






The Ultimate Guide to Leveraging AI in Executive Hiring

Far from replacing human roles, AI boosts the precision, speed, and depth of executive searches. It empowers professionals to forge stronger, more insightful connections with candidates—ushering in a new era where technology amplifies personal expertise in executive hiring.

Intro

This whitepaper draws on practical AI applications to provide insights, highlighting not just the potential but the tangible benefits that AI introduces. Through a series of practical examples, this whitepaper aims to guide executive hiring professionals on how to effectively harness the power of AI to refine and optimise their process.

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Part 1

Job Analysis

Job analysis is a systematic process of identifying the skills, knowledge, and abilities required for a job. The core of job analysis is to gather specific information about the company and the role, and then analyse and synthesise said information. It's the last part - analyse and synthesise, that Generative AI (GenAI) is best at doing.

The information that you provide needs to be clear and detailed enough for the AI to analyse. The effectiveness largely depends on the context and specific information about the company and the role that the user provides it.

This can come in many forms:

- An article that talks about the position
- PDFs
- Word files
- Industry whitepapers
- Job descriptions
- Stakeholder interviews

Once you've gathered all the relevant documents, notes, etc., you can feed all that into your GenAI tool of choice and use it to develop detailed job descriptions, hiring scorecards, job ads, and more.

✓ Do:

Feed the AI comprehensive, well-documented information from diverse sources such as stakeholder interviews and industry documents to harness its analytical prowess for crafting precise job descriptions.

✗ Avoid:

Compromising the accuracy of job analysis outcomes by providing GenAI with vague or incomplete inputs.

Example:

At Wisnio, we used a similar process of gathering information relevant for the role and using ChatGPT for analysis to write comprehensive hiring scorecards. These scorecards are complete with key objectives, position requirements, and workplace competencies from the Wisnio Competency Library along with behavioural interview questions.



Based on your input, here are the key objectives for the Head of Product position for an early-stage SaaS business:

- 1. Distil the business needs and expertise of the company into specifications that engineers can create.** This objective is essential, however, it is important that this also encompasses market research and user insights to ensure that product specifications are not just aligned with business needs but also address customer pain points and requirements.
- 2. Set up an effective product planning process across the company.** This is critical, especially in an early-stage business. The Head of Product should also ensure that this process is agile and adaptive to changes in the market or customer requirements.
- 3. Ensure that the business is building the right things that create value for the customer.** This is aligned with the first objective but further emphasizes on customer value.
- 4. Build up a clear process for gathering client feedback and prioritizing development tasks based on that.** This is important but should also include methods for gathering non-client feedback (e.g. potential customers, partners) and industry insights, as they can be valuable in product development as well.

Candidate Summaries

Candidate summaries are an important, yet mundane and time-consuming part of hiring. A well-written summary can make a candidate stand out, while a poorly written one risks them being overlooked.

As with job analysis, GenAI tools offer incredible potential to streamline the task, but effectively utilising them requires more than a simple 'summarise' command.

You start by describing what it is you're trying to achieve. Describe the format, what words to use, the tone of voice, what to concentrate on, etc. For clarity, you can include example summaries.

Next, you add background information about the role e.g. job analysis. This helps the AI understand what aspects of the candidate's profile are most relevant. And finally, you add the crucial candidate context or specific information about the candidate.

As with job analysis, the background information you provide needs to be clear and detailed enough for the AI to analyse. The more detailed the input is, the better the output is likely to be.

This can include:

- Candidate CV;
- LinkedIn profile PDF (direct LinkedIn access is blocked for most AI chatbots);
- Interview and/or call notes;
- Assessment results (personality, skills, etc)
- Data from reference checks
- Candidate cover letter

Once you've gathered all the relevant documents, notes, etc., you can feed all that into your GenAI tool of choice and use it to develop detailed job descriptions, hiring scorecards, job ads, and more.

✓ Do:

Guide the AI with detailed descriptions of your summary goals, enriched by specific insights about the role and candidate, to enable the creation of insightful candidate profiles.

✗ Avoid:

Diminishing the effectiveness of candidate summaries by using GenAI without specific directions or lacking detailed candidate information.

