

What to expect in episode 6:

Part 1

The “Baker’s Dozen”: 13 Questions to Ask Every Candidate

Remember in last week’s episode when we broke down what it meant to paint a **Personalized Picture** for candidates? You know, when recruiters adopt the modern recruiting model named **Active Attraction** to address the candidates’ problem(s), offer solutions, then ask pointed questions? And then those questions lead to an established relationship where recruiters can confirm they’re the solution to the problem?

Great.

In this week’s episode, we’re going to add yet another layer of support to **Active Attraction**: [the “Baker’s Dozen” of questions](#).

Part 1 of The “Baker’s Dozen”: 13 Influential Questions to Ask Candidates

In this 2-part episode, we’re going to [reveal 13 powerful questions recruiters absolutely must ask candidates](#) if they want to understand their goals, needs, pains, and motivations.

Let’s dive into the first 6 questions.

1. Where are you [today](#)?

This one’s a no-brainer. This question is simply an opportunity to become acquainted with the person behind the resume and to shift focus away from technical skills and experience.

2. What’s [working](#) in your role today?

Now this might seem backwards, but we want to address the positives before the negatives for 2 reasons:

- It sets the tone for the rest of the conversation and encourages candidates to let their guard down.
- The positive aspects of a role are aspects we want to incorporate into the solution we offer later on in the interview.

3. What's *not working* in your role and/or company today?

Now that the guards are down, you can start to uncover the candidates' most urgent and draining problems. Armed with both the positives and the negatives, you can start to see how to craft a logical, well-packaged solution.

4. Why do you *feel like it's not working*?

Seems simple, but you have to understand why those negatives exist. Is it something that can be solved by switching roles? This question helps us understand the drivers behind why there's something off about their particular job.

5. What's *missing*?

Approach this next step in the our "Baker's Dozen" like, "It's not working because..." Put the ball in the candidates' court. Guide them down a path where they realize, "Hey, there actually might be another opportunity that fills what's missing in my current position."

6. What do you feel like you *need in your next role*?

Now's when you can get inside the minds of candidates. Learn their goals. Learn what makes the most sense for their needs. This will allow you to be better prepared for question #7.

Alright, folks, that's all for this week. Stick around next week for episode 7 to learn about the remaining 7 questions in the "Baker's Dozen" of Candidate Questions.