



# Going Beyond the Resume:

How structured interviews help you identify candidates who fit, perform, and stay.



Iron Sky



## In Hiring, Resumes Only Tell Half the Story

Resumes have long been the foundation of the hiring process, offering a quick snapshot of a candidate's skills and experience. But how much can you really learn from a list of job titles and bullet points?

The reality is that resumes often paint an incomplete picture. They may highlight technical competencies but fail to capture the qualities that truly determine success—like problem-solving abilities, interpersonal skills, and cultural fit. Plus, resumes can obscure key details about a candidate's motivations, long-term goals, and personality traits that could make or break their effectiveness in a role.

This is where structured interviews come into play. By standardizing questions, focusing on meaningful insights, and eliminating bias, structured interviews enable hiring managers to go beyond the resume and uncover the true potential of every candidate.

In this eBook, you'll learn:

- The challenges of traditional hiring methods
- The fundamentals of structured interviews and how they work
- Practical steps for creating an effective structured interview process
- Real-world examples and best practices to help you refine your hiring strategy

If you've ever felt like you're missing out on top talent, this guide will show you how structured interviews can help you identify candidates who not only meet the requirements on paper but thrive in your organization.

# The Risks of Relying on Resumes and Informal Interviews

For many organizations, the hiring process begins and ends with resumes and informal interviews. While these methods may seem quick and convenient, they come with significant drawbacks that can lead to costly mistakes.

## 1. Resumes Don't Tell the Full Story

Resumes focus on technical skills and past experience, but may fail to convey:

- **Soft Skills:** Communication, teamwork, and adaptability.
- **Motivations:** A candidate's career goals and alignment with your company's mission.
- **Cultural Fit:** Whether they'll thrive within your organization's unique environment.

Relying solely on a resume often means missing these critical factors, leading to mismatched hires.

## 2. Informal Interviews Are Unreliable

Unstructured interviews may seem like an opportunity to get to know a candidate personally, but they often:

- Lack consistency, with questions varying widely between candidates.
- Introduce unconscious bias, as decisions may be influenced by first impressions rather than qualifications.
- Provide limited insights, focusing more on likability than on measurable skills or traits.

## 3. The Cost of a Bad Hire

The consequences of a poor hiring decision can ripple across your organization:

- **Financial Impact:** Studies show that a bad hire can cost a company up to 30% of the employee's annual salary.
- **Decreased Productivity:** A mismatched employee can disrupt team dynamics and slow down workflows.
- **Turnover Costs:** High turnover rates lead to frequent rehiring, training, and onboarding expenses.

## 4. Missed Opportunities for Top Talent

Without a structured approach, you risk overlooking passive candidates—highly skilled professionals who aren't actively seeking jobs but could be the perfect fit for your role. Informal hiring processes are rarely equipped to identify and attract these individuals.

## The Solution?

A structured interview process solves these challenges by creating a fair, consistent, and data-driven approach to hiring. By moving beyond the resume and asking the right questions, you can uncover candidates who are not only qualified but who will excel and stay with your organization long-term.



# The Fundamentals of Structured Interviews

## What Makes Structured Interviews So Effective?

A structured interview is a systematic approach to hiring that eliminates guesswork. It uses a consistent set of questions and standardized scoring to objectively assess a candidate's skills, traits, and fit for the role.

This process is designed to uncover deeper insights and ensure fairness, giving your company the tools to make informed hiring decisions.



## Key Components of a Structured Interview

### 1. Standardized Questions

All candidates are asked the same set of questions, ensuring consistency and fairness. Questions are crafted to assess both technical skills and attributes like problem-solving and cultural alignment.

### 2. Behavioral and Situational Focus

**Behavioral Questions:** Explore past experiences to predict future performance.

Example: “Tell me about a time when you managed a challenging project.”

**Situational Questions:** Assess decision-making through hypothetical scenarios.

Example: “If a client was dissatisfied, how would you resolve the issue?”

### 3. Scoring Criteria

Predefined scoring ensures responses are evaluated consistently, reducing subjectivity, and allowing for objective comparisons.

