




Hire Right With Behavior-Based Interviewing

Presented By:
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Think Of A Movie Character...



I would hire _____
because...




I would NOT hire _____
because...




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Critical Behavior Interview (CBI)

- Is the process we use to determine whether or not a candidate has the desired behaviors.
- Allows the interviewer to be a fact finder.
- Past behavior is the best predictor of future behavior.



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What Are Desired Behaviors?

The behaviors that your organization has identified as necessary for a person to succeed

Related to an organization's culture and values, not skills



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Examples Of Desired Behaviors


Adaptability Critical Thinking Initiative

Building Relationships Effective Communication Taking Ownership




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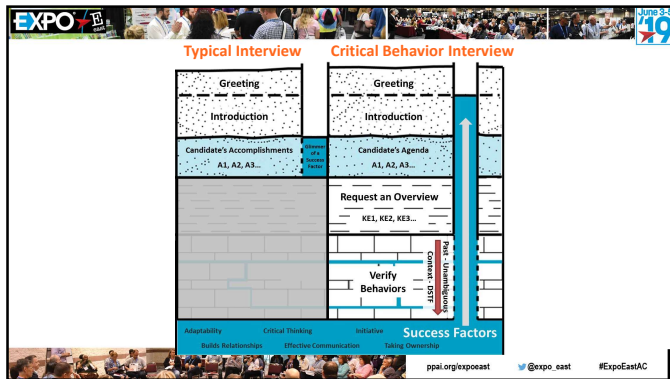
Let's Meet A Candidate

Marketing & PR Manager Kyle Warren Park May 2016 – Present • 2 yrs 2 mos Dallas, TX Develop and implement comprehensive marketing and PR strategy focused on achieving the park's business and fundraising goals, positioning the park as one of the top public parks in the U.S.	Account Executive CS Creative Jul 2012 – Mar 2014 • 1 yr 9 mos Dallas, TX Managed the development of marketing communications and advertising campaigns for accounts in a wide range of industries including logistics, healthcare and oil and gas. Managed account responsibilities including client relations, planning, estimating project budgets, selling, project coordination and supervision, and quality assurance. Coordinated management of traditional print advertising, interactive marketing, Web development and social media marketing.
Account Executive Markelive Mar 2014 – May 2016 • 2 yrs 3 mos Addison, TX Led client accounts which involved maintaining client relationships, strategy and planning to achieve client goals, managing project workload and collaborating with teams to deliver an excellent work product. Conducted research and trendspotting for client accounts. Developed strategies for driving marketing and communications materials. Structured and implemented social media programs. Contributed to overall agency growth goals.	Account Coordinator A. Larry Ross Communications Aug 2010 – Jul 2012 • 2 yrs Carrollton, TX Worked as a media liaison to coordinate interviews with media, for clients such as Cure International/Tim Tabor Foundation, Global Media Outreach and "1st Look" by Laura Hillenbrand. Wrote news releases and interview availability alerts for clients, and wrote proposals for potential clients. Developed social media campaigns for various clients. Developed and maintained client newsletters.

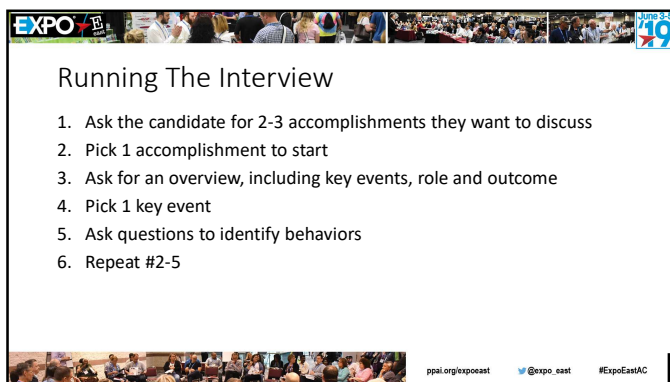


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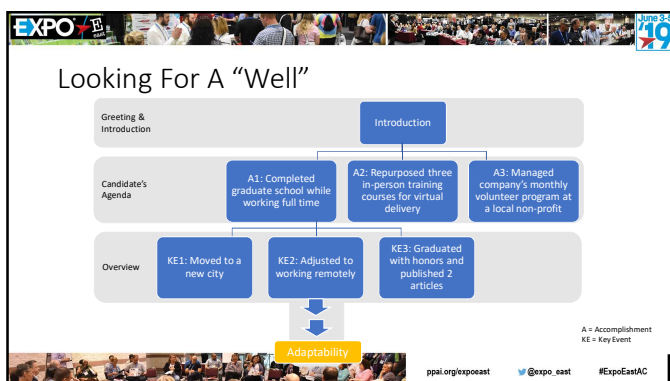
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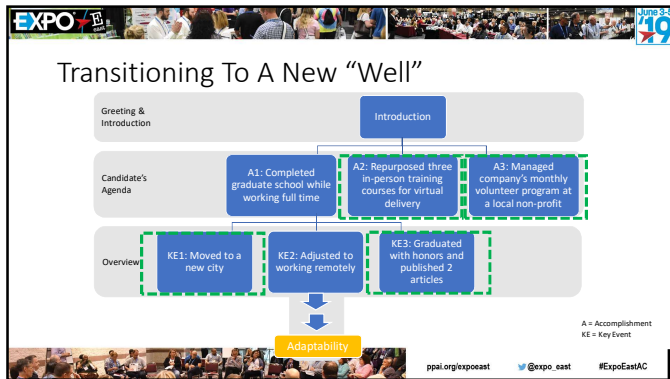
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Basic Questions

- What did you do?
- What did you say?
- What was going through your mind?
- What were you feeling?
- What was the outcome?
- Can you give me an example?

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Keep It Rolling

- What was your role?
- Who was involved?
- Take me back to the beginning.
- What stands out the most in your mind?
- What happened next?
- And then?
- What was the outcome?
- How did you first get involved?


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EXPO 19

Questions To Avoid

- “Should” or “would” questions
- “Why” questions
- “Two-part” questions
- Asking for “usual” behavior
- Fortune-telling
- Drawing conclusions



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Five Common Problems

- We vs. I
- Summaries
- Statement of usual or typical behavior
- Abstract descriptions
- Theories

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Questions To Ask Yourself

What are the desired behaviors for my organization?
Think beyond the skills needed for the position!

What will I do differently to approach my next interview?

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BULOVA

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Any Questions? Here is my contact info:

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