

Hire the Candidates You Want: Stop Asking Unhelpful Questions

There are certain questions that have become standard in the interview process, even for top companies. Yet few corporations stop to think whether these queries even make sense — and what impression they make on the candidates who are spending their time and energy interviewing with their company. From “what is your greatest weakness” to “where do you see yourself in five years,” these questions don’t necessarily tell you much about a candidate. Instead, they cause unnecessary stress on potential employees, and leave them wondering why they should bother working for a company that has so little respect for them.

At its core, the interview process should be an exchange of information between two parties. Particularly in competitive fields such as the energy sector, the employer should not simply expect the candidate to be happy to have scored an interview and be begging for a job. Instead, the company should put its best foot forward and sell itself to the candidate. This means explaining what the job would entail, what the work environment is like, and why the candidate should take the position.

Too many employers take the opposite route, and treat interviews as an audition for the candidate only. Nothing could be further from the truth, especially when you are searching for established, experienced candidates who are already employed. If you hope to convince someone to leave their job, you will need to put in the work — which means stepping away from the canned interview questions, and treating them with respect.

Employers expect candidates to have done research on their company before the interview, knowing the basics of what it does and who the main players are. They should do the same for their candidates, and focus the interview process accordingly. Ask smart, thoughtful questions that are designed to see if the candidate would be a good fit for the job, not questions that are almost guaranteed to produce unhelpful responses, such as “why should we hire you,” or “why are you leaving your current company.” Remember that if you want to hire a top candidate, you have to ask strategic questions and show yourself in the best possible light — and avoid the kind of questions that every other company is bound to be asking.

At Global Recruiters of Elizabeth City, we can help employers who want to hire high quality candidates. The first step often involves revamping the interview process to ensure that you are treating the candidates that you want with the respect that they deserve. Contact us today at 252.331.2775 or wswolff@grnelizabethcity.com to learn more about how working with a recruiter can help you land the best potential employees.