



10 Interviewing Tips Every Hiring Manager Can Use

As a hiring manager, you are the first face a job seeker encounters when interviewing with your company. In many ways, you ARE the company during that first meeting. How you prepare for the interview will have a critical impact on a job seeker's ability to perform at their best and ultimately choose to work at your organization should you extend an offer. With competition high for qualified, specialized professionals, it's crucial your outward impression helps develop a strong, positive message.

Here are 10 mission-critical commandments to ensure your success as an interviewer:



1 Start with a short welcoming “elevator pitch.”

Spend 90 seconds introducing job seekers to the open role, to whom it reports, where it sits in the organization, why it's open, and why you want to interview *them*. This sets a productive and deliberate tone for the remainder of the interview.

2 Don't be afraid to comment on a job seeker's digital footprint.

If you've done some preliminary web searches on your candidate before the interview, comment on what you found and why you think it's compelling. Focus on positive things like a job seeker's personal interests or professional milestones made public through channels like web sites, social media, or appearing in the news.

3 Focus on job seekers' actual past experience when developing interview questions, not hypothetical situations.

Keep things historical, not theoretical. Use phrases like “Tell me about a time when...” versus “What would you do if...” Asking questions about past experiences will give you a better idea of how the job seeker actually works.

4 Point directly at things you see on the job seeker's resume.

Use the phrase “I see on your resume that...” to point out specific areas where a job seeker's past work may be parallel to something they would encounter at your organization.

Start every question with a statement or example. Give info before you receive it, so

that you get a response that targets what you want to hear. Example: “Our experience managing third-party vendors can be challenging... What’s made you successful managing third-party vendors?”

5

Talk about technology with everyone you interview. All successful businesses involve

people, process, and technology. Addressing candidates’ strengths and weaknesses with regards to enterprise technology they would use daily, as well as experience they have with automation or AI prompting, will help you leverage or elevate their tech skills post-hire.

6

Give job seekers an idea of how they can help shape future company goals.

By sharing what the organizational goals are for the next three to five years, job seekers get exposure to ways they could increase productivity, have a long-term effect on the business, and where their personal aspirations fit with the company’s — beyond the immediate impact they would have in the role.

7

Prepare for the culture question. Culture

is not mission, work-life balance, or leadership style. Define your company culture with three to four adjectives or brief phrases that encapsulate what it feels like to work at your organization every day. Example: “Our culture centers on kindness, transparency, and rapid growth.”

8

Unpack the job seeker’s commitment and habits for self-investment.

Organizations invest in people who invest in themselves. Try asking, “Beyond university education, what continuing education are you currently pursuing or integrating into your daily life?” This also gives hiring managers an opportunity to inject how the company invests in its employees.

9

Close the interview elegantly. No job seeker wants to hear the phrase, “We’ll be in touch.”

Always set clear expectations as to when and from whom the job seeker will hear about next steps, even if there won’t be any. If the honest answer is “they will get an automated email reply,” then tell them that. Taking the mystery out of what happens next is the key to elegantly ending the interview.

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