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**How to ROCK a group interview**

If you are used to conducting in depth personal interviews with prospective employees this system might seem a bit unnatural and even awkward at first…

The good news is that **this system will save you a ton of time and energy** when it comes to hiring A-Players for your team.

The **purpose of the group interview is to provide a filter** between your company and the dirty waters of the labor pool.

**The group interview filters out people that:**

* Don’t show up on time.
* Don’t dress to impress.
* Don’t follow simple types of instruction (please bring this with you to the interview.)
* Don’t have initiative or interest in your company or positon.

**For this filter to be effective there are a few rules up front that must be strictly adhered to… READ ON!**

1. The group interview occurs consistently and always at the same time.
   * Once per month, bi weekly, or weekly. **This creates a river of life in your business if you do it regularly.**
2. **Nobody gets in late.**
   * People who show up even one minute late are addressed by inviting them to the next group interview on ‘x date’ and reminding them that the interview doors close at the time the interview starts. Be short. BE KIND. But stand firm. Some will come back. Some wont. *(If you let people in that show up late you are setting a precedent right at the very beginning that “late” is ok.)*
3. **The interview does not exceed 30-45 minutes.**
   * This should be plenty of time. Shoot for 30 minutes. Stick to the script (shown below). If you have more than 10-15 people, it will take longer.
4. **The interviewee should be instructed BEFORE the interview** (during the recruiting phase) to bring something specific with them to the interview – can be as simple as a hard copy of their resume.
   * Watch for prospects that comply – MOST WON’T.
5. **Don’t ask in depth personal interview questions**… that comes during the personal interview system. Script out a few broad questions to ask at the end of the interview which will require answers that reveal a prospect’s interest level in the position and their initial alignment with your core values.
   * \*Use the ones in the script below or make up your own…
6. After going through the entire script, collect the resume’s/applications and conclude the meeting.
7. Evaluate and decide which prospects, if any, you will call back to shadow.
8. Call the candidates you choose back within 60 minutes and schedule a shadow session by confirming a time that will work for the candidate and for you.
   * Put it on the calendar. Prepare by reading or reviewing the Shadowing System.

The Group Interview Script is below. Customize it to your company. Refine it regularly. **USE IT!**

**15 MINUTES BEFORE INTERVIEW**

Greet everyone at the door, have them be seated in waiting area. Offer water or coffee if available.

**START INTERVIEW ON TIME**

**INTRODUCTION:**

**Who I Am**

* + (Introduce yourself and what you do for the company. Give a brief idea of what this interview is all about)
  + “My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.”
  + “I am the \_\_\_\_\_\_\_\_\_\_\_\_ (position) here at \_\_\_\_\_\_\_\_\_\_\_ (company). My roll in this interview is to introduce you to our company to see if we are a good fit for you. Another roll I have in this interview is to be a filter to identify the A Players that we are looking for in our company.
  + My job is to look for people that are a good fit for us, AND making sure we’re a good fit for you.
* Thank you all for coming to this interview. I appreciate you responding to our job ad and fitting this interview into your schedule. Before we get started on our company, let’s take a moment to go around the room and introduce yourself and tell us a little bit about what you’ve been up to lately.

**Introductions**

*Give people an opportunity to introduce themselves and tell about what they’ve been up to. Can they represent themselves well?*

*If they can’t represent themselves they won’t be able to represent your company.)*

* + “Before I get started though ahead and tell us your name, and like a... 90-second tid bit about where you’ve been and what you have been up to.”

**OVERVIEW OF OUR TIME**

The plan for our time together is to walk through a few steps to introduce you to Accent Restoration – why we exist and what we do.

* **The Vision**
* **The Accent Restoration Difference**
* **The Position(s) we’re hiring for**
* **The Right Person Looks Like**
* **Answer Questions**
* **What’s Next?**

**Our Vision**

* **Vision**
  + (insert your company vision). Why does your company exist? What’s the motivation for your company? What gets your leaders up in the morning?
* **Mission**
  + (insert your company mission). How does your company fulfill it’s vision? What does your company do each day? How does your company make money?

(Give a short explanation of what your company does for it’s customers.)\_

*Example - We are a consulting company that helps business owners create business vehicles that are designed to get them where they want to go in their life and not get trapped in just doing all the work.*

*Our Services Include:*

1. ***Executive Coaching***
2. ***Business Coaching***
3. ***Complete Marketing Support***
   * **Our company culture is built upon 5 Pillars, they are:** (put your core values into a paragraph. It would be PERFECT, if people could look around the room and see you core values displayed on the wall.)