By using structured interviews, companies can uncover candidates who not only meet technical requirements but also align with organizational goals and culture—leading to stronger, more successful hires.



## Why Structured Interviews Lead to Better Hires

Adopting a structured interview process can transform the way your company identifies and evaluates candidates. By focusing on fairness, consistency and deep insights, structured interviews address many common hiring challenges while delivering measurable benefits.

### 1. Improved Hiring Accuracy

Structured interviews allow hiring teams to:

- Focus on job-relevant skills and traits
- Identify candidates who align with organizational culture and goals
- Avoid overemphasizing irrelevant details, like resume formatting or charisma

This results in better matches and more successful hires.

### 2. Reduced Bias

By standardizing questions and using scoring systems, structured interviews minimize unconscious bias. Every candidate is assessed based on objective criteria, fostering a fair and inclusive hiring process.

### 3. Higher Retention Rates

Candidates selected through structured interviews are more likely to:

- Be aligned with the company's values and culture
- Possess the necessary skills and traits for long-term success

This reduces turnover and creates a more stable, engaged workforce.

#### **4. Streamlined Decision-Making**

Scored responses make it easier to compare candidates side-by-side. This eliminates the need for subjective debates among hiring managers and accelerates the selection process.

#### **5. Enhanced Legal Compliance**

Standardized questions and evaluation methods create a defensible hiring process that adheres to employment laws and minimizes the risk of discrimination claims.

#### **6. Cost Savings**

Hiring the wrong candidate can be expensive. Structured interviews improve the likelihood of making the right hire the first time, reducing costs associated with turnover, rehiring, and lost productivity.

Structured interviews aren't just a tool. They're a strategic advantage for your organization. By implementing this process, companies can build stronger, more resilient teams that drive long-term success.



# Results in the Real World: A Look Inside an Effective Structured Interview Framework

To truly understand the power of a structured interview, it helps to see the process in action.

Below is an example framework demonstrating how a structured approach ensures consistency, fairness, and deeper insights into candidates' abilities and motivations.

**Remember:** These two candidates are the same on paper—they have the same skills, qualifications, and experience listed on their resumes.

## Scoring Scale (1-10):

**10**

*(Outstanding)*

Candidate demonstrates relentless persistence, adaptability, and strategic thinking. They provide a detailed example showing how they overcame multiple challenges to achieve a positive outcome.

**7-9**

*(Good)*

Candidate shows persistence and problem-solving skills but may lack depth in their example or the impact of their efforts is less significant.

**4-6**

*(Average)*

Candidate demonstrates some effort but lacks adaptability or a clear focus on solutions. Their example may lack detail or show limited success.

**1-3**

*(Poor)*

Candidate gives up easily, fails to demonstrate persistence, and does not show initiative to overcome setbacks.



## INTERVIEW QUESTION:

“Can you tell me about a time when you faced repeated rejection or setbacks while pursuing a major sales goal? How did you handle it, and what was the outcome?”

### Candidate A’s Response:

“There was a time when I was working on a large account that had declined our proposals three times over six months. Each time, I asked for detailed feedback, adjusted my pitch, and continued to build relationships with key stakeholders. I researched their pain points further and tailored a new solution that aligned with their needs. On my fourth attempt, they agreed to a meeting, and eventually, we closed the deal, bringing in \$2 million in revenue. It was one of the most rewarding experiences because persistence and adaptability paid off.”

**The Score: 9**

### Why It’s Good:

This candidate demonstrated perseverance, strategic problem-solving, and the ability to turn setbacks into opportunities. They focused on their actions and showed a clear outcome.



## INTERVIEW QUESTION:

“Can you tell me about a time when you faced repeated rejection or setbacks while pursuing a major sales goal? How did you handle it, and what was the outcome?”

### Candidate B’s Response:

“I was working on a big deal, but they weren’t interested after the first call. I followed up a couple of times, but they kept saying no. After a while, I just moved on to other leads because it didn’t seem worth my time.”