Example:

Candidate summary using a [Wisnio hiring scorecard](#) and the candidate's LinkedIn Profile PDF along with a template. The template was to start with a paragraph describing the candidate's previous experience in similar roles. Then, briefly cover their education and finish off with how that experience would be relevant to the position they are being considered for.



I'm hiring for a chief marketing officer using a scorecard that I have attached. The candidate is John Smith and I have attached their LinkedIn profile:



Chief Marketing Officer - Hiring Score...
PDF



LinkedIn Profile.pdf
PDF

Your task is to write a candidate summary based on the information found in the files attached and any other relevant data you know.

Start with a paragraph or two describing the candidate's previous experience in similar roles. Then, briefly cover their education and then move on to how that experience would be relevant to the position they are being considered for. Thanks.

Navigating Interview Prep

Interviewing candidates is a critical skill, demanding not only a deep understanding of the role and company but also the ability to ask the right questions.

No AI has specific information about the company, the candidate, or the role you are hiring for. While it understands the general responsibilities of a CMO, specific roles and duties can vary greatly across companies.

Thankfully, this is easy to overcome by giving the AI the information it needs. This can take the form of various documents and files, along with notes, webpages, and more that contain specific information about the company, the role, and the candidate.

Information from all of the above sources will be analysed by the AI and used as foundational knowledge to build hyper-personalised interview guides, templates, and even complete scorecards with interview questions.

Areas where AI can help include (but are not limited to):

Role- and candidate-specific behavioural interview questions

AI can assist in creating hyper-personalised interview questions tailored specifically for the role, the company, and the candidate. It can also come up with follow-up questions and give pointers on how to recognise a strong answer.

Feedback and evaluation templates

To ensure a structured and unbiased assessment process, AI can help you create an evaluation template with a scoring system either to be used already during the interview or right after to gather your thoughts.

Interview logistics and structure

AI can suggest best practices for structuring the interview, including time management, the sequence of questions, and how to create a welcoming and respectful interview environment.

Do:

Inform the AI with detailed, role-specific, and candidate information, alongside company insights, to generate customised interview guides and nuanced questions.

Avoid:

Undermining your interview preparation by expecting AI to generate bespoke materials without providing it with detailed, relevant information.

Example:

Bullet point candidate suitability overview for the hiring manager. Ask the AI to list three must-know bits of information about the candidate in the context of the role. As context, use the candidate's LinkedIn Profile PDF along with a detailed job advertisement or job description.



Considering Mary Smith's professional background in the context of the marketing manager role at [COMPANY], the following aspects of her experience are particularly relevant:

1. **Strategic Marketing in the Tech Industry.** Mary's background in marketing within the technology sector aligns well with the role's focus on marketing for enterprise IT products. Her experience in strategizing and executing marketing initiatives is crucial for the diverse product range at [COMPANY].
2. **Team Leadership and Interdepartmental Collaboration:** Mary has demonstrated leadership skills and the ability to work collaboratively with various teams. This is important for the role's requirement of leading a team of VPs and marketing specialists and for building relationships with sales, product, and customer success teams.
3. **Regional Marketing Expertise:** Her experience in different geographical markets, though not specifically in the Americas, suggests adaptability and the potential to quickly understand and engage with the new region's market dynamics, which is key for [COMPANY's focus on the Americas region.

These aspects of Mary's experience make her a strong candidate for the role, given its requirements and the company's objectives.

Personalising Onboarding with AI

New employee onboarding is a key step in the hiring process that lays the foundation for a successful work relationship. It's not about the first day(s) being a memorable experience but rather planning the first days, weeks, and months to quickly bring the new employee up to full productivity.

Most companies will have an existing onboarding plan that is tweaked whenever a new employee is hired.

Analysing that plan can be the first step in using AI in an onboarding process.

You can ask the AI to craft a new onboarding plan from scratch, but for best results, you need an existing structure/template that you are happy. Without anything to go by, the AI will just make stuff up. It might end up amazing. Or the opposite.

