

## ON THE SPOT

Hiring the right candidate is pretty much like looking for a needle in a haystack. Employers complain that a vast majority of the graduates they get are not up to the job. EDUCATION MAIL lines up some of the country's top talent spotters and finds out what they look for in a candidate while hiring



# 'SOCIAL MEDIA SHOULD NOT HIJACK HIRING'

**A. THIRU**, President, HR, JK Organisation, on the importance of continuous learning and long-term focus at work

■ **Talent spotters now regard potential as one of the key employee attributes for hiring. How do you spot potential and passion during a job interview?**

I usually focus on a candidate's career track record—demonstrated capabilities, willingness to learn from success as well as mistakes, ability to question status quo for continuous improvements and, most importantly, cultural fit.

■ **What are some of the other essential attributes you look for in a job applicant?**

Ability to learn, unlearn and re-learn. Whether he/she has the capability to drive change and learn from competition. As the tagline of an apparel company aptly puts it, 'Champions are not made by mentors, but by competition.'

■ **What are some of the common issues, which you confront in graduates while hiring?**

The issue is not with graduates, but with the hiring teams. Irrespective of levels, the hiring team must have a mindset that inspires people to join the company that just mechanically select or reject applicants.

■ **How crucial is a candidate's domain knowledge when it comes to hiring and what is your experience on this front from campuses?**

Domain knowledge is a must at entry level. At a later part of career in my view option must be given to the employee whether he/she wants to progress in the domain or move to general management roles. Some of the progressive companies provide this dual-career opportunities.

■ **How beneficial is social media in hiring candidates?**

This is an emerging trend which needs to be reckoned

with but not allowed to overshadow other meaningful and time tested ways.

Technology must be used for improving efficiency of the process.

■ **How can a candidate make himself/herself valuable in his/her line of work?**

Focusing on long term value and keeping the community's as well as stakeholder's interest in mind.

■ **How severe can be the cost of making mistakes on a professional level, as opposed to academics, where it can end with a little red circle?**

Mistakes arising out of professional integrity can't be justified at any cost and one needs to pay the price. With any other mistakes, efforts should be made to avoid repetition. As actor George Clooney says, "You learn from the mistakes you make and from the mistakes other people make."

The truth is, you don't learn from success, You learn from failure."

■ **How should women strike a balance while focusing on career goals?**

Women continue to be in the minority in corporate boards with meagre 4.8 per cent. Out of 10,328 companies registered under the Company's Act 2013, only 74 per cent (7638) have complied with the law so far and have at least one woman director on board. There are enough role models in India and abroad for any woman professional to get inspired and move forward and balance their work and life. However, it is the responsibility of the corporate to encourage employing women across various levels by creating a conducive work environment. The latest study by McKinsey Global Institute (MGI) also projects an additional increment of \$0.7 trillion to \$2.9 trillion by 2025 if women participation in the labour force increases.

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