WEBINAR

RESIST THE PURPLE UNICORN

RETHINKING SELECTION CRITERIA TO FIND THE IDEAL CANDIDATE









ALEXA LITTLETON

Recruitment Advertising Team Leader alexa.littleton@employmentoffice.com.au

HOLLY PICHON

Team Leader & Sales and Account Executive holly.pichon@employmentoffice.com.au



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 recieve 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.



QUICKPOLL



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.



QUICKPOLL



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

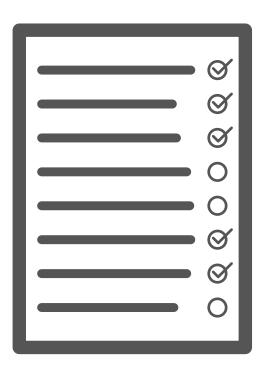
The ideal person has enough of the desired 'on paper' skills
Know how many boxes they need to tick



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 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

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

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

Keep the process as simple as possible



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.

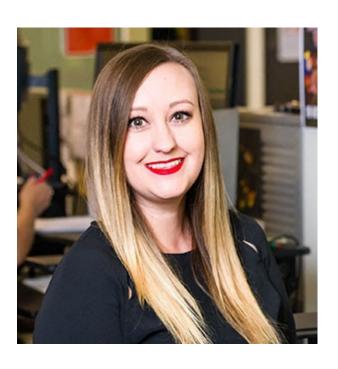
- Know what is important to have and what is desirable
- Don't lose the ideal candidate in the mythical hunt for your perfect one
- Keep your unconscious bias in check



QUESTIONS



THANK YOU!





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