



HOW TO HOST BETTER INTERVIEWS

THAT SHOWCASE YOUR
EMPLOYER BRAND AND
ENGAGE TOP TALENT

Looking for more insights?
ATTRACT | ENGAGE | RETAIN



EMPOWER TALENT, AND TREAT THEM AS CONSUMERS.

A job interview is a two-way conversation. You're assessing talent while candidates are running their own assessments.

Talent are consumers of your product, regardless of whether you decide to hire them. It's ultimately up to the candidate to decide whether they will form a professional relationship.

Looking for more insights?
ATTRACT | ENGAGE | RETAIN



KNOW YOU'RE A REFLECTION OF YOUR ORGANISATION.

Recruitment is marketing. Engage with talent and show them what a great place your organisation is to work. You are marketing your employer brand.

First impressions count, so every component of the interview should be viewed as an opportunity to win over talent, encouraging them to choose your organisation as their next employer.

Looking for more insights?
ATTRACT | ENGAGE | RETAIN



ENGAGE WITH THE PERSON, NOT THE EMPLOYEE.

An interview aims to determine how compatible someone is for the job. This means learning about their personality, as well as their professional attributes.

Your line of questioning can help determine what kind of person your interview subject is and whether they align with your organisation.

Looking for more insights?
ATTRACT | ENGAGE | RETAIN



GIVE YOUR INTERVIEWEE SPACE TO SPEAK.

A good interviewer has strong active listening and analysis skills. Structure the interview by providing space for talent to talk.

If you have time restraints, find out what people want to know more about. Otherwise, you might be wasting everyone's time talking about something your interviewee already knows.

Looking for more insights?
ATTRACT | ENGAGE | RETAIN



DESIGN AN INTERVIEW AROUND AUTHENTICITY.

If people feel comfortable in an interview, they are more likely to open up. Founder of Heart Talent Cynthia Harris believes people respond best to transparency and authenticity.

There is no such thing as a perfect job or organisation. By providing an honest outlook on the organisation, you are more likely to encourage honest answers to your interview questions.

Looking for more insights?
ATTRACT | ENGAGE | RETAIN

