



# OFA TRAINING

Welcome to today's webinar.  
We will begin shortly.

For audio, please make sure to  
also join the call.

Dial-in here

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# LOGISTICS



We will meet for 90 minutes



This is an **interactive training**.  
You will work both on your own  
and in pairs tonight.



A recording of this video and  
call will be available on the

Access bookshelf



It's cool if you Tweet --  
**#OFA**Fellows

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The background image shows two women standing on a paved path outdoors. The woman on the left is wearing a white polo shirt, dark jeans, and a dark baseball cap with a logo. She has a shoulder bag and is looking at a document held by the woman on the right. The woman on the right is wearing a denim jacket, light-colored pants, and a dark baseball cap with sunglasses perched on top. She is holding a pen and looking at the document. In the background, there are trees, a fence, and a sign that says "CULTURAL". There are also some potted plants and a sign with parking information on the left side of the image.

# HIRING ROCKSTARS

W/ ASHLEY PINEDO

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## GOALS FOR TODAY

Understand the important role hiring  
plays in a field program

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## GOALS FOR TODAY

Be able to recruit, interview, and hire  
great candidates for your team

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## GOALS FOR TODAY

Feel ready and confident building  
your field team

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Agenda for today

Overview: Five Step Hiring Formula

Talent Prospecting and Recruitment

Effective Interviewing

Debrief and Close

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**Have you worked in a team where someone did not meet expectations? Please share.**

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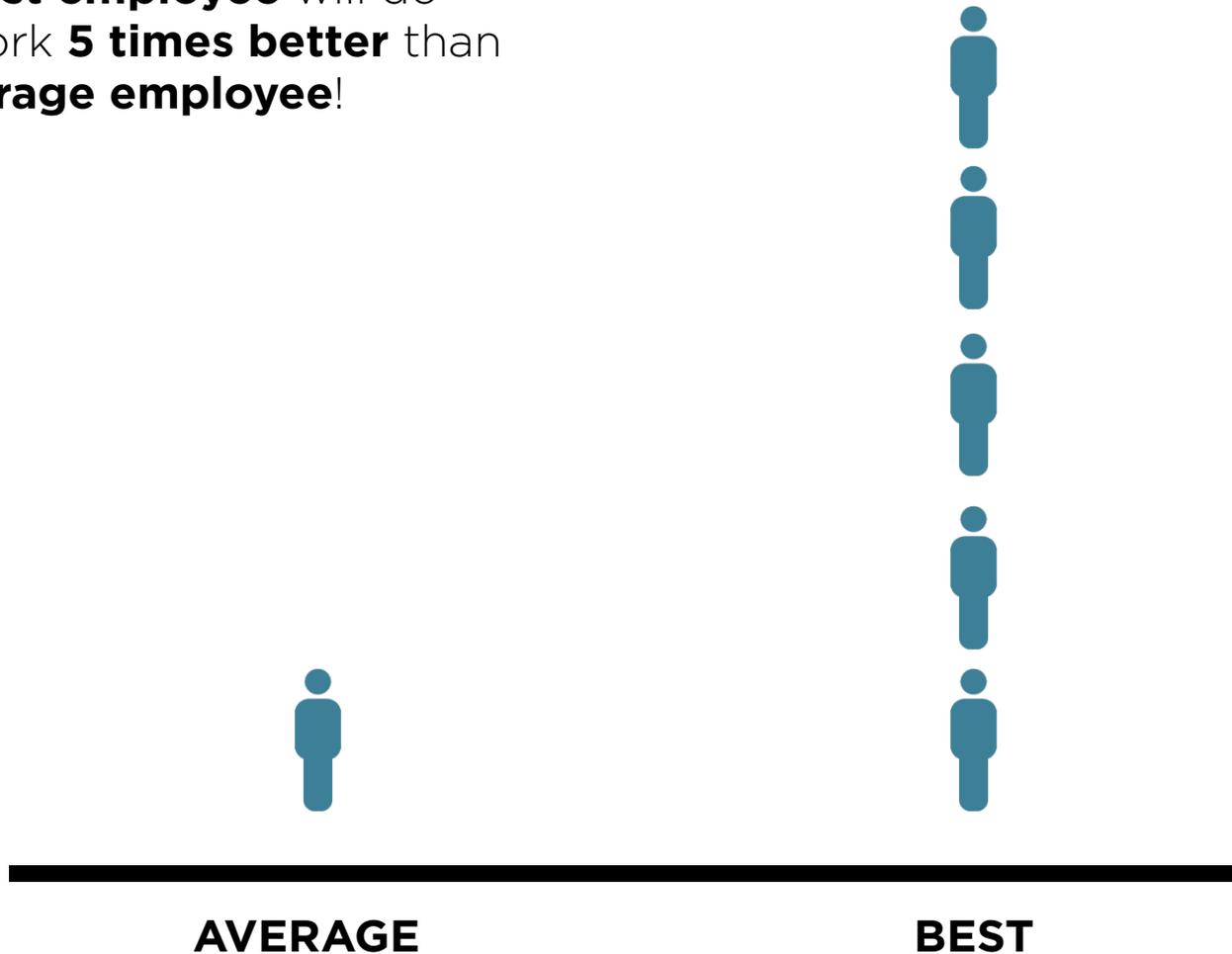


