FICPI 17th Open Forum Venice, Italy October 25-27, 2017

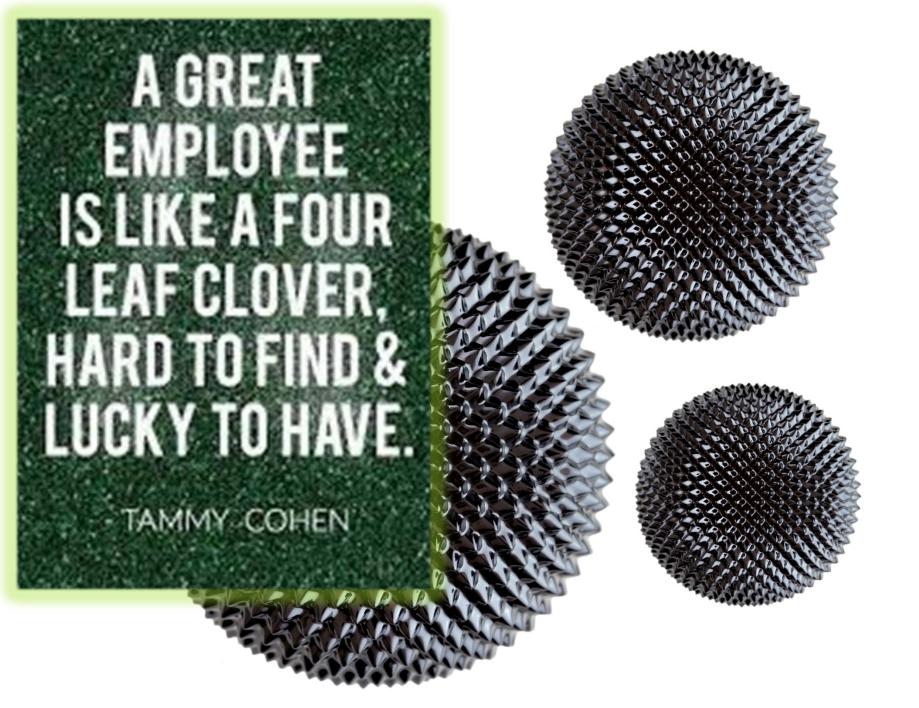


CARLSON CASPERS

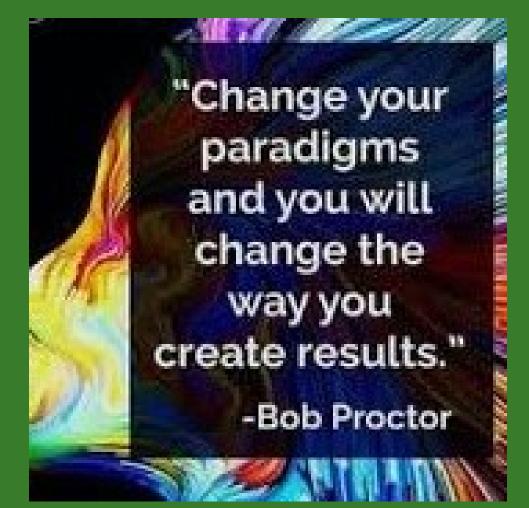
INTELLECTUAL PROPERTY LITIGATION AND COUNSELING

Hiring The Talent You Need

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The Premise of this Presentation





Paradigm: Recruiting as Social Dating





Understand the Culture of Your Firm

eHarmony Va 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)

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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!

