

Great
Talent
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Business

EP8

Cheat Sheet

**Hiring with Gut Instinct?
You're Probably Getting
It Wrong**

Featuring Michael Deutsch

By Rob Levin, Creator of [Greattalentpodcast.com](https://greattalentpodcast.com)
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In this episode, Michael Deutsch shared some eye-opening truths about why traditional hiring—especially for small and mid-sized businesses—is often broken.

This quick-hit workbook turns those insights into action. Let's make your next hire smarter, stronger, and a better fit.

Section 1 - Gut Check: Your Last 3–5 Hires

Think back on recent hires. For each, check what influenced your decision:

Hire	Gut Feeling	Resume/ Experience	Interview Performance	References/ Data	Outcome
1					
2					
3					
4					
5					

What patterns do you notice? Were decisions mostly intuitive or data-backed?

Section 2: Build Your Ideal Candidate Profile

Choose a role you're hiring for. Go beyond the job description:

What makes someone great in this role at your company?

Must-have skills:

Key experiences:

Culture-fit traits:

Deal breakers:

Pro Tip: Think about what excites you when you picture the perfect candidate walking in.

Section 3: ? Your Signature Interview Question

Craft a strong behavioral or situational question for this role.

Example: "Tell me about a time you took ownership of a project that was failing."

Your version:

Tell me about a time

Section 4: 🧠 Your 3 Deep-Dive Follow-Ups

Now let's build your "Rule of Three":

1. What led you to make that decision?
2. What would you do differently today?
3. How did others on your team respond?

✓ **Stay curious. Aim to understand their thinking, not just hear a story.**

1.

2.

3.

"Nothing has changed. Well, if you're gonna do it the same way, you're gonna get the same results."

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