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Your **best employee** will do their work **5 times better** than the **average employee**!



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This is why **hiring** is the most

important thing a field manager can

do.

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# HIRING THE BEST IN 5 STEPS

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1

**Create a hiring plan** so you know what kind of people you need to hire, where, and when.

2

**Recruit aggressively.** Seriously. Hustle on this.

3

**Assess fit through interviewing** the strongest prospects

4

**Test them** - put them in the types of situations they would encounter in the job or assignment

5

**Make a solid offer** they can't refuse

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**Think about the best jobs you've had. How did you find out about those jobs?**

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## Your Turn!



Experiential Activity #1  
5 Minutes

Imagine you are the Field Director on a high profile statewide ballot initiative in 2016. It is October 1, and your boss has just gotten a great report about how fundraising went in Q3. Congrats! **She is authorizing you to hire 10 new organizers – but they must start by October 12**, or she will allocate the funds to TV ads instead. **How will you find those 10 organizers?**

Open workbook

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# Your Turn!



## DEBRIEF



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# To get the best talent, you have to go above and beyond on recruitment.

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# To get the best talent, you have to go above and beyond on recruitment.

**Blast out** a job description online

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# To get the best talent, you have to go above and beyond on recruitment.

Use **software** (ie LinkedIn, Resumator) to seek out candidates who might be a good fit

**Blast out** a job description online

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Send job descriptions to friends and colleagues and **ask for resumes**

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# To get the best talent, you have to go above and beyond on recruitment.

Have a defined network you **always** go to for resumes

Send job descriptions to friends and colleagues and **ask for resumes**

Use **software** (ie LinkedIn, Resumator) to seek out candidates who might be a good fit

**Blast out** a job description online

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# To get the best talent, you have to go above and beyond on recruitment.

Have a **bench** of prospective candidates

Have a defined network you **always** go to for resumes

Send job descriptions to friends and colleagues and **ask for resumes**

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**Blast out** a job description online

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# To get the best talent, you have to go above and beyond on recruitment.

