

# For Hire: Durable Skills. Cultural Fit.

"Time spent on hiring is time well spent."

— *Robert Half*

## INTRODUCTION

Hiring is one of the most crucial processes for any organization. To succeed in today's changing world, companies must rethink their approach by focusing on soft skills and cultural fit. This guide will explore how to transform your hiring practices.

## DEFINE YOUR CULTURE

Defining your organization's culture is the foundation of an effective hiring process—and yet, it is often overlooked. This crucial step involves clearly articulating your core values, identifying the traits that successful team members share, and crafting an ideal candidate profile that prioritizes soft skills, personality, and attitude. With this profile as a guide, every step of the hiring process can align with your cultural and strategic goals, ensuring the right fit for both your team and the organization.

## RETHINK JOB DESCRIPTIONS

Why do job descriptions emphasize hard skills, technical qualifications, and past experience? These descriptions often imply the need to fill the exact role vacated by the last employee, using tired phrases and clichés. Instead, craft descriptions that streamline the list of hard skills and prioritize cultural fit, interpersonal skills, and shared values. This approach attracts candidates who align with your company's mission and are more likely to thrive and contribute meaningfully.

## BEWARE NETWORKING/CAREER PLATFORMS

Sites like LinkedIn and ZipRecruiter are magnets for formulaic resumes and conventional thinkers. They embody the herd mentality—conforming, choosing the easy path, and following instructions without question. Organizations would be wise to avoid relying on these platforms when seeking innovative and dynamic talent. The best candidates often aren't found through cookie-cutter resumes but through more personal, in-depth methods of recruitment that allow for discovering unique qualities and a true cultural fit.

## SOFT IS THE NEW DURABLE

Hard skills used to be durable, but now soft skills have taken the spotlight. These qualities—such as communication, adaptability, and emotional intelligence—are not only long-lasting and highly transferable but also irreplaceable by automation. Unlike hard skills, they are innate yet evolve over time, making them essential in a rapidly changing world. So why do companies continue to prioritize degrees, experience, certifications, and credentials

that often fail to capture true potential? By focusing on soft skills, your organization can invest in candidates who will grow and thrive.

### CONDUCT NONTRADITIONAL INTERVIEWS

Traditional interviews rely on scripted questions in controlled settings, which limit the ability to assess key traits like adaptability, creativity, or emotional intelligence. Despite knowing the costs of a bad hire, many employers fail to invest the time needed to thoroughly vet their ideal candidate. Consider taking a walk in the park, visiting a sandwich shop, or playing a board game. *Get to know your candidates!* Spending extra time on simple activities gives your team valuable insights to determine whether the candidate is a good fit.

### CHALLENGE YOUR CANDIDATES

Give your candidates homework! Assign tasks based on your ideal candidate profile to see their skills and mindset in action. Ask them to answer targeted questions, showcase their hard and soft skills, or solve role-relevant challenges. They could write a story, analyze a process, create a manifesto, present a hobby workshop, conduct an experiment, or share their vision for the role. These assignments go beyond traditional interviews, revealing creativity and alignment with your culture. Additionally, they help identify candidates willing to go the extra mile.

### A FINAL NOTE ABOUT HIRING

Top companies are continuously seeking individuals who align with their culture, even when not actively hiring. Make the hiring process a habit, and give it the attention it deserves!

Visit [www.deepdishacademy.com](http://www.deepdishacademy.com) to see a sample ideal candidate profile, and learn more about the hiring process!