

HIRING WITH INTENT

The playbook for fixing what's broken in your hiring



Founder-Led | Human-First | Results-Driven

Think Global. Hire Local. We Do Both.





Before you start

Hiring shouldn't be guesswork.

This playbook helps you pinpoint where your process breaks and how to fix it fast.

It's the same framework we use daily with scaling SaaS companies across Australia and the Philippines.

Use it alongside your **TSG Hiring Health Check** results to identify what's working, what's not, and where to start improving.

How to Use

- ★ Read one stage per week.
 - ★ Action one Quick Win before your next hire.
 - ★ Re-take the Health Check quarterly to track your progress.
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Stage 1 - Diagnose before you hire

Clarity before action. Alignment up front saves months later.

Why it Matters

Most hiring problems start before a role even goes to market. Misalignment on scope, budget, or success measures leads to slow decisions and poor fits.

What to Do

Run a 20-minute role-intake session with key stakeholders before advertising. Agree on:

- The problem this role solves.
- Success metrics after 90 days.
- Must-haves vs trainable skills.
- Salary band and decision owners.
- Interview format and assessment steps.



Template Example

Field	Notes
Role Purpose	e.g. "Scale customer onboarding from 50 to 500 accounts"
90-Day Success	"Processes documented, customer NPS above 8"
Must-Haves	SaaS experience, stakeholder communication
Trainable	Product-specific tools
Hiring Panel	CTO, Head of CX, Talent Partner

Tips

- **Internal Recruiter:** Ask, "What would make us not hire this person after 3 months?"
- **Hiring Manager:** Don't post a role until you can describe the ideal hire in one sentence.
- **Quick Win:** Run your next role-intake session in Notion or Google Docs.

Stage 2 — Shortlist at Speed

Momentum matters — top candidates won't wait.

Why it matters

The best candidates leave the market within 10 days.

A structured, fast shortlisting rhythm ensures you don't lose them to slower competitors.

What to Do

Use the **4-Day Shortlisting Framework**:



Keep feedback loops to **24–48 hours**, even if it's just “no update yet.” Silence kills engagement.

Market Mapping Mini-Guide

- Search **LinkedIn** and **Seek** for similar job ads.
- Note job titles, required skills, and salary trends.
- Identify competitors and adjacent companies employing your ideal talent.
- Build a short target list and connect directly with those individuals.

Tips

- **Internal Recruiter Tip:** Keep a “warm bench” of silver-medallist candidates for future roles.
- **Hiring Manager Tip:** Block your shortlist review time before the role goes live - it keeps the process moving.
- **Quick Wins:**
 - Automate interview scheduling and reminders.
 - Use a shared **Slack** or **Teams** channel for real-time updates

Stage 3 — Rehumanise the candidate experience

Candidates remember how you make them feel.

Why it matters

Candidate experience is about respect rather than about perks. Transparency and timely updates increase offer acceptance and protect your brand.

What to Do

- Communicate regularly, even when there's "no news."
- Provide interview feedback within **48 hours**.
- Involve future peers in the interview, it builds trust and reduces bias.

Sample **Feedback Template**

"Hi [Name], thank you for meeting with us. We were impressed with [specific strength]. Right now, we're moving forward with someone whose experience aligns more closely with [reason]. We'd love to stay in touch - would you be open to future roles?"

Tips

- **Internal Recruiter Tip:** Automate standard updates, but personalise intros and closings.
 - **Hiring Manager Tip:** Be present - camera on, no distractions. Connection builds confidence.
 - **Quick Win:** Send thank you messages within 24 hours - it boosts offer acceptance by up to 30%.
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Stage 4 - Onboard like you mean it

Retention starts before day one.

Why it matters

First impressions define engagement.

Structured onboarding shortens ramp-up time and improves retention.

What to Do

Create a **30/60/90-day plan** with clear goals and check-ins.

Include ownership for onboarding tasks. Don't leave it to chance.

Sample 30/60/90 Plan

Timeframe	Focus	Owner
0–30 Days	Learning and shadowing	Manager
31–60 Days	Independent projects	Manager + Buddy
61–90 Days	Measurable outcomes	Manager + Team Lead

Tips

- **Internal Recruiter Tip:** Call new hires after two weeks - a quick check-in often prevents an early exit.
- **Hiring Manager Tip:** Host a team lunch or coffee on Day 1 - culture starts with connection.
- **Quick Wins:**
 - Send a welcome pack and calendar invites pre-start.
 - Confirm IT access, tools, and first-week training ahead of time.

Stage 5 - Measure what matters

Data drives better decisions.

Why it matters

What gets measured improves.

Tracking outcomes, not activity, helps you see what's working and where to adjust.

What to Do

Create a simple **Google Sheets** or **Notion dashboard** with:

- Role name and open date
- Time-to-fill
- Interview count
- Offer acceptance rate
- Candidates lost + reason why

Tag **silver medallists** and **future-fit** talent so you can re-engage them later.

Sample Dashboard

Metric	Target	Actual
Time-to-Fill	<20 days	18 days
Offer Acceptance	90%	85%
Candidate Dropouts	<10%	8%

Tips

- **Internal Recruiter Tip:** Share metrics monthly with leadership. Transparency builds trust.
- **Hiring Manager Tip:** After 90 days, ask “Would I hire this person again?”
- **Quick Win:** Hold a quarterly hiring retro - fix one bottleneck each cycle.



Stage 6 - Scale with support

Build for flexibility and long-term efficiency.

When hiring ramps up or roles become niche, consider **embedded or fractional recruitment**.

You'll gain senior expertise, on-demand scalability, and full process ownership — without permanent headcount.

Combine **behavioural interviews** with **skills testing** to assess candidates objectively.

TSG offers **free benchmarking** via **TestGorilla**, allowing you to compare your current team's results with market standards.

Example Benchmark Insight

Role	Industry Avg	Team Avg	Gap
SDR	76%	63%	Prospecting
Customer Success	82%	88%	Above Market

Tips

- **Internal Recruiter Tip:** Use benchmarking to identify coaching areas and top performers.
- **Hiring Manager Tip:** Treat fractional recruiters as team members — share tools, channels, and values.
- **Quick Win:** Book a free benchmarking session with TSG to see how your team stacks up.

Your next step starts here

Turn insight into action.

- ✓ Re-take your **TSG Hiring Health Check** quarterly.
- ✓ Book a **15-minute Diagnostic Call** - we'll walk you through your results.
- ✓ Share this playbook with your leadership team.

Because every 1% improvement compounds.

The best teams hire smarter, not faster.

