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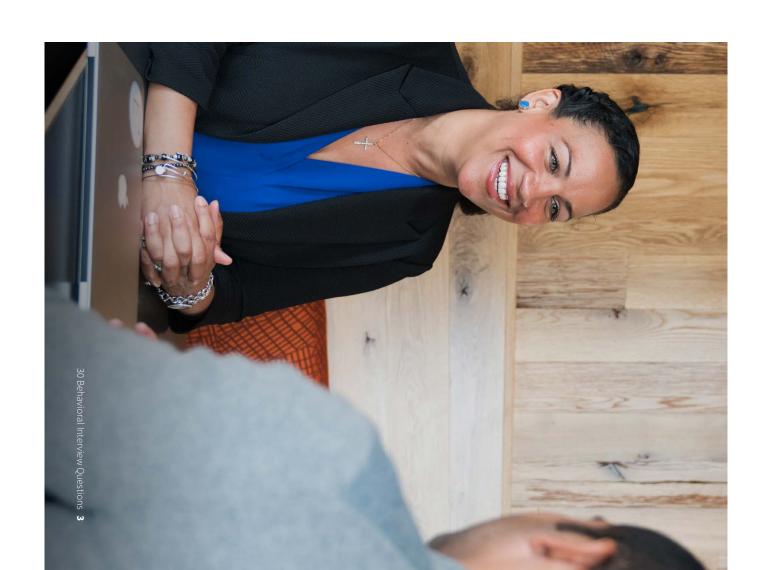
Why behavioral interview questions matter

Great businesses are built on people. People who not only have the right skills and experience, but who have the potential to do great things in the role, the team and in the company.

However, screening candidates for potential is the toughest part of an interview. Oftentimes you assess someone's potential by looking at their soft skills and unique perspectives. Yet in a 30 minute conversation, it's really difficult to fully understand the person behind the profile.

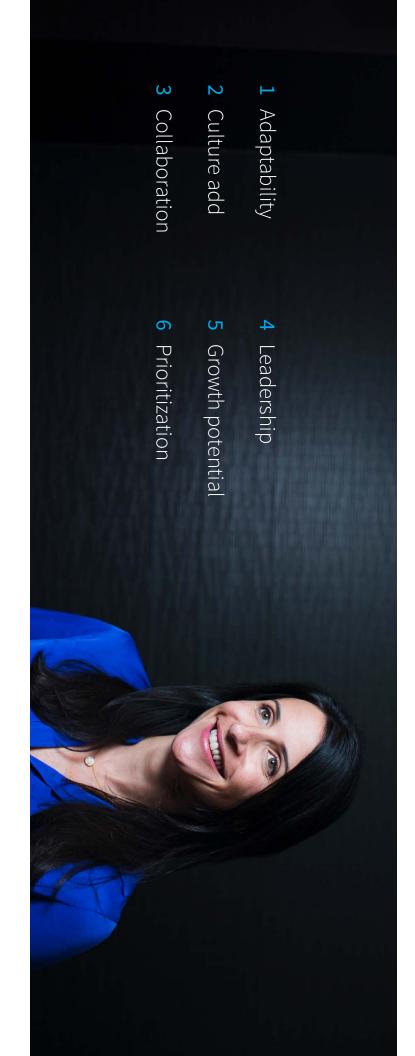
The good news is that behavioral interview questions are a proven way to reveal a person's potential, specifically their ability to adapt, grow, collaborate, prioritize, lead, and strengthen company culture. By looking at their past behavior as well as their skills and experience, you'll instinctively know if they have all the qualities you need in your next hire.

