. This person, typically the hiring manager, is responsible for developing the introductory screening questions. These questions should be rooted in subject matter experience specific to the role and team.

During the Interview

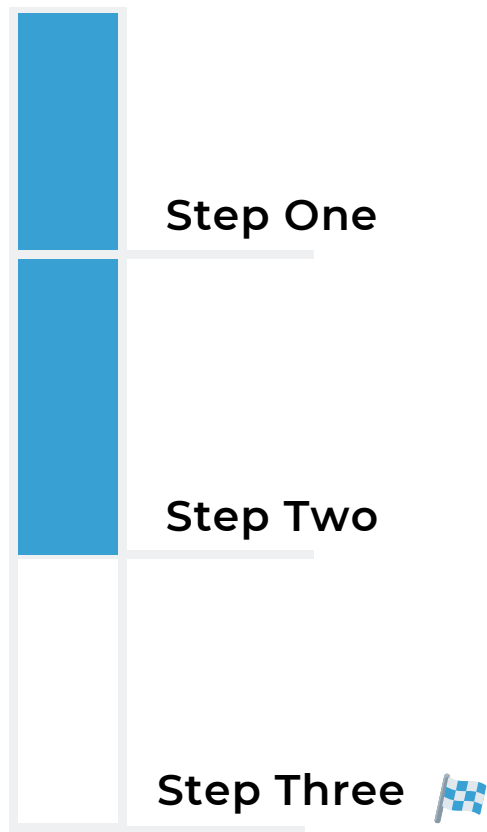
Ask open-ended questions that determine the basics (culture fit and technical abilities). Inquire about their timeline and ask them to walk you through their background, beginning with where they grew up and ending with present day. Look for patterns on how they present themselves and reference challenges, how they made personal and career-oriented decisions and how much ownership they have over their own future.

After the Interview

Determine if the candidate meets the essential needs of the role and evaluate if they've demonstrated any red flags in relation to culture fit. Evaluate if your interview process needs to be expedited to meet the candidate timeline. Respond with next steps within 48 hours.

Developing a process

GETTING STARTED



Step Two

Before the Interview

Debrief the next team member(s) to interview the candidate on the previous conversation. Curate a list of questions relating to the past successes, failures of the previous person in the role, as well as new goals and expectations based on company and team needs.

During the Interview

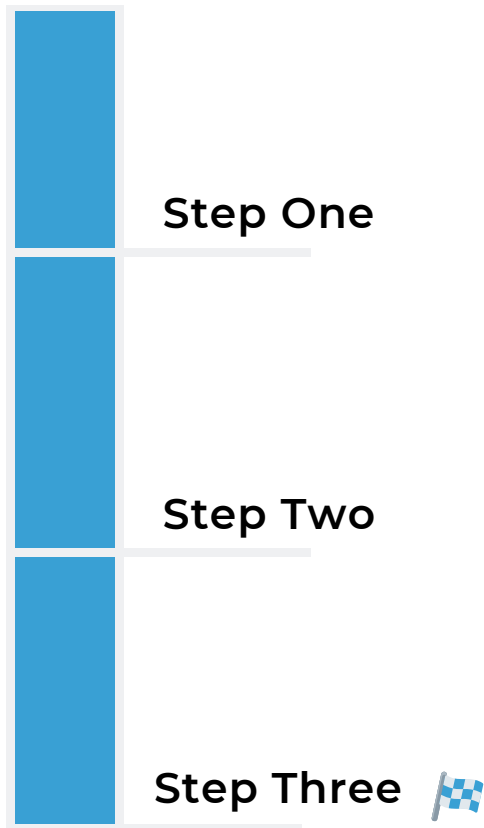
Deep dive into the technical to confirm aptitude to do what the company really needs. Inquire about the candidate's timeline and other professional opportunities.

