



THE BULLING TOWNE GROUP, LLC

Most people make hiring decisions based on gut reactions. Instead of listening to your gut, listen for facts and details. Learn how to Hire Right . . . Right Now.

Hire Right . . . Right Now

“I like her” and “I think he’ll fit in” are two common statements managers use when evaluating candidates. Decisions based on feeling or intuition lead to expensive hiring mistakes while decisions based on proven interviewing techniques lead to smart hiring success.

The key to behavioral interviewing lies in the phrase most people have heard before: the best indicator of future performance is past performance. When interviewing a candidate, it is crucial you evaluate how he/she performed in the past. That information provides the most concrete and reliable data necessary to predict if a candidate can perform in the future—in your company. The hypothetical (“What would you do if . . .”) has no role in behavioral interviewing.

The session is interactive and practical. It is based on research and years of experience we have had in training and coaching managers and leaders.

Workshop activities include:

- Writing effective job descriptions
- Avoiding risky or inappropriate interview questions
- Establishing rapport
- Behavioral interviewing: what, why, and how
- Creating questions based on the skills and competencies of the open position
- Identifying common words to describe your company’s culture—and interviewing around them
- Getting detailed answers, using Situation Action Result
- Preparing and practicing for interviews, thereby dramatically increasing the likelihood new knowledge will stick



END RESULTS INCLUDE:

- Selecting employees for the skills that match the current needs of the business: you select the right person for the right job
- Employees contributing by using skills they already possess, and in turn, managers managing to strengths, not weaknesses
- Retention improving
- Employee engagement—and profits—increasing

SPONSORS RECEIVE:

- Workshop sponsors receive guidance and coaching on implementation best practices and how to translate new behaviors and methods into daily norms.

WORKSHOP DETAILS

WORKSHOP SIZE:	12–24
WORKSHOP LENGTH:	Three fourths day, depending on client needs and customization. The Recruiting/Staffing team is an essential partner in the customization process.
WORKSHOP SKILL LEVEL:	Appropriate for all levels of management and also ideal for team leaders responsible for influencing hiring decisions.

SAMPLE OUTLINE FOR 1 DAY WORKSHOP

Introduction: Agenda, Roles, & Expectations, Top 10 Hiring Mistakes, and Top 10 Hiring Best Practices	45 mins
Mock Interview #1: “A Poor Example”	15 mins
The Rapport Handshake: 5 Steps to Create Instant Rapport, What to Say About Why You Work Here, and Practice	30 mins
How to Create a Professional Environment: Logistics, Atmosphere, Setting, & Body Language) (Option: HR Business Partner describes logistics of the hiring process)	30 mins
Avoiding Risky or Inappropriate Questions	45 mins
The Most Reliable Way to Interview: Behavioral Interviewing,	30 mins
Creating Great Questions/Statements and Getting Answers: Situation Action Result	30 mins
Mock Interview #2: An Efficient Example	15 mins
Planning and Practice	1.5 hrs

ABOUT THE BULLING TOWNE GROUP

Your organization’s leaders struggle to do two things: run a business and manage employees. Making smart business decisions takes more than concrete experience--it requires courage and competence in addressing individual strengths and ambitions. New managers swiftly learn it is far from straightforward to operate a function and manage people. Experienced managers are reminded of this fact with each “people problem” they tackle. The Bulling Towne Group helps your leaders accomplish what appears to be clear cut and logical yet often leads to ambiguity and frustration: managing people.

Leila Bulling Towne is a seasoned strategist specializing in management and leadership sociology and communication. As an executive coach, Leila helps busy leaders make strategic business and employee decisions with confidence and a forward-thinking approach. Her work has been featured in *The Wall Street Journal*, *HR*, *Reuters*, *The Christian Science Monitor*, *Women’s Health*, *Heart and Soul*, *SHRM.org*, *The Rotarian*, and *CareerSmart Advisor*. Based in the San Francisco Bay Area, her global facilitation and coaching experience includes working throughout the US and Western Europe. Clients range from Fortune 500 companies to Silicon Valley startups. Leila hosts her own CBS Interactive video series on coaching and is the go-to webinar host for the Society for Human Resource Management. In addition to workshops and coaching, Leila facilitates executive offsites and delivers conference presentations.

