

# Josh Gerber



"I haven't heard of a scorecard but it's sounds very similar to the matrix system we currently use."

## Owner of 1369 Coffeehouse

Owner and Operator of two coffee shops in a densely populated area full of students and working professionals. 30-40 employees with high turnover; typically only hiring for 2 positions. Hiring decisions are made quickly and hiring practices were learned from someone in the tech industry.

**GOAL:** Josh finds it most difficult to keep good employees and to find people who are the proper fit. His hiring process is much more off the cuff for counter help vs. managerial roles. Josh thinks it is possible that a highly weighted scorecard complicates a process that is essentially a gut decision.

Uses a scorecard and will continue to use it.

# Katie S.



"I think an interview scorecard would help the leadership team focus on multiple skills during the interview rather than just focusing on the one skill they care most about."

## HR Manager Mktg Services

A mid-30s HR Manager at a marketing services firm in Richmond, VA. She's been with the company three years, worked previously in HR and is responsible for hiring approximately 12 people per year.

**GOAL:** Katie's big challenge in the hiring process is that the final decision makers look for very different things in candidates. The decision makers rarely are able to have productive conversations because of this. Katie heard about interview scorecards at a conference and thinks the decision makers could benefit from this because they'd be forced to evaluate both hard and soft skills.

Has heard of it, but never used it, would like to.

# Ivy Manlow



"A scorecard could be quite helpful... It would be a good reminder as to what is important, not a lot of Small Business Owners are trained in this type of thing. It's a much more organic environment."

## Brattle Theater Exec. Director

Director of a non-profit art house theater in a high foot traffic and densely populated university center. She needs to hire highly skilled non-profit professionals as well as customer service oriented front of house employees. There are under 20 people employed and there is a high turnover in the FOH positions.

**GOAL:** Ivy has a hard time finding the right kind of employees - people that are reliable, have reasonable job expectations and are willing to work for little money. It is important to her that a scorecard be customizable in terms of attributes and weights and that it would be cheap/free.

Has never heard of it, would consider using it.

# Khavala M-Frazier



"A better tool for me would be a way to communicate job needs back and forth in terms of what they are looking for and what I need, like match.com. That stuff often comes up too late and I've wasted my time."

## Chef/Owner - City Girl Café

Co-owner and operator of a 10 table restaurant in a densely populated neighborhood with 11 employees. She is hiring constantly and has very high turnover. Her interviews consist of a short talking interview and then a job shadow shift.

**GOAL:** Khavala thinks she may have turned to interviewing help in the beginning but after 10 years of hiring, she trusts her gut. The biggest problems in her industry are getting candidates to show up for the interview. It is hard to keep people, hiring decisions need to be made quickly as there is a ton of "poaching" in the industry.

Has never heard of it, probably wouldn't use it.