**Personal asks** to prospects

**Have a bench** of prospective candidates

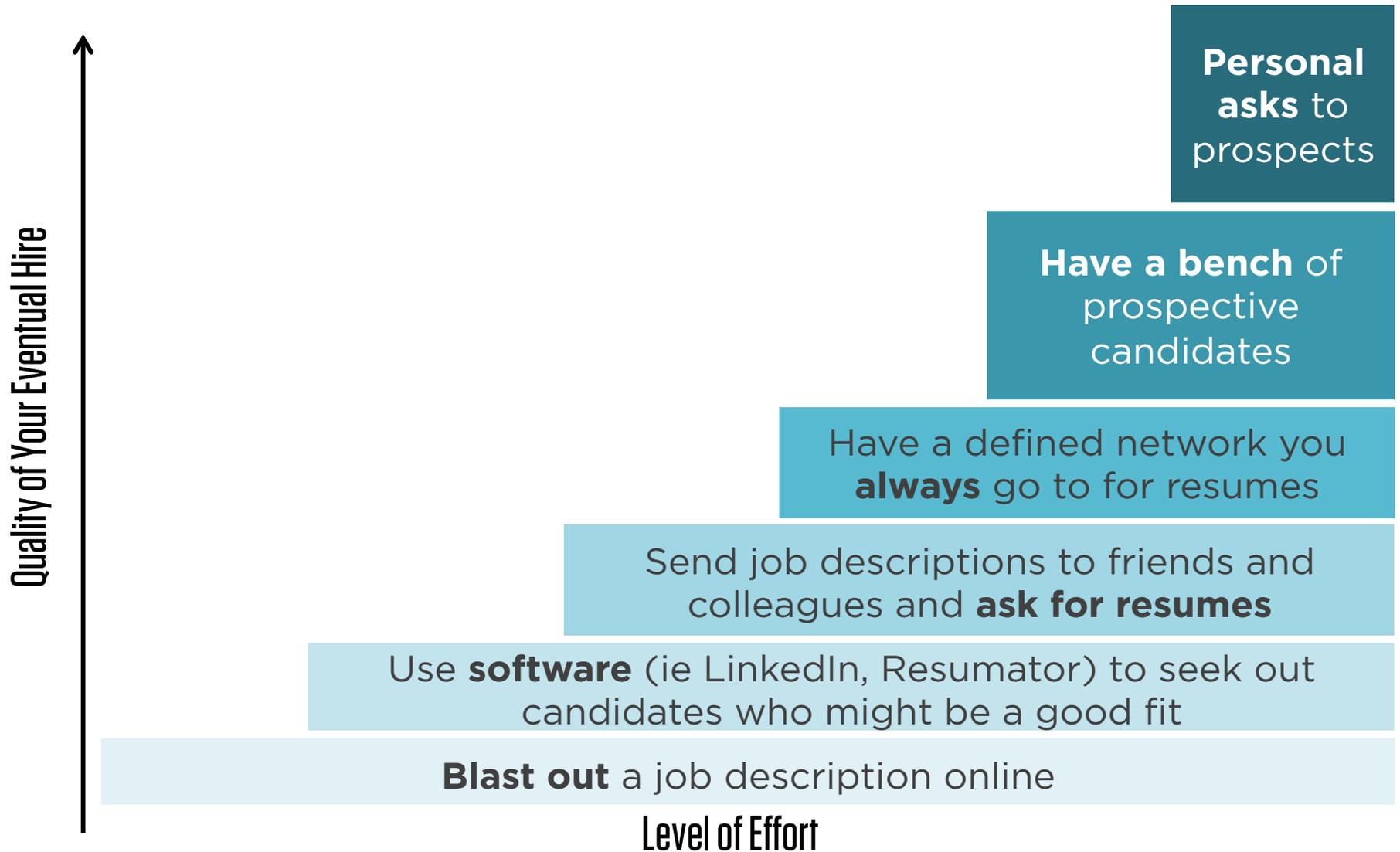
Have a defined network you **always** go to for resumes

Send job descriptions to friends and colleagues and **ask for resumes**

Use **software** (ie LinkedIn, Resumator) to seek out candidates who might be a good fit

**Blast out** a job description online

# To get the best talent, you have to go above and beyond on recruitment.





## Your Turn!



Experiential Activity #2  
10 Minutes

Using the workbook, take some time to create your own personal **resume network** and your own personal **candidate bench**.

