



FOUNDER'S CORNER



Hi all,

As we are growing our team rapidly in India and slowly but surely in the US, we need to use some protocols to identify good vs. not-good candidates during the interview process.

Below are the traits of successful hires and red flags of a potential bad hire during the interview process based on my experience hiring 100s of employees over my career; most successful hires but my share of bad hires:

Learnings from Successful Hires:

- Focus on attitude first and aptitude second – I have invariably found that a great attitude is required for a new hire because you can teach your employees skills, not attitude. Some indicators of a good attitude are

- Enthusiasm about the position the candidate has applied for.
- A positive attitude and happiness with their current situation are promising signs of someone with the right attitude.
- Homework done about the company and questions asked by the candidate during the interview sessions. Someone showing up without relevant questions about the role and the company suggests a lack of interest.
- The candidate came to the interview with relevant questions about the role.
- Demonstrate interest in learning about the company culture during the interview.
- Long-term focus on their career goals.

- Looking for a career, not a job – My experience suggests that candidates' career goals beyond their interviewing role are the best indicator of a happy and productive employee. However, it is up to the interviewee to discuss the career goal because many candidates are uncomfortable sharing their desires beyond the job they are interviewing for. My hires who were explicit about their goals are my most successful ones, and most of them rose to VP or higher in their career.

- Good communication – Good communication goes beyond writing and speaking skills. In addition to the standard writing & speaking test, I have found good communicators to be

- The candidates' ability to listen and logically answer questions asked. For example, I always say, "Tell me about you, starting from high school." I am surprised how often a candidate starts from the area they feel fits the job requirements they are interviewing. Someone not listening during the interview is doubtful to follow instructions after hire.
- Self-aware of their strengths and weaknesses, and ability to articulate 1—2 failures in life, lessons learned, and how they use them to improve future outcomes. I have focused on asking for their failures because admitting failures and articulating lessons learned is the foundation of an employee's successful life, career, and productivity.
- Able to demonstrate their interest in building a career in their desired field. For example, given that anyone can get a general idea about digital marketing challenges and opportunities by spending a few hours on the internet, candidates lacking the basic knowledge of the digital marketing field demonstrate laziness or disinterest in the job, a tell-tale sign of a bad hire. This trait is critical for applicants who have yet to gain experience in the field or are fresh out of college.

- Awareness of macro trends that could impact their area of work – For example, someone showing up for a programming or digital marketing position without awareness of how generative AI affects their work shows a lack of knowledge, which is terrible for almost any job, but fatal for the fast-evolving digital marketing and programming industries.

- Consistency of their response – I have always asked the same question differently (for example – tell me about your two life failures and later ask about the most significant life challenge the candidate could not overcome) to see if the candidate gives a different answer.

Red Flags

Upon reflecting on the failures of hiring the right person, I identified the following traits that should have raised red flags:

- Missing many traits listed above of successful hires.
- Evasive answers to questions during the interview.
- Over-emphasis on salary – In 100% of the instances when I hired candidates, focusing on the current wage vs. the job potential has resulted in my firing them or employees quitting when someone offered as little as 5% more. It is easy to ignore this trait when the position needs to be filled quickly, but it has consistently failed me. A few GMR hires also left for extra dollars in the past few weeks, so I have not learned this lesson yet.
- Inconsistencies in resume vs. their answer to the "tell me about you starting from high school" question. It surprised me how often I encountered this red flag.
- Inappropriately dressed during an interview – shows disrespect and contempt for the company culture. I have always advised people to be overdressed vs. underdressed for job interviews.

Please note that I am sharing the lessons from my experience, and by no means is it a definite answer to poor hires. However, let us use my experience to build an interview checklist to improve our hires' success. I would love Patna HR to start the process, get other people's input, and develop a hiring checklist that both India and US teams can use.

KNOW YOUR COLLEAGUES



RANI KUMARI

Greetings everyone! It's my pleasure to introduce myself. I was born & brought up in Darbhanga. I completed my bachelor's degree from LNMU in 2022. I have done an internship in digital marketing at SEMSOLS. Soon after that, I joined FirstBit Digital Technologies in February 2023 as a fresher and got an opportunity to work under Amit Sir. I have learned a lot from my seniors and colleagues. Apart from work, I enjoy listening to music, dancing, exploring new places, and spending time with my family and friends.



RAHUL

Hey there, I'm Rahul, and I've decided to skip the whole last-name thing – it's just not as exciting as what I do! Armed with a BBA degree in marketing from Pune University, I waved goodbye to the traditional education system and embraced the wild world of self-learning. My journey has been quite the rollercoaster – from being an inbound marketer at an import-export firm to stepping up during the pandemic to help folks get vaccinated. Now I aspire to be a top marketing professional in the SEO marketing space. I think it's safe to say I've seen both the serious and playful sides of life. Speaking of which, let's dive into the lighter side of me. I'm not just a marketer; I'm a competitive gamer with an IQ that'll make you say, "LOL." The digital realm is my playground, and I have a soft spot for all tech things. But wait, there's more – I'm also a bonafide motorhead. If you need advice on vehicles or motorsports, I'm your go-to guy. Now, when I'm not conquering the digital universe or obsessing over horsepower, you'll find me traveling with my trusted crew. I have a knack for meeting new people unexpectedly, making me the perfect blend of introvert and extrovert. And sure, I might tell others that my life is uninteresting, but let's be real – I'm living life to the fullest just to help others feel comfortable about their own adventures. 🍷🍷

HR SPEAKS

Welcome, New Hires!

Please join me in welcoming & extend Congratulations to Shivangini Kumari & Praveen Kumar on joining the Marketing Team.



Shivangini Kumari
Marketing Team



Praveen Kumar
Marketing Team

Work Anniversaries Celebrated

AMIT RANJAN
AVINASH KUMAR
RAM THAKUR
RAKESH NANDAN
VIKASH KUMAR
LOKNAYAK BHARTI
MOHAMMED TAUSEEF
RATNESH KUMAR SINHA
RAHUL RAVI

🎂 Happy Birthday! 🎂

VISHNUVARDHAN CHOLKAR
MD SIKANDAR AHMED
RAHUL ANAND
SUNIL KUMAR
SIDHARTH KUMAR
POONAM KUMARI
CHANDAN KUMAR GUPTA
DEEPAK KUMAR
PRAVEEN KUMAR

New Projects Signed Up

Priyadarshini Hospital
PIAI Group
Illinois Dermatology Institute