### The Score: 3

### Why It’s Bad:

This candidate lacked resilience and a proactive approach to overcoming challenges. They gave up too quickly and failed to demonstrate adaptability or grit.



Let’s take a look at another example, with a different question.

## INTERVIEW QUESTION:

“Describe a time when you set an ambitious target for yourself. What obstacles did you encounter, and how did you stay motivated to achieve it?”

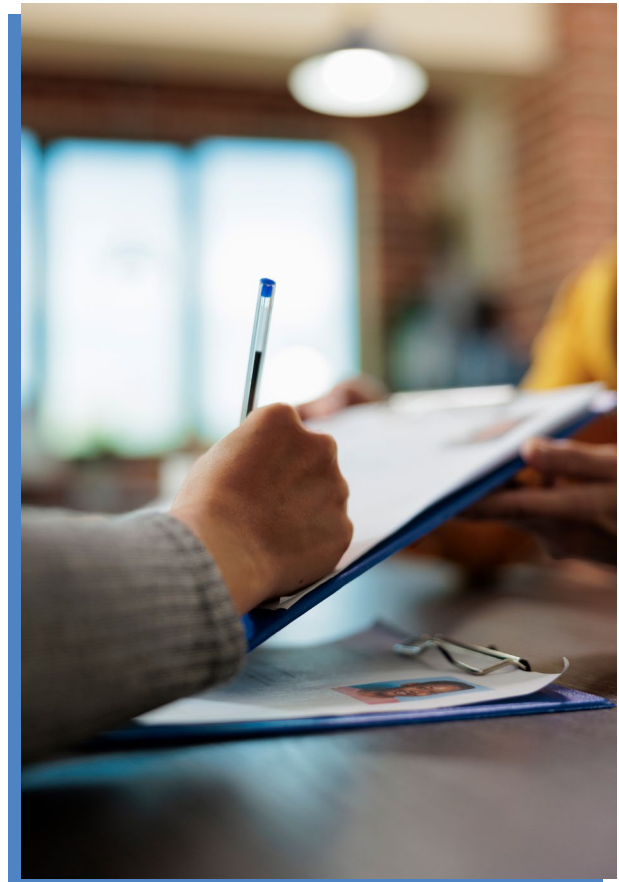
### Candidate A’s Response:

“I set a goal to increase my region’s sales by 25% in one year, which was ambitious given market conditions. Early on, I faced challenges like a shrinking budget and tough competition. To overcome this, I focused on identifying untapped markets, developing stronger client relationships, and streamlining our internal processes to improve efficiency. I broke the goal into smaller milestones and celebrated small wins to stay motivated. By year-end, we exceeded the target with a 28% increase in sales.”

### The Score: 9

### Why It’s Good:

This candidate showed ambition, problem-solving skills, and a disciplined approach to achieving goals despite obstacles. They highlighted their determination and self-motivation.



## INTERVIEW QUESTION:

“Describe a time when you set an ambitious target for yourself. What obstacles did you encounter, and how did you stay motivated to achieve it?”

### Candidate B’s Response:

“I set a goal to hit a big sales number one year, but I didn’t hit it because the market was bad and there was too much competition. It was frustrating, so I just focused on doing what I could and left it at that.”

## The Score: 2

### Why It’s Bad:

This candidate lacked accountability, problem-solving, and the ability to persist through challenges. They didn’t demonstrate the drive or resilience expected in a business development role.





## Ready to Put Structured Interviewing to Work for Your Organization?

By moving beyond resumes and adopting a structured interview process, you can make better-informed hiring decisions that drive long-term success.

Structured interviews:

- Provide deeper insights into a candidate's skills, motivations and fit
- Reduce bias and ensure a fair, consistent process
- Help you identify candidates who will thrive in their roles and contribute to your organization's goals

### We're Here to Help With All of It!

Trust Iron Sky Recruiting to revolutionize your hiring, sourcing, and supplying the candidates you truly want and need. We use a proprietary blend of recruiting systems, including structured interviews and a graded 1-10 scale, to present you with the top-performing candidates for your openings.

## We Build Teams That Build Futures

Set up a consultation today!

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