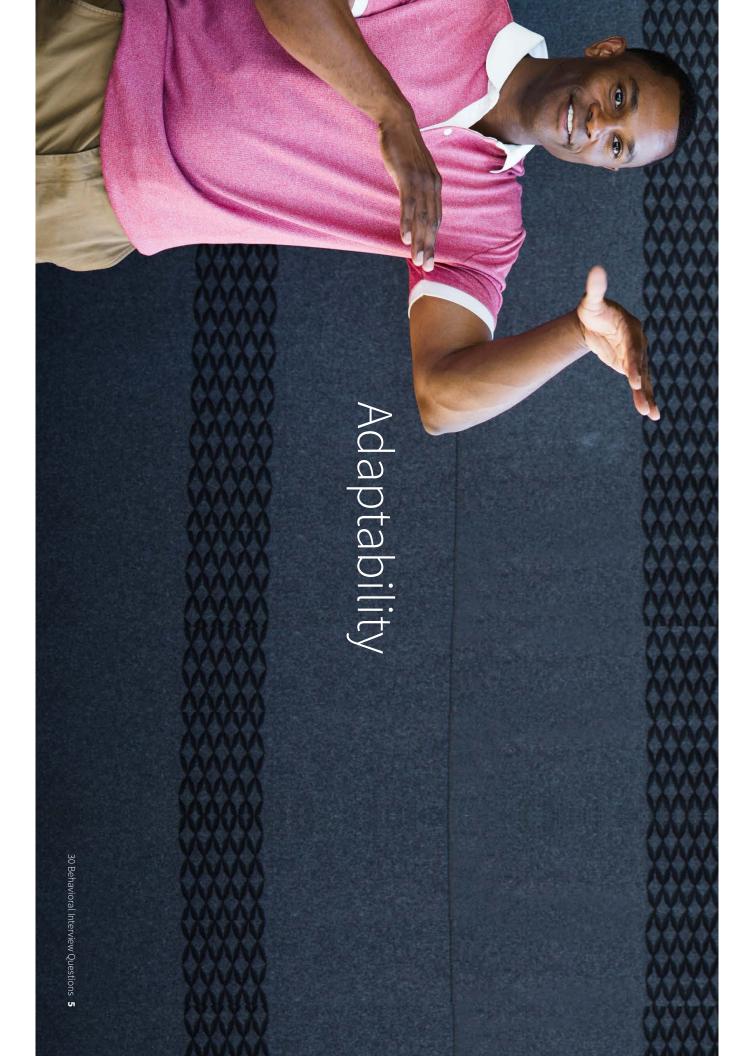
To help you be more efficient and effective, we surveyed nearly 1,300 hiring managers for their top behavioral interview questions. Scroll through for the best questions to ask, and tips to glean the answers you need.



6 soft skills that reflect potential

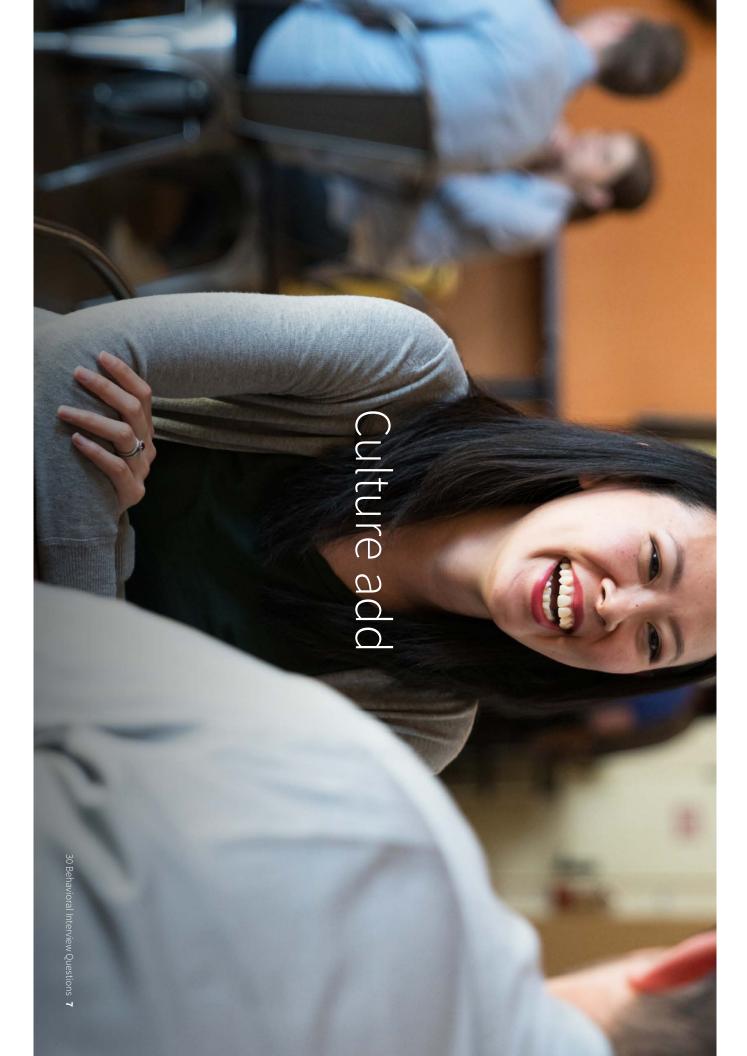
people. Here are the most important soft skills hiring managers look for during interviews (ranked in order of importance): Potential can be interpreted many ways, but there are common soft skills and characteristics found among successful hires and high-potential

