

EP. 10 - Intro to VET YOU

Overview

This video series dives into the behind-the-scenes process of how recruiters and hiring managers assess, or "vet," job candidates. Understanding the vetting process will help you navigate interviews, avoid being ghosted, and improve your chances of landing a job. Whether you're a junior candidate or an experienced professional, knowing how different parties vet candidates will give you an edge.

1. What Does Vetting Mean?

Vetting is the process by which recruiters, hiring managers, and talent acquisition teams evaluate your qualifications, personality, and experience against the company's needs and job description. It's more than just matching skills to a role—it's about assessing how well you align with the company culture and the specific needs of the team.

Bad recruiters will only care about ticking off criteria from a list to fill the role quickly, while good recruiters consider both fit and long-term success, ensuring a mutual benefit for both the candidate and the company.

2. How Recruiters and Hiring Managers Vet Junior Candidates:

For junior roles, recruiters and hiring managers focus heavily on checking boxes:

- **Third-Party Recruiters:** Recruiters don't prioritize your career development because **you don't pay them**—the company does. They care about whether you fit the specific mandate they're tasked with filling. If you don't align perfectly with the job description, they're unlikely to consider you, even if you're struggling to find a job.
- **Hiring Managers:** They often rely on third-party recruiters or HR to bring them talent that checks off at least **70% to 100%** of their desired qualifications. This can make it difficult for candidates who don't have an exact fit to get an interview.

Many hiring managers are out of touch with the realities of the job market because they haven't been coached or trained properly, leading to unrealistic expectations.

Key Takeaway for Juniors: Hiring managers are often overworked and focused on meeting quotas. Their main goal is to hire someone who can do the job listed in the job description, and they rarely have time to invest in mentoring or developing new hires. As a result, if you're looking for a manager who will help you grow, you may be disappointed in today's marketplace.

3. How Recruiters and Hiring Managers Vet Senior Candidates:

For senior-level roles, the vetting process varies significantly based on the type of organization:

- **Startups:** Founders and leadership are meticulous when vetting senior candidates, especially if the hire will report directly to them. They want to ensure that you have the right industry experience, leadership skills, and the ability to scale a team or develop a sales playbook. The process is more detailed, with multiple rounds of interviews.

Key Questions for Senior Candidates in Startups:

- Have you built and scaled a team?
- What stage were your previous companies at when you joined them?
- Do you have board experience?
- **Fortune 100 or 500 Companies:** The C-level executives are often not directly involved in the hiring process unless you're reporting to them. Mid-level or senior managers will focus on your industry experience, leadership background, and ability to meet targets.

Key Focus Areas for Senior Candidates in Larger Companies:

- How many people have you managed?
- What targets and processes have you overseen?
- Have you implemented any sales methodologies?

Key Takeaway for Seniors: C-level executives and leaders tend to be risk-averse and focus on high-level objectives rather than the intricacies of hiring. They delegate recruitment tasks to middle management, which can lead to a disconnect between the company's strategic needs and the operational requirements of individual departments.

4. Why the Vetting Process Can Be Misaligned:

In many organizations, there is a lack of alignment between different parties involved in the hiring process:

- **HR and Sales Leaders:** Often, HR and sales departments don't communicate well, leading to hiring mismatches. Sales leaders, for example, may not articulate what they need because they are not trained to recruit effectively.
- **Hiring Managers:** Sometimes they don't know exactly what they're looking for until they meet the right person. As a result, job descriptions are often outdated, and the interview process may not align with the actual requirements of the role.

5. Common Reasons for Hiring a Candidate:

Candidates are typically brought in for one of three reasons:

- **To be a change agent:** You are expected to transform a team or process.
- **To replace someone who left:** You are taking over an established role.
- **As the first hire in a new initiative (startups):** You are hired to prove a concept.

Knowing which category you fall into will help you tailor your approach and better understand what the hiring manager is looking for.

6. How to Prepare for the Vetting Process:

- **Research the Role:** If you've never done the role before, study the titles and responsibilities so you can show the hiring manager you're the easiest choice.
- **Make it Easy for Them:** Hiring managers want to make their lives easier. Show them how you can "hit the ground running" and that you already have a network or book of business.
- **Tailor Your Approach to the Audience:** Understand that recruiters, hiring managers, HR teams, and founders will all vet you differently. Each has different priorities, even though they share the ultimate goal of either hiring you or eliminating you from the process.

Conclusion:

Recruiters and hiring managers vet candidates based on a mix of skills, personality, and fit. Many times, they don't know exactly what they need until they start meeting

candidates. As a job seeker, understanding these nuances will allow you to present yourself as the easiest and best fit for the role. This series will equip you with the insights you need to be proactive in the hiring process, land interviews, and secure the job you deserve. Stay tuned for more details on how recruiters and hiring managers vet you at different levels!