

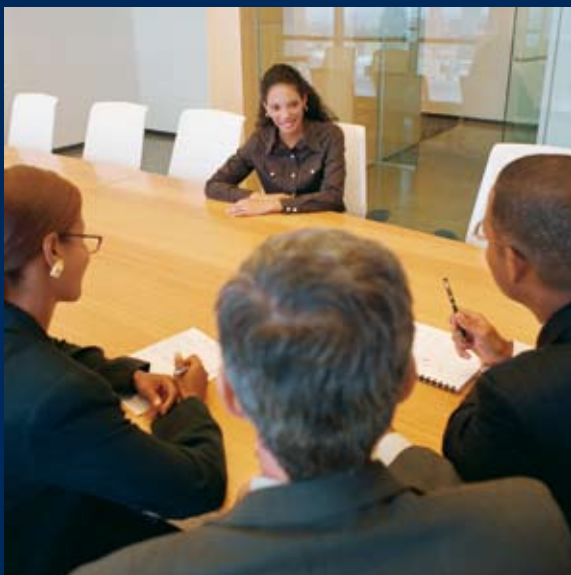


Croner

a Wolters Kluwer business

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## Croner Training



# Effective selection interviewing – the definitive guide

2 July 2008 ■ London

11 December 2008 ■ London

The definition of recruitment is simple: the right person at the right time at the right price. Why does it so often go wrong?

This highly participative one-day seminar demonstrates effective ways to plan and prepare the selection process, and provides a definitive guide to successfully conducting selection interviews. The benefits include:

- Understand what you're really looking for
- Interview planning – make the most of candidate face time
- Structuring the interview
- Effective questioning techniques, including probing and skill questioning
- Competence-based criteria and questioning
- Handling difficult candidates
- Spotting and probing candidate motivation
- Understanding the impact of the selection process on employer branding, talent management and retention

The course makes extensive use of role play and simulations to give all participants hands on practice of interviewing techniques.

"I liked the amount of interaction with the other course members. There was good spirit between lecture style and getting involved"

Martyne Anderson, Virgin Management Ltd

"Very worthwhile"

Geoff Longman, BTP

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0845 082 1170

# Effective selection interviewing – the definitive guide

## Why you should attend this seminar

Interviewers don't just fill jobs – they impact on an organisation's performance. They also have a powerful effect on employer branding and even on retention. An effective interviewer spots not only performance, but the people who are going to have the greatest long-term influence on the organisation.

This highly participative one-day seminar demonstrates effective ways to plan and prepare the selection process, select new staff and improve interviewing skills. It concentrates on a practical approach to establishing a rapport, gathering the right information and making a decision.

Does everyone responsible for selection interviewing in your organisation have:

- A clear understanding of the purpose of the interview?
- Skills in probing, summarising, and using critical incident analysis?
- A working knowledge of the relevant legislation?
- An understanding of competence-based questions?
- The ability to use an interview to make accurate judgments about job performance?
- The ability to spot motivation, particularly commitment to accept a job offer?
- The ability to handle unresponsive, demanding or dominating candidates?
- The ability to represent your organisation as an employer brand?

If not, then this seminar will raise the performance of your staff by helping them to make better selection decisions.

## Benefits of attending

By the end of this seminar participants will be able to:

- 1 Identify the key legislative issues involved in the recruitment process
- 2 Decide upon appropriate selection criteria
- 3 Plan and prepare for the selection process
- 4 Demonstrate the essential skills and techniques required for effective selection interviewing
- 5 Demonstrate the ability to use probing techniques such as skill measurement, competency-based questioning and summarising
- 6 Make objective, fair, and effective recruitment decisions

## Who should attend?

- New personnel staff
- Experienced personnel staff who want to conduct more effective interviews
- Newly appointed managers
- Managers at any level who are required to carry out selection interviews

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## Programme

9.00 Registration and coffee

9.30 **Introduction and examination of course objectives**

### Legal aspects

- Summary of the main aspects of the law relating to recruitment
  - Direct and indirect discrimination
  - Positive action/discrimination
  - Race and sex discrimination
  - Other aspects: sexual orientation, religion or belief
  - Age discrimination
  - Legal and illegal questions

10.00 **Deciding your selection criteria**

- The stages of the selection process
- Assessing the vacancy
- Understanding the Key Result Areas of the job
- Job descriptions and person specifications
- Benchmarking your selection criteria
- Deciding on assessment measures, including testing

10.45 Coffee

11.00 **Preparing to interview**

- Using specifications and application forms or CV's
- Understanding an interview structure
- Preparing questions
- Formulating competence-based and skill focus questions
- Structuring the interview
- Ensuring that candidates get a fair hearing
- Working with an interview panel

**Practical exercise in planning and preparing for a selection interview**

1.00 Lunch

## 2.00 Effective interviewing techniques

- The physical organisation
- Opening the interview – techniques for establishing rapport
- Getting people talking
- Questioning techniques – mini role plays
- Active listening and summarising skills
- Controlling the interview
- Achieving objectives
- Interview 'funnels'
- Probing skills and competencies
- Closing the interview
- Dealing with difficult candidates
- Evaluating information and making decisions

Practical exercise in  
questioning techniques

3.30 Tea

3.45 **Role play exercise**  
Practical session

5.00 Summary and close of seminar

### A total compliance solution

Whether you're an HR professional in a multi-national, managing personnel issues in a medium-sized organisation or running a small business we have the HR information you need to get the most out of your staff and comply with the law. From consultancy, and comprehensive online information services to books we have you covered. Simply visit [www.croner.co.uk](http://www.croner.co.uk) for more information.

## Speaker



### John Lees

John Lees is a graduate of the Universities of Cambridge, London and Liverpool. Formerly Chief Executive of the Institute of Employment Consultants (now the Recruitment & Employment Confederation, REC), John Lees now writes and speaks widely on the world of work.

He has been training recruiters from a wide variety of sectors for over 20 years, including both private and public sector recruiters. He acted as consultant to the Royal Navy Careers Service and has trained personnel from both the RAF and Royal Navy in staff selection techniques. He runs specialised training programmes across the UK in team management, effective recruitment, motivation and retention, and competency-based recruitment.

John Lees is also one of the UK's best known specialists on career management and is a Senior Associate with outplacement specialists Career Management Consultants Ltd. His McGraw-Hill best seller *How to Get a Job You'll Love* was W H Smith Business book of the Month in January 2003 and is now in its fifth edition. He is also the author of *Job Interviews: Top Answers To Tough Questions, Take Control of Your Career, and Why You?* - CV Messages To Win Jobs (all McGraw-Hill)

He writes regularly for *The Times*, *The Guardian*, and *People Management* and his work has been featured on radio and widely in the press, including recent features in titles ranging from *Cosmopolitan* to the *Sunday Times*. He was a consultant and presenter on the BBC Interactive *Back to Work* series.

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