



LESSON 1

THE 6-STEP SMART HIRING JOURNEY

Introduction: A Roadmap for Success

A successful hiring process is not a series of disconnected events; it is a carefully planned journey. The 6-Step Smart Hiring Journey is a comprehensive, end-to-end framework designed to guide you from the initial identification of a hiring need to the successful onboarding of a new team member. This structured approach ensures that your process is efficient, effective, and fair, and that you are consistently making the best possible hiring decisions.

This journey is designed to be completed in approximately four weeks, a timeline that is both thorough enough to ensure a quality decision and fast enough to meet the expectations of the modern candidate.

The 6 Steps of the Smart Hiring Journey

Here is a detailed breakdown of each step in the journey:

Step 1: Know What You Need (Week 1)

The foundation of any successful hire is a deep understanding of what you are looking for. This goes beyond a simple job title. You need to define the role clearly, set realistic expectations, and identify the key success factors.

- **Define the Job Clearly:** What are the core responsibilities of this role? What will this person be expected to accomplish in their first 90 days? What does success look like in this position?
- **Set Realistic Expectations:** Be honest about the challenges and opportunities of the role. A realistic job preview will help you attract candidates who are a good long-term fit.
- **Hotel Example:** Instead of saying, "We need a front desk supervisor," you should be able to say, "We need a front desk supervisor who can expertly manage a team of 5, handle over 50 guest check-ins and check-outs daily, and resolve guest complaints with empathy and efficiency."

Step 2: Understand the Skills (Week 1)

Once you know what you need, you need to identify the specific skills required to do the job successfully. These can be broken down into three categories:

- **Technical Skills:** These are the hard skills that are directly related to the job, such as proficiency with a specific computer system, language fluency, or required certifications.
- **People Skills:** These are the soft skills that are essential for success in any role, such as customer service, teamwork, problem-solving, and communication.
- **Cultural Fit:** This is about aligning a candidate's values and work style with your company culture. Do they thrive in a collaborative environment? Are they committed to your company's mission?

Step 3: Find Great People (Week 2)

With a clear understanding of the role and the required skills, it's time to find your candidates. In today's market, you need to use a multi-channel approach to sourcing.

- **Social Media:** Go where the candidates are. Use platforms like LinkedIn for professional roles, and don't be afraid to use TikTok and Instagram to showcase your company culture and attract younger candidates.
- **Employee Referrals:** Your current employees can be your best source of new hires. Implement a referral program to incentivize them to recommend great people from their networks.
- **University Partnerships:** For entry-level roles, partner with local universities and hospitality schools to connect with up-and-coming talent.
- **Job Boards:** Use job boards like Indeed and Glassdoor, but make sure your job ads are engaging, specific, and optimized for mobile.

Step 4: Quick Screening (Week 2)

Once the applications start rolling in, you need a fast and efficient way to screen them. The goal of this step is to quickly identify the most promising candidates and move them to the next stage.

- **The 30-Second Resume Review:** In a later lesson, we will teach you a powerful technique for scanning a resume in 30 seconds to identify key qualifications and red flags.
- **Phone/Video Pre-Screening:** A brief, 5-10 minute phone or video call can help you quickly assess a candidate's communication skills and basic qualifications.
- **Skills Assessment:** Use online or in-person assessments to test for the essential technical skills required for the job.

Step 5: Smart Interviews (Week 3)

This is the heart of the hiring process. In this step, you will use a combination of techniques to conduct a thorough and insightful interview.

- **SOAR Method Questions:** Use structured, behavioral questions to gather specific examples of a candidate's past performance.
- **Interactive Scenarios:** Use role-playing and other interactive exercises to see how a candidate would handle real-world situations.
- **Team Involvement:** Involve potential colleagues in the interview process to get their perspective and assess team fit.
- **Cultural Fit Assessment:** Ask questions that are specifically designed to assess a candidate's values and work style.

Step 6: A Great Start (Week 4)

The hiring process doesn't end when the offer is accepted. A strong onboarding process is crucial for setting your new hire up for success.

- **A Fast Decision:** In today's market, you can't afford to wait. Make a decision and extend an offer within 2 days of the final interview.
- **A Warm Welcome:** Make the new hire's first day a positive and memorable experience.
- **The Buddy System:** Assign a mentor or "buddy" to help the new hire navigate their first few weeks.
- **The 90-Day Check-In:** Schedule a formal check-in at the 90-day mark to review progress, provide feedback, and ensure the new hire is on track for success.

Time-Saving Tips for the Modern Recruiter

- **Maximum 3 Interview Rounds:** The best candidates are not on the market for long. Gen Z and Millennial candidates, in particular, will not wait around for a long, drawn-out process.
- **A 2-Week Total Process:** Aim to complete the entire process, from job posting to offer, in two weeks.
- **Same-Day Feedback:** Don't "ghost" your candidates. Provide them with feedback on the same day as their interview, even if it's just a quick email to let them know the timeline for the next steps.

Visual Element: The Smart Hiring Journey

