

WEBINAR

RESIST THE PURPLE UNICORN

RETHINKING SELECTION CRITERIA TO FIND
THE IDEAL CANDIDATE



**EMPLOYMENT
OFFICE**

The revolutionary way to recruit





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WEBINAR

HOUSE KEEPING

This is a Webinar, which means that your microphones are on mute at the moment and we won't be able to hear you, however we would love your participation! If you have any questions please type them in the GoToWebinar Action Pane on the right side of your screen, and we will leave time at the end to go through them.

- Our Webinar will last 30-40mins
- If you experience any technical difficulties at all, please let us know via the Action Pane and we'll happily help.
- You will receive a copy of the slides emailed post this webinar

WHAT WE'LL COVER TODAY

- What it means to search for a Purple Unicorn
- The way you write & refer to selection criteria
- Screening questions
- Unconscious Bias in your selection criteria and process



A 'Purple Unicorn' is the perfect candidate;

Much like the name suggests - it's a mythical creature, that does not exist in the real world.



QUICK POLL

SELECTION CRITERIA

- The necessary requirements
- The desirable requirements
- The ideal behaviours, attitude and organisational fit

LinkedIn's head of recruiting, Brendan Browne, says one of the most common recurring mistakes hiring managers make is setting unrealistic expectations.



QUICK POLL

SELECTION CRITERIA TIPS

**Know your
necessary
requirements**

**Qualifications,
Experience (etc)**

**What
*behaviours and
attitudes* are
ideal?**

**Include in
descriptions**

**Understand what is
desirable in a
candidate**

**Make it clear in
your adverts and
position
descriptions**



FINDING THE *IDEAL* (NOT PERFECT) PERSON

**The ideal person
is *qualified***

They have the
knowledge
required

Do they
communicate
complimentary
skills effectively?

Are they apparent
in their writing or
their mannerisms

The ideal person
has enough of the
desired 'on paper'
skills

Know how many
boxes they need
to tick

HOW THE RIGHT SELECTION CRITERIA HELPS WITH FINDING SOMEONE IDEAL

- Identify what is necessary and what is desirable.
- How many desirable boxes will the ideal candidate tick?
- Be clear on what complimentary attributes are you looking for, aside from the hard skills.



CLIENT STORY



QUICK POLL

TRADITIONAL SCREENING QUESTION MISTAKES

- Not reviewing questions for each new role
- Too many questions
- Not including a written answer question where necessary
- Making questions too complicated
- Including irrelevant questions

TRADITIONAL SCREENING QUESTION QUESTIONS!

- Is a cover letter necessary?
- Should your screening questions cover cultural fit?
- How do you measure personal characteristics?

TIPS FOR GREAT SCREENING QUESTIONS

Need a good communicator?

Include a written answer question in paragraph form

Make sure they are relevant!

Candidates will be put off by irrelevant questions

Too many questions and candidates will drop off.

The magic number for screening questions is...

HOW THESE ATTRACT THE TOP TALENT

Bonus!
Speeds up your
shortlisting
process

Keeps best
candidates
engaged
throughout
process

The best talent can
sell themselves and
won't need to work
hard to do it.

Keep the process
as simple as
possible

*Research indicates the
top 10 percent of
candidates are often gone
from the marketplace
within 10 days.*

SCREENING QUESTIONS SHOULD ALWAYS:

- Be relevant to the role
- Be kept as close to 5 as possible
- Be used as a gatekeeper and weed out ineligible candidates
- Pinpoint the top talent from the available pool
- Assess a range of different aspects of the candidate



CLIENT STORY



QUICK POLL

OVERCOMING UNCONSCIOUS BIAS

- Resist the purple unicorn!
- Think about the ideal and avoid the perfect or you'll always be disappointed
- Avoid placing a pronoun onto the candidate when discussing them
- Hide information until you've completed the initial filtering process (i.e. hide names, gender, age)

SUMMARY

The purple unicorn doesn't exist - find the **ideal person**.

- Know what is important to have and what is desirable
- Don't lose the ideal candidate in the mythical hunt for your perfect one
- Keep your unconscious bias in check



QUESTIONS

THANK YOU!



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