



Be Specific

Be clear on the type of candidate you're looking for in the job ad and interview.

Be Transparent

Be honest in what the role entails and what the company culture is really like.

How to Align Expectations When Hiring



Be Inquisitive

Understand what motivates the candidate to apply for the role.

Be Thorough

Deliver a thorough onboarding process and ensure new hires/contractors are well supported.