

**THE NEW
TALENT
PLAYBOOK**
Podcast

Action Kit

**The talent problem AI
won't solve**

PART I

Featuring Jeff Hyman

Episode 4 - Season 7

By Rob Levin, Creator of [Thenewtalentplaybookpodcast.com](https://thenewtalentplaybookpodcast.com)

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Jeff Hyman’s message is clear: in a world where technology can be copied in days, the real edge comes from hiring better, moving faster, and understanding people more deeply. This playbook helps you translate that idea into practice. Use it to sharpen how you attract talent, screen candidates, evaluate fit, and build a team that can learn, adapt, and perform as the market changes.

1. Put People on the Bus First

Jeff’s biggest point: talent selection is the number one driver of success, and the number one cause of failure. If you get the people part right, the rest gets easier.

Talent Priority Scorecard

Statement	Score (1-5)
We spend serious time on hiring decisions.	
Our leaders agree that talent is a top business lever.	
We review hiring quality the same way we review sales or finance.	
We slow down when a role matters more than usual.	
We have a consistent standard for “great people,” not just “good enough.”	

Total / 25: _____

What would change in your business if talent became your #1 operating priority?

2. Widen the Funnel with Smart AI

Jeff described AI phone screens as a way to widen the candidate pool and gather better information earlier , not as a replacement for judgment, but as a smarter filter.

Your Hiring Funnel Audit

- ☐ We use technology to expand reach, not just save time.
- ☐ We are open to structured AI-assisted screening for the right roles.
- ☐ Our process is designed to reduce wasted time for both candidates and managers.
- ☐ We track where strong candidates drop out of the process.
- ☐ We are willing to test new screening tools in a controlled way.

Name one part of your hiring funnel that could be made faster, broader, or more candidate-friendly.

3. Study Candidate Psychology, Not Just Resumes

Jeff’s advice: don’t obsess over keeping up with every tool. Instead, understand the psychology of what different generations want — and talk to younger people directly to learn it.

Candidate Psychology Notes

Prompt	Your notes
What matters most to candidates today?	
What do we assume matters — but may not?	
What should we ask more often in interviews?	
What would a 20-year-old tell us about our process?	

Fill in the blank: “We are most likely to win candidates when we _____”

4. Test Drive the Work, Don't Just Talk About It

Jeff was emphatic that interviews are one of the worst predictors of performance. His preferred alternative is a test drive, work sample, or short project that lets you see someone in action.

Replace Some Interviewing with Evidence

- ☐ We use a work sample for important roles.
- ☐ We ask the same core questions across candidates.
- ☐ We compare people against a standard, not just intuition.
- ☐ We have a clear rubric for what “good” looks like.
- ☐ We review how candidates actually perform, not just how they sound.

Choose one role. What would a fair, practical “test drive” look like for that role?

5. Hire for Role Fit and DNA Fit

Jeff’s framework gives equal weight to doing the job and fitting the culture. In his words, the best organizations match both the role and the “aquarium” people will swim in.

50/50 Fit Check

Statement	Score (1-5)
We know what skills are required to succeed in the role.	
We know what values and behaviors succeed here.	
We assess culture/DNA fit with as much care as skills.	
We avoid hiring people who can do the job but will clash with the team.	
We are honest about what kind of culture we actually have.	

Total / 25: _____

What is one trait, behavior, or value that is truly non-negotiable in your team?

“The people part will become more important than the AI or the technology part.”

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