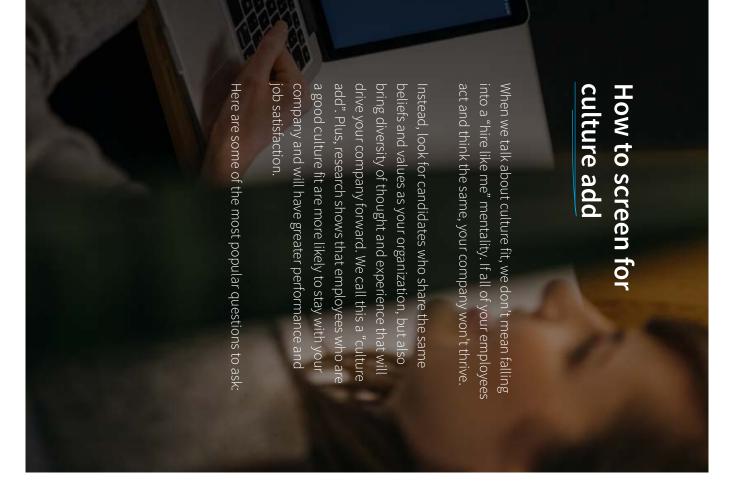




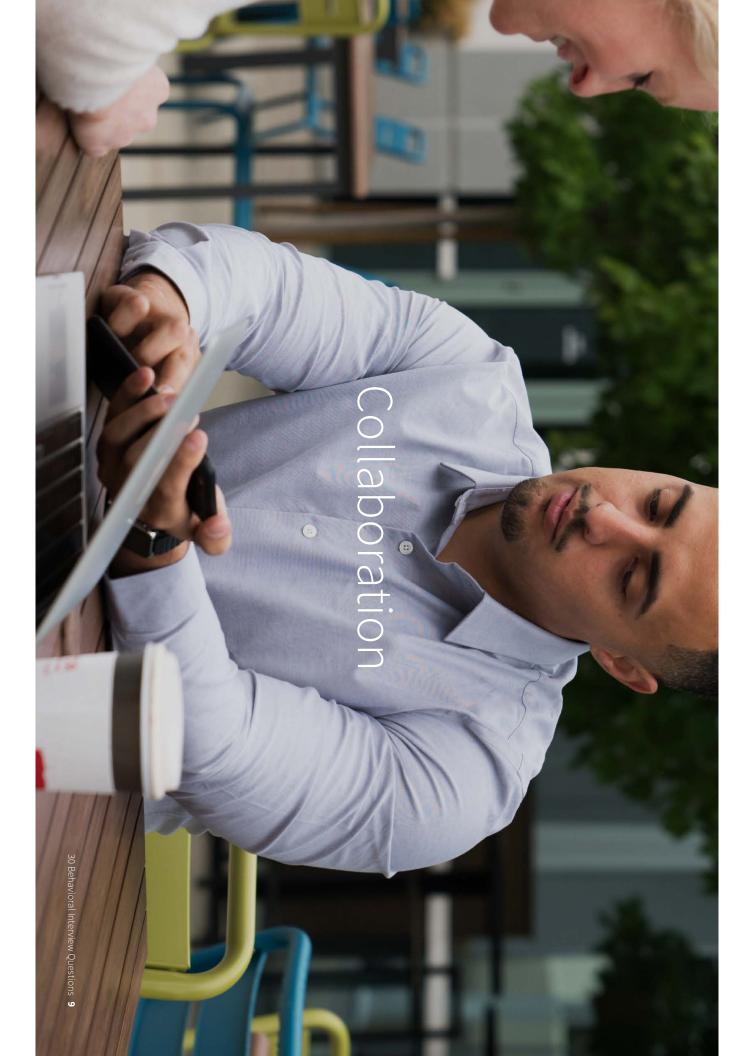


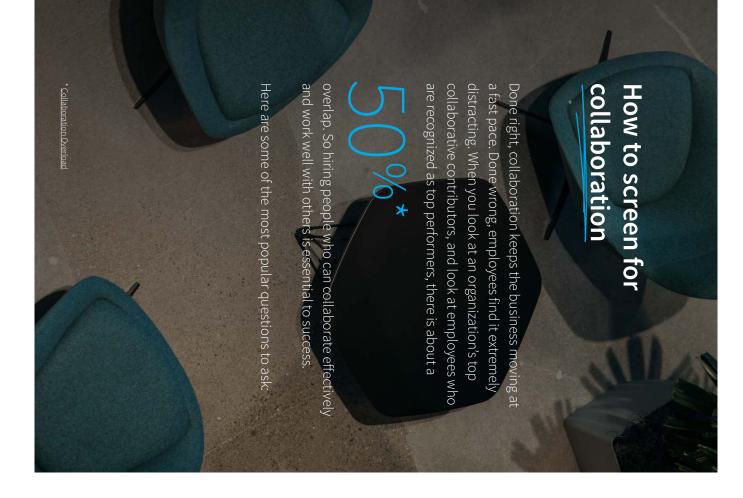
- had never done before. How did you react? What did you learn? Tell me about a time when you were asked to do something you
- old way of doing things. technology, or idea at work that was a major departure from the Describe a situation in which you embraced a new system, process,
- description. How did you handle the situation? What was the outcome? Recall a time when you were assigned a task outside of your job
- How did you adapt to that change? Tell me about the biggest change that you have had to deal with.
