

Founder series: 3 steps to avoid hiring talent based on pedigree over aptitude

The talent landscape has changed, and you need perseverance and aptitude over other things. It doesn't matter where you source candidates. Hiring exceptional people, who aren't afraid to get their hands dirty to build something great, is often the secret to your organization's growth and success. Here are three tips to help you seal the deal with your perfect hire.

1. Build a pipeline

This one seems obvious, but you'd be surprised at how often this is missed. There are few things more valuable to founders than someone who can take the initiative to try new things, learn a new skill, or do what it takes to fill a business need.

Make sure you're always networking to find these people and build your pipeline of candidates. For example, this means networking outside of your usual channels. Think about peers and colleagues, local college alums, and even family members of spouses in highly-dense startup areas who may want to move back at some point.

2. Avoid quick transactions

Startup hiring requires careful consideration. Take the time to build real relationships with potential candidates. Keep this in mind; most people will be intrigued, drawn to, and curious about something only once they have the most information possible.

When recruiting, invite potential candidates for coffee, lunch, or something outside of where you work, as the first step. Most importantly, ask them many questions so you can get a good read on what makes the person tick, what they enjoy doing, and where they want to go in their professional journey. Take the time to establish a rapport with candidates.

3. Incentivize your team

Odds are, your teammates know some great people. From the start, turn your team into your greatest weapon by empowering and incentivizing them to bring relationships to the table. The best talent comes from trusted referrals. Referrals only represent 7% of all interviews, yet they represent 40% of all new hires.

Let's face it, we all want to work with people we get along with and even hang out with outside of working hours. Find ways to get everyone involved from referring talent to screening candidates to interviewing, hiring and beyond.

In the end

If you're not building air-tight processes around interviewing, hiring processes, communication, and feedback, you're missing out on a valuable opportunity to let people know all about your awesome company.

Working with Hunt Club helps you deliver an exceptional candidate experience and access to real relationships built on trust.

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