Remember:

1. Feel free to change the headline of the blog post so it sounds like you.
2. Also, write one or two sentences in your own voice to introduce the blog post.
3. Create a stock close for your blog posts with a call to action and your contact information.
4. If you promote your blog to Facebook or Twitter more than once, craft each promotion a little different to make each one unique.

Blog Post

4 Common Interviewing Blunders and Their Antidotes

Perhaps your business has grown, and you need to hire people to meet the demands of this growth. This is a great problem to have. But whether you're hiring employees or contract labor, it's important to know what you're getting before you bring them on board.

We know that we need to interview candidates, but what should that look like? Many of us pursue this task with the only experience we have--what we've experienced ourselves in an interview. But was that experience worth imitating?

Personally, most of the interviews I've experienced as a candidate would provide great examples of what *not* to do in an interview! Here are 4 common blunders we make when interviewing:

1. **We ask the wrong questions.** With a gross lack of direction, interviewers ask questions like, "If you were a tree, which tree would you be?" Unless you're interviewing for a job as an arborist, how in the heck is a candidate supposed to answer that question? And worse yet, by what means will the interviewer evaluate the candidate's response? Such questions are ridiculous and have no bearing whatsoever on future job performance.

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the interview. We tell the candidate something like, "I'll get back to you by Thursday." And then we don't do what we said we would. Meanwhile, this may be a very competent, high-capacity candidate. But by now the candidate is thinking, "Do I really want to work for this Bozo?"

3. **Our interview team is unprepared and uncoordinated.** We've probably all experienced this at one time or another. We're passed from interviewer to interviewer and it's obvious that none of them know what they're doing. Some may not even know what job their interviewing you for! Their questions are either all the same as the other interviewers, or they're all over the map. Again, this interviewing behavior casts a very poor light on the organization and does nothing to help determine which candidate is most qualified.

4. **We have not prepared a clear job description.** Unless we've clearly defined what we're looking for, we won't be able to evaluate whether we've found it. All too often, organizations jump into the interview process without having formulated a clear job description or the competencies required to function well in the job. What typically happens in this scenario, is that a candidate is hired with an entirely different understanding of the job than what it actually entails.

These interviewing blunders don't merely make us look bad as an organization, they also cost money, time and generate frustration. So, let's look at the antidotes for those 4 blunders.

1. **Create a clear, concise job description and identify 5 or 6 core competencies required by the job.** The job description should outline the essential functions and expectations of the position. Within those, specific competencies should surface. Competencies are skills like: planning, attention to detail, writing skills, project management, etc. The job description and core competencies provide the "stuff" that you're looking for in a candidate. So, you'll want to craft your interview around them.

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Facebook Post

4 Common Interviewing Blunders and Their Antidotes

If you've ever been interviewed for a job, you've likely experienced these 4 common interviewing blunders. We've provided antidotes for these blunders to save you time, money and embarrassment. Read the rest of the article…

Enhanced Facebook Post: Best practices in interviewing dictate that past behavior is the best predictor of future behavior. So, how do you capture that information in an interview? Read the rest of the article…

Twitter Tweet

4 Common Interviewing Blunders and Their Antidotes

When interviewing candidates for a job opening, past behavior is the best predictor of future behavior. [blog post]

Enhanced Twitter Post: How to avoid the 4 common interviewing blunders. [blog post]

LinkedIn Update

4 Common Interviewing Blunders and Their Antidotes

Beware of these 4 interviewing blunders. Instead, discover how you can identify the best candidate to fill your position. Read the rest of the blog post …

Enhanced LinkedIn Post: Create a clear, concise job description and identify the core competencies for a position so you can interview well. Read more in this week's blog post…

A. **Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: 4 Common Interviewing Blunders and Their Antidotes.

B. **Content (revise to fit your speaking style):**

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Following these guidelines, you can avoid costly blunders hiring the wrong person with all the time and expense associated with that, and instead, hire the best candidate for your position.

Your Standard Close: Until next time this is ….

Subject: Beware of these 4 interviewing blunders…

A. Your standard Opening (revise to fit your writing voice):
Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

B. Content (revise to fit your writing style): 4 Common Interviewing Blunders and Their Antidotes

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A. **Your close**

If you'd like to read more relevant and informative articles, check out my blog at www…….