- style in order to complete a project or achieve your objectives Tell me about a time when you had to adjust to a colleague's working





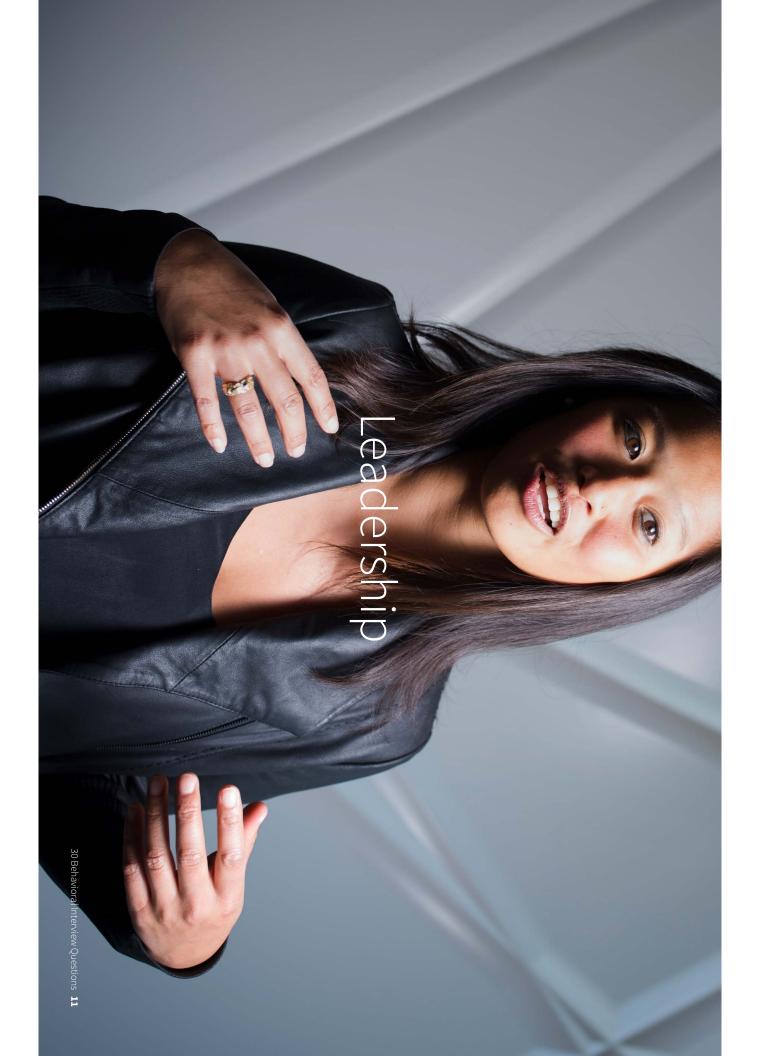
- What are the three things that are most important to you in a job?
- energized, and productive at work. What were you doing? Tell me about a time in the last week when you've been satisfied
- your resume? What's the most interesting thing about you that's not on
- What would make you chose our company over others?
- you and why do they think that? What's the biggest misconception your coworkers have about

