

Candidate vs. Company Checklist

Company Evaluation Checklist

Technical Skills

Culture Fit

Compensation match

Growth/Leadership Potential

Does your pitch to candidates address all of this?



Candidate Checklist

Is this start up going to be one of the 20% that make it?

Do I trust the CEO/Founding Team to lead the company?

Does their company story resonate with me?

Does the company have a product that can lead to a viable business?

Can I afford to take a step back in pay?

The last start up I joined failed, will this one work?

Can I afford to take this chance on a start up when I have an offer from a much more established company?

I am a diversity candidate, will these founders hire more candidates like myself? Will I feel like an outcast?

Who are their investors?

Do they have benefits?

Do they have 401K? Do they match?

Does the commute work?

Will I have an impact?

What is the growth potential? Company and Personally?

Can they support my Visa? Will they apply for a green card?

I have a family, will working for a start up ruin my work life balance?

I'm leaving my company current company for a particular reason, will that issue come up again here?

The company I joined promised me a lot and didn't deliver, can I trust this company to be different?

Guide to Selling While You Hire

- 1. In the first phone call with the candidate, cover the following:**
 - Why they are looking and why are they interested in your company?
 - What are they looking for in their next opportunity?
 - Sell your vision and how they will be a major part of that
 - What is their compensation target to make a move?
 - Does the commute work?
 - Check Visa Status
 - What is the status of their job search (Interview, Onsites, Offers) and when are they looking to make a change?
- 2. At every point of contact with the candidate, re-confirm all the answers they gave you. Then ask the following question:**
 - Are there any other factors that would prevent you (the candidate) from joining the company?
- 3. As always, SELL, SELL, SELL:** Convince the candidate why they will succeed on this journey with you.