



## Recruitment Tip

# 4 STEPS TO CONDUCT A NEEDS-BASED INTERVIEW

1

**Ask the candidate what important criteria would make an ideal career** – Probe the candidate about his/her ideal career to get an exhaustive list to choose from.

2

**Ask the candidate his/her top 3 considerations when choosing a career** – make a list of career aspirations as long as you can that makes sense to the candidate. Then let him/her choose the top 3 from that list.

3

**Make the candidate envision where he/she wants to be** – focus on the candidate's ideal career and ask where does he/she wants to be.

4

**Present the business opportunity based on the candidate's career aspirations** – Pick top 3 benefits of becoming an AIA Philippines Insurance Entrepreneur that match the candidates' top 3 career consideration and goals. The idea is to really get the candidate attracted.

Source: Peter Hoopie, LAMP Main Platform



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BETTER LIVES