Open workbook





# Your Turn!



## DEBRIEF



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## Agenda for today

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# EVERY POSITION HAS MUST-HAVES AND NICE-TO-HAVES

MUST-HAVES	NICE-TO-HAVES

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# EVERY POSITION HAS MUST-HAVES AND NICE-TO-HAVES

## EXAMPLE: BALLOT INITIATIVE FIELD ORGANIZER IN ORLANDO, FL

MUST-HAVES	NICE-TO-HAVES
<ul style="list-style-type: none"><li>• Self-motivated to meet and exceed ambitious goals</li><li>• Genuinely enthusiastic about and committed to the cause</li><li>• Loves working with lots of different kinds of people</li><li>• Unflappable work ethic and stamina</li><li>• Resilience, flexibility, and ability to troubleshoot until the problem is solved</li></ul>	<ul style="list-style-type: none"><li>• Previous experience with phone banking, volunteer recruitment, or canvassing</li><li>• Proficiency in Spanish, French, and/or Haitian Creole</li><li>• Digital organizing skills</li><li>• Proficiency with Votebuilder</li><li>• Previous ties to Florida/ understanding of Orlando political landscape</li></ul>



## EXAMPLE: BALLOT INITIATIVE FIELD ORGANIZER IN ORLANDO, FL

### MUST-HAVES

- Self-motivated to meet and exceed ambitious goals
- Genuinely enthusiastic about and committed to the cause
- Loves working with lots of different kinds of people
- Unflappable work ethic and stamina
- Resilience, flexibility, and ability to troubleshoot until the problem is solved

### NICE-TO-HAVES

- Previous experience with phone banking, volunteer recruitment, or canvassing
- Proficiency in Spanish, French, and/or Haitian Creole
- Digital organizing skills
- Proficiency with Votebuilder
- Previous ties to Florida/ understanding of Orlando political landscape



**What do you notice about these two lists?**



OR



Press 1 on the phone

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Your interview questions are designed to  
assess which must-haves and nice-to-  
haves a candidate possesses.



# EVERY INTERVIEW SHOULD INCLUDE FOUR TYPES OF QUESTIONS

---

**Background Verification**

**Behavioral**

**Situational**

**Challenge Seeking**

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# EVERY INTERVIEW SHOULD INCLUDE FOUR TYPES OF QUESTIONS

---

## Background Verification

## Behavioral

## Situational

## Challenge Seeking

Simple questions to verify/clarify their work experience

- What was it like to work in X role at Y company?
- What were the most important things you learned while working in X role at Y company?
- Tell me about your role at X company and how it has prepared you to take on Y role today?



# EVERY INTERVIEW SHOULD INCLUDE FOUR TYPES OF QUESTIONS

---

**Background Verification**

**Behavioral**

**Situational**

**Challenge Seeking**

Ask the candidate about how they behaved in certain experiences in the past, and use their answer as a way to assess whether they have the must-haves you are looking for

- Tell me about a time when you faced an unforeseen setback while working on a project, and how you handled it
- Tell me about a time when you led a team of your peers to accomplish a goal
- Give me an example of a situation where you had to deal with a peer who was very upset with you



# EVERY INTERVIEW SHOULD INCLUDE FOUR TYPES OF QUESTIONS

---

**Background Verification**

**Behavioral**

**Situational**

**Challenge Seeking**

These questions put your candidate into a hypothetical situation they are likely to face in the job you are hiring them for.

- During the Fellowship program, you will need to keep up with a robust schedule of online courses as well as ongoing work assignments – without in-person communication with your trainers or peers.
- Imagine this: you are in week two of the Fellowship, and there is one acronym you have heard trainers say a lot, and you can't figure out what it means.



# EVERY INTERVIEW SHOULD INCLUDE FOUR TYPES OF QUESTIONS

---

**Background Verification**

**Behavioral**

**Situational**

**Challenge Seeking**

- Is there anything about this candidate that concerns you? Don't be blind to their potential weaknesses – ask questions that address them head-on.
- Conversely, do you feel like you're talking to the perfect candidate? If so, get real; no candidate is perfect! Look for flaws, and ask them questions that help you test whether those flaws are real.





## Your Turn!



### Experiential Activity #3 10 Minutes

Look at the sample resume in the workbook, and imagine you're hiring an organizer for Orlando, FL. Write at least one of **each type of question** you would ask this person in an interview.

Open workbook





# Your Turn!



## DEBRIEF



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**What was your biggest “aha” moment?**

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UPDATE

# NO CLASS ON THURSDAY

Send Aquiles a Get Well email!

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See bookshelf

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