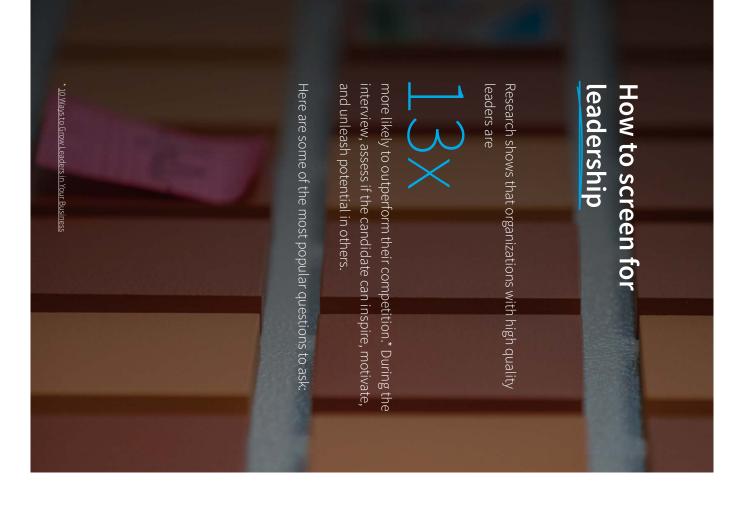




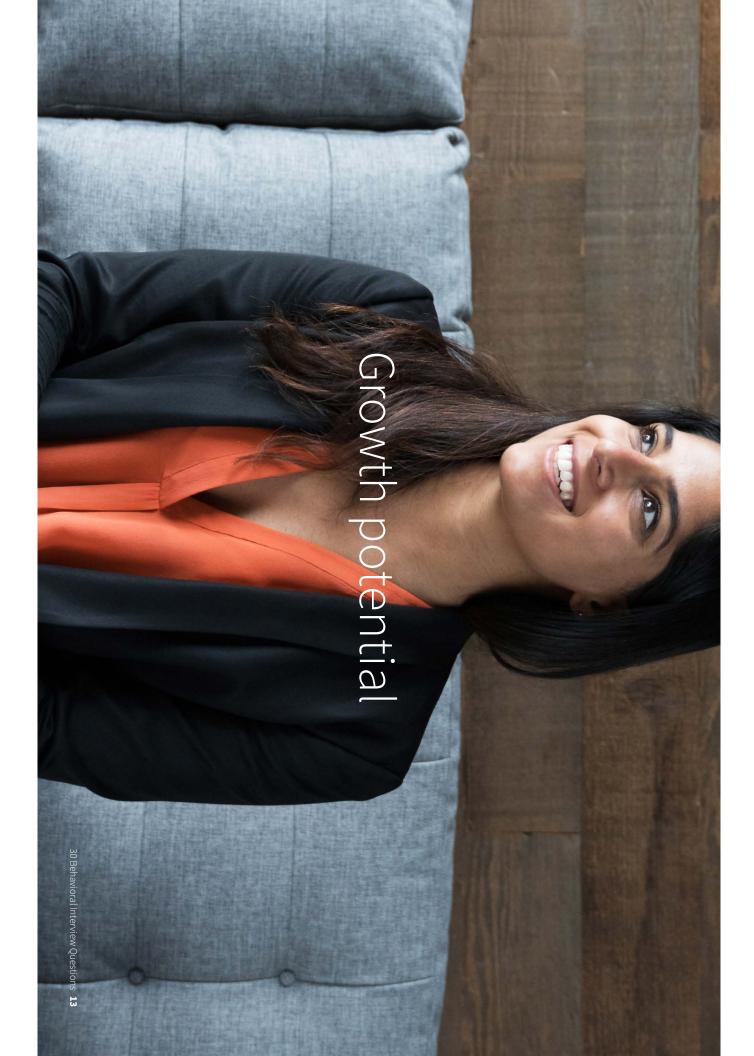
was difficult to get along with. How did you handle interactions with that person? Give an example of when you had to work with someone who

