



Building Great Businesses

5 Hour Recruitment Process



With the BGB 5hr Recruitment Process, get positions filled quickly without costing your personal time or your business' revenue.

- 1 Establish a compelling Employer Value Proposition
- 2 Evaluate your existing resources and team capacity
- 3 Write a job description
- 4 Advertise the role
- 5 Receive applications
- 6 Conduct a group interview
- 7 Update all candidates on their progress
- 8 Conduct 1:1 interviews
- 9 Make an offer
- 10 Undertake reference checks





The Process is founded on two core principles, both of which should be important to all businesses:

1. **Recruit for Attitude; Train for Skill.** It is easier to fix a skill gap than an attitude gap!
2. **Time Efficiency.** Non-value-adding activities are removed to ensure the entire process only requires 5 hours of the manager's time. To enable this, the first half of the process is "de-selection" not "selection".

The Process

1 Establish and Define Your Employer's Value Proposition

Make business compelling and attractive – but never be dishonest! It's in your best interest to manage candidates' expectations now to filter out unsuitable ones before they apply.

2 Decide to Employ Someone

Ask yourself two key questions. Do I need to hire, and can I afford to hire? If the answers are both yes, proceed.

3 Write a Job Description / Position Commitment

- Include clear responsibilities, accountabilities and KPIs.
- List key requirements/attributes/skills/qualifications that will be required.
- Be clear now on what the job is worth and what will be paid.

4 Post a Job Ad

- The Headline must grab attention and attract the right candidates. In places like Seek, it is hard to stand out!
- The Ad must sell the job and the company. You are trying to attract the best people!
- Candidates can be sourced from Seek, Gumtree, LinkedIn, the local newspaper, personal recommendations and many other sources. Under no circumstances should any candidate bypass the remainder of the process.
- The Ad must request that candidates apply by calling you. Email applications must not be accepted.
- Your Seek advertisement should be open for one week, including one full weekend.



5 Receive Applications

- This is by phone, by you or, better still, by an Office Administrator. Reading CV's at this point is a waste of time.
- If someone still submits an application by email and does not call, respond with an automatic email explaining that they must apply by calling.
- This initial call must take a maximum of TWO minutes and will end one of two ways:
 1. The candidate will clearly disqualify themselves – communication, tone of voice, attitude, energy, etc – in which case, advise them “no”;
OR
 2. If they don't disqualify themselves, invite them to attend an interview. Only one time is available so they will need to come in then if they wish to pursue this opportunity.

NB. You don't mind how many people are in the Group Interview so, as long as they haven't disqualified themselves in the first minute or so, invite them to attend.
- At this stage, voice, energy, communication, etc is more important than the content of the answer. However, if the content is sufficiently ridiculous, irrelevant, or stupid, it can disqualify them! Here are some example questions that may assist in disqualifying:
 1. Why are you so excited by this opportunity?
 2. Why would you be great at this role?
 3. What is your greatest strength?
 4. What is your most relevant experience in this role?
 5. If they are invited to interview, then request that they now send a CV, although don't waste time reading it yet!

6 Group Interview – Order of Events

1. First 20–30 minutes – present your business and the job opportunity. You are trying to attract the best candidate to join you so treat this as a sales pitch!
2. Offer a quick comfort stop. Before they go, tell them that afterwards they'll each be required to stand up in front of the group and explain why they're excited about the role and why they'd be great at it.
3. They each present for a maximum of 3 minutes each. Ask for volunteers to test enthusiasm!
4. Provide a final opportunity to ask questions, then close the interview.
5. Throughout your interview, your team (and clients) should attend and interact with and assess the candidates. NB, candidates are still not being assessed on their skills. They are being assessed on attitude and cultural fit.
6. Each of your team should have a 1-page score sheet which will list on the left the candidates and across the top the 6–8 personal attributes you're
7. looking for (eg. communication, first impression, energy, attentiveness). Marks/10 should be awarded for good things noticed in those categories (8/10 or above) or bad things (3/10 or below).
8. NB, not every candidate will receive a score for every attribute – just the things that stand out. Some candidates may even disqualify themselves by leaving at the start of the break.
9. After the interview, your team will meet to discuss their scores and observations. Use this discussion to select 1–3 candidates to invite to a 1:1 short-list interview.



7 Call ALL Candidates the Next Day

If they have not been chosen to proceed, advise them. If you would like to invite them to return for a 1:1 interview – book it!

8 1:1 Interview – Order of Events

1. They talk through their CV from the beginning to their most recent experience. You observe trends, patterns and reasons for changes.
2. Have them perform a skills test relevant to the job. Don't just believe it. Test it!
3. Have them complete a DISC profile. This is not key to selection but can help deselection in the event that their profile is contradictory to that required for the job and team.
4. If you have an area of concern, ask: "When I call your last manager [insert last manager's name], what score will they give you out of 10 for [insert skill or attribute about which you're concerned]?" Any answer below 8 is a red flag.

9 Make an Offer

Call in the next day or two. The offer is subject to a reference check.

10 Undertake Reference Checks

Ask specific questions to validate facts and explore any key areas or possible gaps in skill or other required attributes.

Rejection Statement

(applicable to rejection at any stage in the process):

Thank you very much, but I'm sorry to advise that we won't be proceeding further with your application. I appreciate your time and effort but, although we do not provide detailed feedback to all candidates, I do feel that we have candidates who are a closer match to our specific requirements. I wish you all the best in your search and for the future.

Recommended Reading:

1. Instant Team Building; Brad Sugars
2. Who; Geoff Smart & Randy Street

