

Employers: Avoid Hiring Mistakes by Looking Past Your Current Needs

1. Assess that the candidate is both competent and motivated to perform the work required. (This is the easy part.)
2. Consider whether the candidate will fit in comfortably with your office culture, especially with those he/she will be working with the most (if you have doubts, go with your gut).
3. Determine if the candidate has the potential to take on more responsibility, bring in clients, and thrive long-term. (Bottom line: is this his/her dream job? Can you feel the excitement?) If so, you may have a loyal employee or partner for the long haul.