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CARLSON

CASPERS

INTELLECTUAL
PROPERTY
LITIGATION AND
COUNSELING

Hiring The Talent You Need

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**A GREAT
EMPLOYEE
IS LIKE A FOUR
LEAF CLOVER,
HARD TO FIND &
LUCKY TO HAVE.**

- TAMMY COHEN



The Premise of this Presentation



Paradigm: Recruiting as Social Dating



Understand the Culture of Your Firm

eHarmony® vs tinder™

“Culture”

- Objectively assess the “attractiveness” of your firm
- Will you seek candidates of a similar “attractiveness” or will you seek someone of higher attractiveness?
- If higher, what strategy will you employ?

“Culture”

Do opposites attract?

- Affirmative action
- New practice areas
- New geographic locations

The First Date (In-House Interview)



First Impressions Count

- The premises
 - Fresh flowers in lobby?
 - Welcome sign in lobby?
- Offices and cubicles
 - Clutter
 - More clutter! (office clean up day?)
- Staff and Attorneys (may be a sensitive topic)

The Interview

- A good interview is like a conversation
- Do not dominate the conversation
- Listen as well as talk
- Some people use the Rule of Thirds
 - Tell about an aspect of the firm (1/3)
 - Ask questions (1/3)
 - Answer questions (1/3)

Who Will Interview?

- Partners only
- Associates only
- A mix of partners and associates
- Practice group members only or a mix
- Branch office members only or a mix
- Hiring partner (committee) only

What Information Do We Need/Want?

- Verify resume information before the interview to save time
- Ask about off-resume information to augment the resume
- “Mind the gaps” in the resume

What Information Do We Want to Impart?

- Consider a group meeting prior to the interview
- Avoid inconsistent answers by the firm
- This is why self assessment is so important

Will S/He Call? (Post-Interview Strategies)



Small, Personal Gestures Can Make A Difference

- Drive interviewee to or from the airport
- Arrange for a follow-up trip for their spouse/significant other
- Arrange for local magazine or publication
- Arrange for a tour with a local realtor
- Arrange for follow-up calls
- Arrange for follow-up visits
- Invite them to firm events

Do Not Burn Bridges!

- You may want to hire in the future
- They may become a client
- It's just the right thing to do anyway!

Thank You!