* *Example - Well, as you can imagine, as we work with clients each day from this area as well as around the country, it’s very important for us to be a wonderful role model of success in business so we have a few core values that we live by each day. Our first one is High Energy. We know that energy (or the lack of it) is contagious. We also put a strong emphasis on Producing Results. Without results, we can never reach our goals of freedom. Our third Core Value is Teamwork. I’ve always loved being surrounded with talented people that are all working together to achieve a common goal. Finally, \_\_\_\_\_\_\_\_\_\_\_\_, each of us here at The Leadership Initiative are passionate about Personal Growth knowing that nothing truly grows until we do!*

**The Accent Restoration Difference**

* (Give a few bullet points on how your company is different from others in the area nd in your industry)
* Emphasis on Growth – Company and Individuals
* World Class Training
* Definite Job Growth Path
* Daily Job Coaching
* Enthusiastic Atmosphere
* We want to have a lot of fun making a lot of money!

**Who is part of the Company?**

* **Larry and Stephen – who they are and where they’ve come from.**
* **When did the company start?**
* **What kind of awards has it won?**
* **Who is Clay Staires?**
  + America’s Millionaire School Teacher
  + Speaker, Author, Business Coach and Leadership Coach
  + School Teacher and Coach for 15 Years
  + District Teacher of the Year – In Missouri
  + 3X State Coach of the Year – In Missouri
  + Citizen of the Year 2012 – Skiatook, Oklahoma
  + Youngest of four kids, owner of 6 companies, father of two, husband to one!
  + Venture Capitalists – Thrive15.com
  + Bank Investor – Regent Bank
  + Non-Profit President – Shepherd’s Fold Ranch
* **Who is Shawn Lowman?**
  + Executive Assistant and Cultural Warrior at The Leadership Initiative
  + Former Structural Welder and College Student
  + Aspiring Public Speaker and Business Consultant
  + Real Estate Enthusiast and Novice Investor/Entrepreneur
  + Hard Worker – Developer and Trainer – Humble Learner

**What positions are we hiring for?**

Be specific if you’re hiring for one specific position. However, it is possible that your group interview is actually looking to fulfill multiple position. In this case, give a general idea of each position you’re hiring for.

* + “We’re hiring for these positions because we believe that there is high quality talent looking for opportunity in a company to grow and excel. There’s top talent everywhere, **we are just looking for the right culture fit where the candidates’ goals align with what the company’s goals are.**

**Position Detail - Sales and Marketing Representative:** ‬

1. Maintain an upbeat, positive and enthusiastic attitude. ‬‬‬‬‬‬
2. Follow a proven system and script.
3. Consistently complete set number of sales calls per day
4. Set a specific number of appointments per week.
5. Coordinate scheduling of appointments set.
6. Obtain prospect information
7. Maintaining accurate documentation in company systems. ‬‬
8. Able to work as an individual as well as in a group setting‬‬.
9. Deliver an exceptional customer experience to ensure a high level of customer satisfaction. ‬‬
10. Prospecting and generating new business through leads & referrals.

**What type of people are we looking for?**

* We are looking for people that align with our core values of \_\_\_\_\_, \_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_. We are seeking A-Players to build our Dream Team so we can continue to win in the marketplace. Some of the qualities of A-Players are consistently showing up to work on time with a positive attitude towards work and accomplishment; going the extra mile each day as you accomplish tasks and ask for what’s next; consistently producing great results without having to be motivated by external circumstances. Do any of these characteristics sound like something that you possess? Has anyone ever “accused” you of having these qualities?

**QUESTIONS**

* “Now, I said that WE are looking to BE a good fit for candidates just as much as the other way around. Part of that is understanding what your goals are and whether we can help you get to them, so we have a few questions for you.
* “The first question we’ll have everyone answer is, “What is your ideal work environment? Describe the ideal work environment for you, what work environment do you thrive in?”

• Have everyone answer, in order, around semi-circle, while taking notes.

• “The next question is what great value do you feel like you bring to our company? What skill, knowledge or character trait to you feel you have mastered that will add value to our company?

• Have everyone answer, opposite way, around semi-circle, while taking notes

• “We shared our core values with you – Energy, Production, Growth and Team. Chick fil a values customers first and working together – this is a primary reason for their continued success. The last question is if you were to start your own company, what is ONE core value that you would choose to ensure your success?”

• Have everyone answer, around semi-circle, while taking notes.

**FAQS**

* “Excellent, now I want to make sure that we get your questions answered before we finish up. I’ve told you a little bit about us and about the position. Does anyone have any questions?
* Give time for Q&A
* ***“What’s Next?”***
* “You may be wondering ‘What happens next?!’ **We have a 4-step hiring process.** 1) Initial Meeting > 2) Job Shadowing > 3) Personal Interview > 4) Reference and Background Check. This is the first step. If you are going to move to the next step, you will hear from us IN THE NEXT HOUR! If you don’t get a call from us in the next hour, YOU ARE NOT MOVING TO THE NEXT LEVEL. No need to call us, we know what we are looking for and we wish you all the best as you move on to other opportunities.
* So, as we finish up, I need you to turn in your application/resume and that concludes our interview for today.
* Collect Candidate Information (Hard Copy of Resume & Letter of Recommendation)
* Call the Candidates you like back to Shadow.