After the Interview

Once again, determine if the candidate meets the technical needs of the role and evaluate if they've demonstrated any red flags in relation motivation. Evaluate if your interview process need to be expedited to meet the candidate timeline. Respond with next steps within 48 hours.

Developing a process

GETTING STARTED



Step Three

Before the Interview

Debrief the next team member(s) to interview the candidate on the previous conversation. Establish the company's core values and create a list of behavioral traits that represent them. Review your company's benefits and resources and be prepared to assess if candidates needs meet your company's offerings.

During the Interview

Deep dive into the candidate's behavioral and motivational traits to make sure there's alignment with the team culture, resources and benefits. Ask questions about what leads them to success and if there's a correlation between their responses and your company values. Inquire about the candidate's timeline and other interview processes.

After the Interview

Determine if the candidate meets the psychological and cultural needs of the role and evaluate any red flags in relation their cultural expectations. Evaluate if your interview process need to be expedited to meet the candidate timeline. Respond with next steps within 48 hours.

What to ask and when

Knowing what questions to ask (and when) is just as important as knowing who will be asking the them.

Use these questions to prep your team on how to create a successful hiring plan.

THE GOLDEN RULE

Interview questions should be predetermined and consistent for every candidate (within a role) and include a quantitative grading scale. While it requires a little extra work in the front end, it prevents unconscious bias.

What to ask your team

What are your company's core values and operating principles? To get started, identify what behaviors lead to success. These responses will lead you to the heart of your organization.

Technical

What are the current projects and challenges your team is trying to solve? Use this to qualify how instrumental a candidate can be to your team's growth.

Behavioral

What are your company's strongest attributes? Great benefits and resources may be the reasons candidates are attracted to your company.

What to ask candidates

What motivates them? Their answer will help you determine if they're aligned with the company's core values and principles.

Technical

How would they approach your team's most recent success or failure? A candidate's response can shed light on innovative ways to solve existing problems.

Behavioral

What's interesting about the role? Their response will help you understand their ability to rationalize general startup culture vs. your culture and help you assess their focus.



Post-interview assessment strategy

What comes next?

Whether you've found a candidate you love or maybe you're on the fence, what comes next is vital. Creating a post-interview assessment strategy is crucial to insuring information is shared with both your team and the candidate.

Find out why.



Things to know

Avoid group think

Post-interview debriefs between interviewers should be objective to avoid the spread of unintentional bias.

Be consistent

Just as every candidate should experience the same interview, your team should follow the same post-interview debrief and response strategy.

Review questions and answers

Review candidate questions and answers with the next interviewer, to avoid repetitive topics. This sharing of information also allows up-coming interviewers the chance to elaborate on relevant or important topics.

How to find the right talent

With re:purpose, we give you direct access to top talent within the Detroit and Ann Arbor startup community.

92% of our talent community responds “yes” to employer introductions.

We give you 24/7 access to the platform, allowing you to connect with candidates on own your time.

85% of partners start conversations with qualified candidates within 2 weeks of signing up.

A new way to hire

What You'll Get

re:purpose

Small, curated list of qualified candidates



Quantity



Quality



Efficiency

What You're Used To

Job Boards

Lots of applications to sift through



Quantity



Quality



Efficiency

Sourcing

Lots of time looking for the right people



Quantity



Quality



Efficiency



#1 community for startup jobs in Detroit & Ann Arbor.

We connect top talent with purpose-driven startups based on values, experience and culture fit.



Meet some of the team:



Ryan Landau | Founder

With the founding of two startups under his belt, Ryan knows the importance of the hiring process, firsthand.



Allie Cobb | Partnerships Manager

Interested in gaining exclusive access to Detroit's top talent? Shoot me an email at allie@repurpose.co.



Tara Taylor | Sr. Account Manager

Finding the right talent for your team is important. Tell Tara the roles you're looking for and she'll find your perfect match.

Want to tap into the Detroit & Ann Arbor Startup community?
[Chat with Allie](#) or visit repurpose.co for more info.