- and they did not understand you. What did you do? Tell me about a time when you were communicating with someone
- and your contribution. Tell me about one of your favorite experiences working with a team
- What part of their managing style appealed to you? Describe the best partner or supervisor with whom you've worked
- directions at the last minute? What did you do? Can you share an experience where a project dramatically shifted





- according to plan at work. What was your role? What was the outcome? Tell me about the last time something significant didn't go
- things your way. What steps did you take? What were the results? Describe a situation where you needed to persuade someone to see
- What did you do and how did others react? Give me an example of a time when you felt you led by example.
- six months. Tell me about the toughest decision you had to make in the last
- How did you do it? What were the results? Have you ever had to "sell" an idea to your coworkers or group?



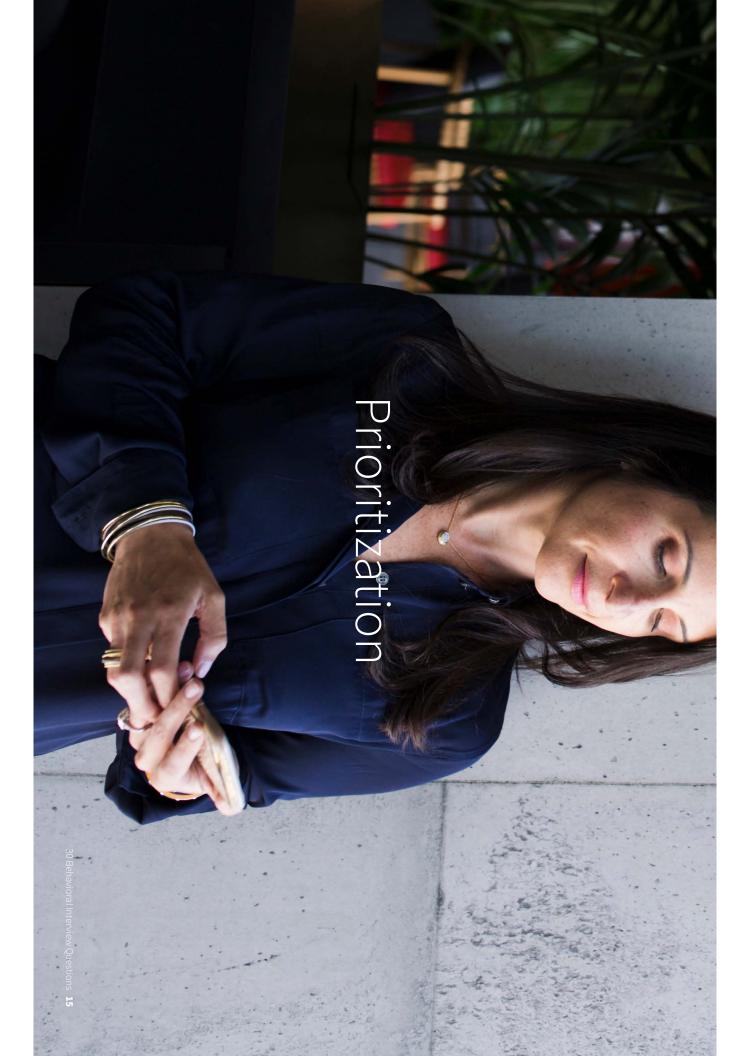
growth potential How to screen for