As with other examples of using AI in the hiring context, the key lies in providing detailed background information about the role, the team, and the company for best results. This could include:

- Interview notes
- Job analysis results
- A job description
- CV and/or LinkedIn Profile PDF
- Company overview
- Team overview

✓ Do:

Optimise your onboarding process by employing an established template, augmented with detailed insights on the role, team, and company, for AI to personalise effectively.

✗ Avoid:

Limiting the potential of your onboarding strategy by relying on AI to create plans from scratch without a solid foundation and specific organisational details.

Example:

A 100-day onboarding plan for a Head of Marketing position. For background information, Wisnio's Chief Marketing Officer hiring scorecard, LinkedIn Profile PDF of the new employee, company overview, and the structure of the marketing function within the company.



Head of Marketing - Hiring Scorecard...
PDF



Peter Smith - LinkedIn Profile.pdf
PDF



Company Overview - NovaCloudSoluti...
PDF



Marketing Function Overview - NovaC...
PDF

Use the included hiring scorecard, the LinkedIn profile of Peter Smith, company overview, and an overview of the marketing functions at Nova Cloud Solutions to sketch out a 100-day onboarding plan with concrete actions and measurable results for the position of Head of Marketing.

Talent Data and AI

Beyond CVs, LinkedIn Profiles, interview notes, etc, you can use talent data from different psychometric assessments to provide valuable insights. However, they can be cumbersome to analyse in the context of the role and company.

To simplify this, we developed WisGPT, an AI chatbot with direct access to candidate-specific Wisnio talent data (based on our proprietary assessments of personality, values, and competencies) to deliver hyper-personalised insights.

With access to team and candidate-specific talent data and our proprietary training, WisGPT delivers hyper-personalised summaries and answers questions about the team, a particular team member or a candidate, allowing you to focus on the truly strategic aspects of hiring.

WisGPT adds an extra layer of insights that are hard, if not impossible, to get from CVs and LinkedIn Profiles. With it, you can better understand the candidate as a person and how they, as an individual, might fit into the existing team.

Example:

How to work effectively with Alo?



To work effectively with Ian, it's important to leverage their strengths while being mindful of areas for growth. Ian's profile indicates several key areas that can be harnessed for team benefit:

- 1. Relationship Building:** Ian has a knack for building and maintaining strong professional relationships. Encourage them to network within and outside the organisation, which can lead to valuable collaborations and partnerships for your team.
- 2. Customer Focus:** Ian is adept at understanding and prioritising customer needs. Place them in roles where they can interface with clients or stakeholders, ensuring your team's outputs are aligned with customer expectations.
- 3. Planning and Organizing:** With a high score in planning and organising, Ian could be instrumental in developing efficient project plans. Entrust them with structuring workflows or spearheading project management initiatives.

To harness the full potential of AI without the hassle, try WisGPT by Wisnio. WisGPT makes powerful talent data fast and actionable to support business leaders with their most critical people decisions. With direct access to candidate-specific talent data and our proprietary training, WisGPT delivers hyper-personalised insights and answers any questions you have about the candidate, allowing you to focus on the truly strategic aspects of hiring.



Alo Arro
CEO of Wisnio

“The true opportunity of using AI in executive search is that it allows you to be much more thorough in the process without spending more time. Through AI, we can quickly aggregate and analyze vast data on candidates’ strengths, learning styles, team alignment, and motivations, enabling highly personalized and effective hiring decisions without compromising the human touch.”

Start your free trial today!

The free trial gives you full access to the platform’s decisions tools, including the hiring, personal, and team analysis modules.



Full platform functionality



No credit card required

The screenshot displays the Wisnio user interface. On the left is a navigation sidebar with 'My profile' selected. The main content area shows a user profile with a photo, a 'My profile' section, and a 'Values' section. A 'WisGPT' chat window is open on the right, showing a greeting and several prompts like 'What 3 career paths would suit me best?'. The profile text includes phrases like 'Enhanced with AI' and 'Last updated: 18 Sep 2023, 12:03pm'. The WisGPT chat window has a 'Print' button at the top right and a 'Regenerate summary' button below the survey list.