

Core-4 Production: Capacity, Character, Competency, & Culture

How exactly do recruiters gauge if a candidate is a good fit? Is it gut instinct? Is it checking boxes on a vague checklist? A combination of the 2? Is there a standard, objective, unbiased process within specific organizations? How about in the recruiting industry as a whole?

The answer is no. There is not a standard. There is no objective process. However, it's not too late to establish one.

The Core-4 Methodology

The Core-4 Methodology is a standard, quantifiable vetting process that's designed to determine if candidates will thrive in their next role at a new organization. To measure their compatibility, the Core-4 is segmented into 3 categories, each of which focuses on either the **company** or the **candidate**:

- Production
- Purpose
- Probe

Core-4 Methodology: Production

Core-4 Production is **focused on the company** in pursuit of a candidate. Half of a recruiter's job is evaluating a candidate's **capacity, character, competency, and culture** to determine if the fit between company and candidate is a good one.

Let's take a closer look.

1. Capacity

Does the candidate have the **capacity** or, in other words, the skills/training to do the job well? Hiring managers and recruiters alike are great at evaluating skill set. They're experts at reading a resume, combing through a LinkedIn profile, and identifying the appropriate keywords.

2. Character

Does the candidate's **character** demonstrate her commitment to living up to her capacity? Based on previous experiences, has the candidate shown that she both *wants to* and *can do* the job in a way that fits the organization?

3. Competency

Does the candidate possess behavioral **competencies** that prove she can perform the specific job?

4. Culture

Do the candidate's competencies illustrate that she fits within the **culture** of the organization? We generally evaluate culture fit in relation to the job itself, not the company, and all too often, a disconnect in culture is the demise of the candidate's role.