an employee leaves, it costs your company employees who can do the job now, and have the positions at your company in the future. After all, if potential to grow into new roles or leadership Today's fast-paced work environments require

within your company not only saves you the pain of that hiring people who have the potential to grow that employee's salary to replace her.* That means replacing them, but also saves you money.

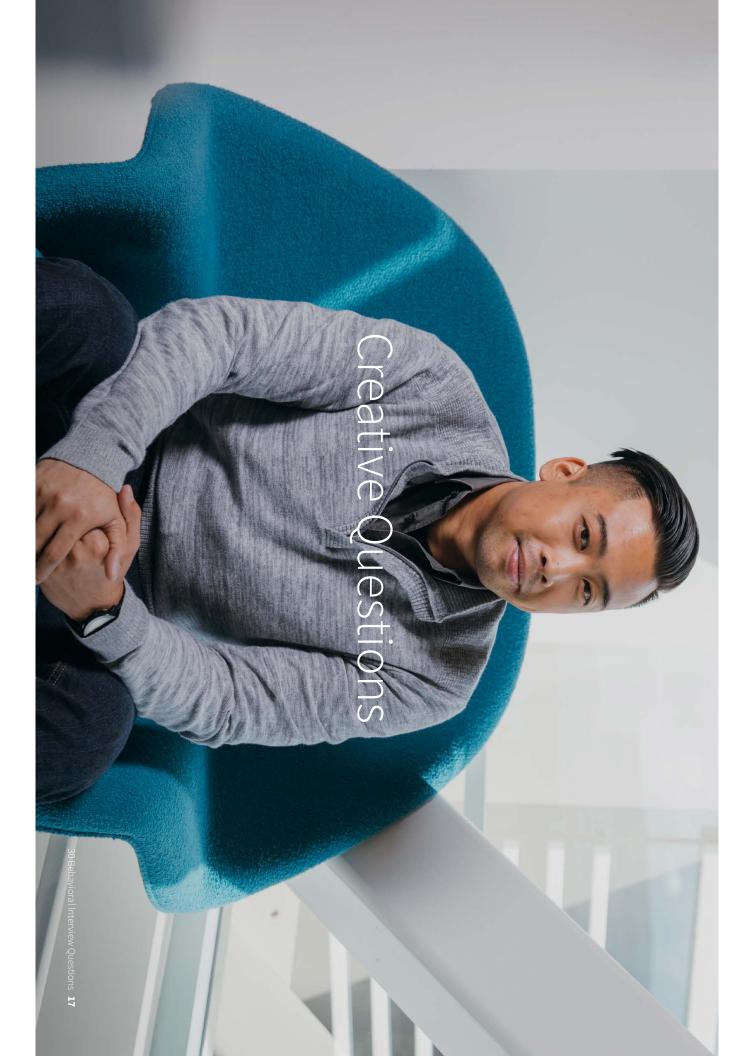
screening for goal setting and self-motivation. Here are some of the most popular questions to ask: You can predict if a candidate has what it takes by

- did you consult? problem arose. How did you handle the situation? With whom Recall a time when your manager was unavailable when a
- at work, as opposed to being directed to do so. Describe a time when you volunteered to expand your knowledge
- What would motivate you to make a move from your current role?
- superior? Why? When was the last occasion you asked for direct feedback from a
- What's the biggest career goal you've ever achieved?



