

MARKET RESEARCH INTERVIEW

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INTERVIEW DETAILS

COMPANY NAME: _____ DATE: _____

CONTACT NAME: _____ DEPT: _____

POSITION AT COMPANY: _____

PHONE NUMBER: () _____ - _____ EMAIL: _____

INTERVIEW LOCATION: _____

INTERVIEWED BY: _____

INFORMATION ABOUT THE COMPANY

COMPANY'S AGE: _____ # OF EMPLOYEES: _____

COMPANY HEADQUARTERS: _____

SCALE OF COMPANY: MUNICIPAL PROVINCIAL NATIONAL INTERNATIONAL

COMPANY OWNERSHIP: PRIVATE PUBLIC

PROFIT SECTOR: NON-PROFIT FOR-PROFIT

BUSINESS SECTOR: _____

REVENUE STREAM: B2B B2C BOTH

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TALENT ACQUISITION AND RECRUITMENT PROCESS

AFTER REVIEWING SOME RESOURCES, IT APPEARS THAT MANY FIRMS AGREE ON THE FOLLOWING STEP-BY-STEP PROCESS AS A GENERAL GUIDE FOR ACQUIRING NEW TALENT:

- 1) DETERMINE THE NEED FOR A NEW POSITION AND/OR A CHANGE IN COMPANY WORKFLOW.
- 2) IDENTIFY QUALIFICATIONS AND SALARY REQUIREMENTS AND DEVELOP A JOB DESCRIPTION.
- 3) MAKE ANNOUNCEMENT INTERNALLY AND THEN EXTERNALLY PUBLICIZE THE POSITION.
- 4) COLLECT AND REVIEW RESUMES – SCREEN FOR IDEAL CANDIDATES AND ARRANGE INTERVIEWS
- 5) CONDUCT INTERVIEW ROUNDS AND REVIEW REFERENCES AND BACKGROUND CHECKS.
- 6) IDENTIFY IDEAL CANDIDATE AND MAKE OFFER – IF ACCEPTED, BEGIN ONBOARDING. IF NOT ACCEPTED, POSSIBLY REPEAT THE PROCESS.

IS THIS GENERAL OUTLINE SIMILAR TO YOUR COMPANY'S PROCESS FOR HIRING NEW STAFF OR ARE THERE ANY DIFFERENCES, IF SO, WHAT ARE THEY?

OF THE STEPS EMPLOYED DURING RECRUITING, WHICH OF THEM IS THE MOST RESOURCE INTENSIVE: (IE. USES THE MOST MONEY, TIME, STAFF REQUIREMENTS AND/OR PRODUCTIVITY)

HOW MUCH OF AN IMPACT DOES THIS HAVE ON YOUR COMPANY?

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WHY IS IT SO RESOURCE INTENSIVE?

HOW DO YOU PUBLICIZE YOUR JOB POSTINGS?

ON AVERAGE, HOW MANY RESUMES DO YOU RECEIVE FOR ANY GIVEN POSTING? IS THIS MANAGEABLE, SCARCE, OR OVERWHELMING?

HOW DO YOU CURRENTLY FILTER AND SORT THROUGH THE RESUMES YOU RECEIVE?

DURING THE INTERVIEW STAGE, HOW MANY APPLICANTS DO YOU NORMALLY CONTACT?

DO YOU PERFORM SCREENING INTERVIEWS? IF SO, DO YOU FIND THAT THESE ARE BENEFICIAL? IF NOT SO, HOW COME?

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HOW MANY ROUNDS OF INTERVIEWS DO YOU NORMALLY PERFORM? ARE THEY STRUCTURED?

ON AVERAGE, WHAT PERCENTAGE OF CANDIDATES REFUSE A JOB OFFER, OR LEAVE WITHIN THE FIRST 3 MONTHS?

HAS TURNOVER BEEN A PROBLEM FOR YOUR COMPANY IN THE PAST OR PRESENTLY?

WHAT WAS THE TURNOVER MAINLY CAUSED BY? (IE. POOR PERFORMANCE, OTHER OPPORTUNITIES, WORK-LIFE BALANCE)

ARE ANY POSITIONS ESPECIALLY TURBULENT OR DIFFICULT TO FILL?

ON AVERAGE HOW LONG DOES IT TAKE TO FIND A SUITABLE CANDIDATE FOR A POSITION AND SUCCESSFULLY HIRE THEM?

HOW MUCH DOES IT COST TO HIRE A SUCCESSFUL APPLICANT?

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APPLICANT QUALIFICATIONS AND WORKPLACE CULTURE

BASED ON YOUR PRESENT AND PAST EMPLOYEES, WHAT CHARACTERISTICS HAVE YOU FOUND CONSISTENTLY WITHIN YOUR BEST STAFF?

WHAT HAVE BEEN CONSISTENT CHARACTERISTICS AMONGST YOUR WORST STAFF?

HOW MUCH DOES AN APPLICANT'S PERSONALITY PLAY A PART IN DETERMINING WHETHER TO OFFER THEM A JOB OR IS IT SOLELY ABOUT COMPETENCY?

WOULD YOU SAY THAT YOUR COMPANY HAS A WORKPLACE CULTURE WITHIN IT? DOES CULTURE PLAY AN INTEGRAL ROLE IN YOUR BUSINESS?

WHAT IS YOUR CURRENT POLICY REGARDING BACKGROUND CHECKS (POLICE INFORMATION CHECK) ON NEW EMPLOYEES?

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DO YOU LOOK FOR ANY PARTICULAR CERTIFICATIONS OR REQUIRE THEM FOR EMPLOYMENT? IF SO, WHICH CERTIFICATIONS DO YOU RECOGNIZE?

DO YOU HIRE STUDENTS? IF SO, WHAT DOES THAT LOOK LIKE? IF NOT, HOW COME?

HOW HAS YOUR EXPERIENCE BEEN WITH STUDENTS?

DOES YOUR COMPANY CURRENTLY EMPLOY TEMPORARY STAFF (TEMPS) FOR CERTAIN POSITIONS? IF SO, WHICH POSITIONS DO YOU HIRE TEMPS FOR? IF NOT, WHY NOT?

HOW HAS YOUR EXPERIENCE BEEN WITH TEMP AGENCIES?
