

How to Pick the Best Job Candidates for Your Team

The following chart breaks out what high quality candidates look for when interviewing for a job. According to Gallup research, when companies select the top 20% of candidates based on a scientific assessment, they frequently realize a 10% increase in productivity, a 20% increase in sales, a 30% increase in profitability, a 10% decrease in turnover and a 25% decrease in unscheduled absences.

High-Quality Job Candidate Characteristics	Low-Quality Job Candidate Characteristics
Job candidates are attracted to companies that align with what they believe in and who they are as people.	Job candidates look for immediate requirements such as pay and benefits, work hours, work demands or personal and family needs.
Job candidates are attracted to companies that encourage them to do what they do best.	Job candidates will accept a position because they need a job.
Job candidates look for companies that will present opportunities to fully apply their skills.	Job candidates have switched jobs often reflecting that as their needs change they move on.
Listen for candidates who have done some research on your company. Listen to how they express this interest as a profession or job because it aligns with who they are and what they excel at.	
Job candidates look for jobs that offer challenges and opportunities to make a difference to others people.	Job candidates focus on money, independence, lifestyle fit or the types of people they like to work with.
Job candidates enjoy intellectual or creative challenges.	Job candidates look for work that they are good at without seeking out opportunities for growth.
Job candidates know their strengths.	Job candidates are unable to identify what they enjoy most about their work.
Listen for candidates who describe what they value about a job. Look for responses about improving other people's lives and tackling role demands.	
Job candidates do their research by searching for and considering only the best companies.	Job candidates are attracted to the position.
Job candidates pay close attention to the "great workplace" list and companies that qualify.	Job candidates are unaware of companies in their area that have applied for and earned great workplace award status.
Job candidates look for formal leadership processes that are in place and invested time by the CEO to leadership development.	Job candidates are drawn to location and benefits.
Listen for candidates who are selective in applying to great companies. Leaders should ensure that their company retains its reputation as a great place to work.	
Job candidates look for roles that allow them to learn and grow.	Job candidates look for high income or independence, the opportunity to do what they are good at, a flexible schedule or coworkers whom they could enjoy working with.
Listen for candidates who say their dream job features responsibility and the chance to serve others, and/or provides development and growth opportunities.	