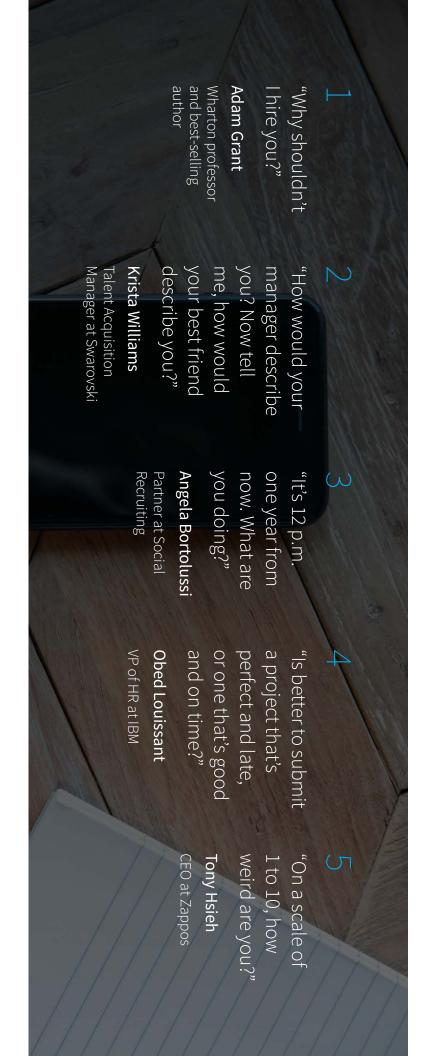


- same time. How did you organize your time? What was the result? Tell me about a time when you had to juggle several projects at the
- and schedule the tasks? Tell me about a project that you planned. How did you organize
- did you handle it? Describe a time when you felt stressed or overwhelmed. How
- task successfully. Give an example of a time when you delegated an important
- a task? How do you determine what amount of time is reasonable for



Leaders share their most creative questions

your interview. The answer can reveal a lot about the candidate's personality and the way they think. To keep things interesting, we collected unconventional questions that top business and talent leaders like to ask. Sprinkle in one of these during



Get the answers you need

answers. Push candidates to give you better information by doing the following: While these interview questions help you identify high-potential candidates and select the best, asking the right questions doesn't guarantee great



Be prepared for the reverse interview

more details into the role & responsibilities, followed by how they fit within the team, and information about the company mission and vision*. After putting candidates in the hot seat, they're ready to turn the tables on you. Give them the info they're hungry for: 70% of candidate say they want

Be prepared to answer the following questions:

this role?	What's the most challenging element about	opportunity for this role?	What's the biggest		
	position?	success look like in this	What does	2	
	words, what would they be and why?	describe your team in 3	If you could	W	
	team?	person works well with this	What type of	4	
1	mission?	company determine its	How did the	(J	
	about your company?	people say	Why do	0	





3 Interview Questions to Ask Every Marketing Job Candidate



9 Unexpected Interview Questions That Reveal a Lot About Candidates



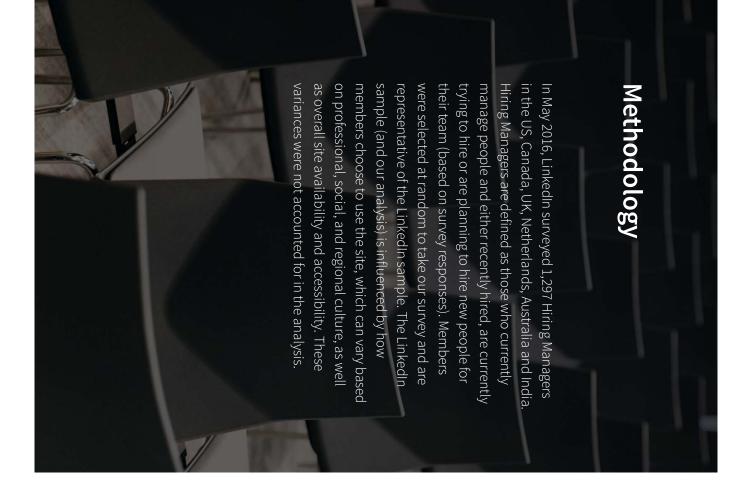
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What Recruiters Get Wrong When It Comes to Interviews



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