

Experience is Everything:

How to 10x Your Interviews & Get More Hires



JESSICA NOBLES

HOME CARE OPS

Owner/Founder

- 15+ Years of Home Care Leadership
- Franchise Developer for the Top Brands in the Industry.
- Built a multi-million dollar/multi-state Home Care Agency
- Co-Founder of Home Care Ops
- Created the Largest Home Care Owners Network in the Industry
- Super-Power: BIG IDEA GENERATOR





KELLY ADAMS

BEYOND HOME CARE LLC

Owner/Founder

- 10+ Years Business Leadership
- 5+ Years of Home Care Ownership
- Certified Senior Advisor
- Family Caregiver Educator
- B.S. in Communications and P.R.
- Wife and Mother of Three
- Super-Power: CREATING CULTURE



WHAT YOU WILL DISCOVER

How to enhance your interview experience to increase your show-up rates, new hire conversions, and create employee buy-in.

Who This Session is For:

A.

AGENCIES NEEDING
TO BUILD A TEAM
FOR GROWTH

B.

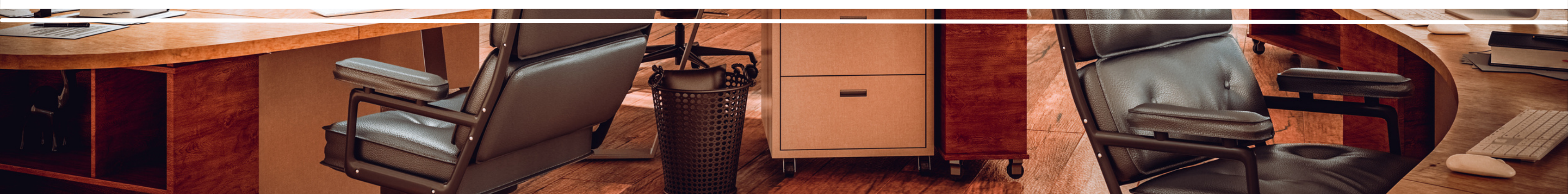
AGENCIES WHO
HAVE A TEAM AND
WANT TO MAXIMIZE
THEIR INTERVIEW
PROCESS

C.

AGENCIES WHO
WANT TO INCREASE
RETENTION



I KNOW HOW TO RECRUIT, BUT NO ONE WANTS TO WORK!



**"10.7 Million
People are
currently looking
for a job in the
USA as of January
2022"**

-Zety.com

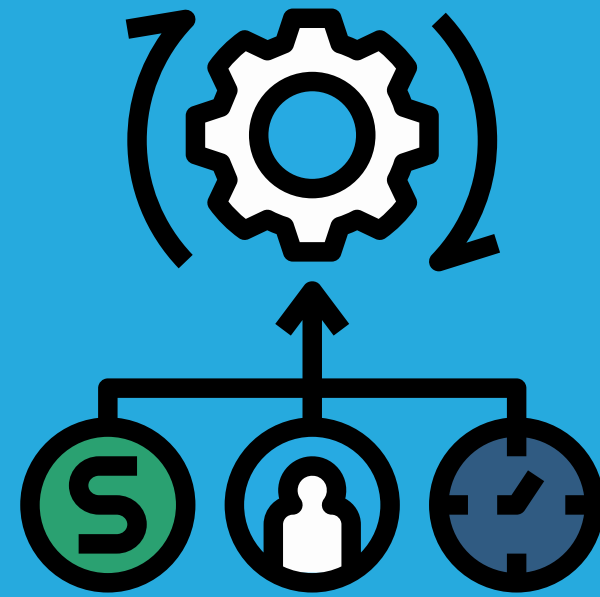


**PEOPLE BUY INTO
PEOPLE; THEY STAY
FOR THE EXPERIENCE.**

4 KEY AREAS OF FOCUS THAT WILL 10X YOUR INTERVIEWS



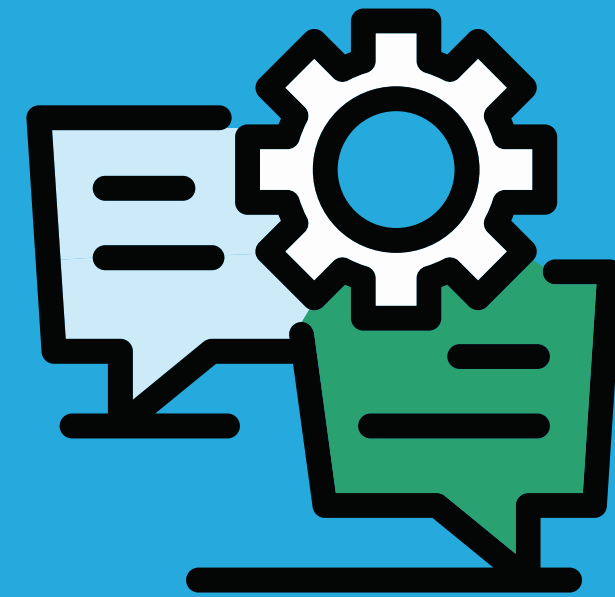
Experience



Process



Intent



Communication

The E.P.I.C. Interview Strategy

EXPERIENCE

- Engagement
- Excitement
- Enrollment
- Employee Value Proposition
- Touchpoints

PROCESS

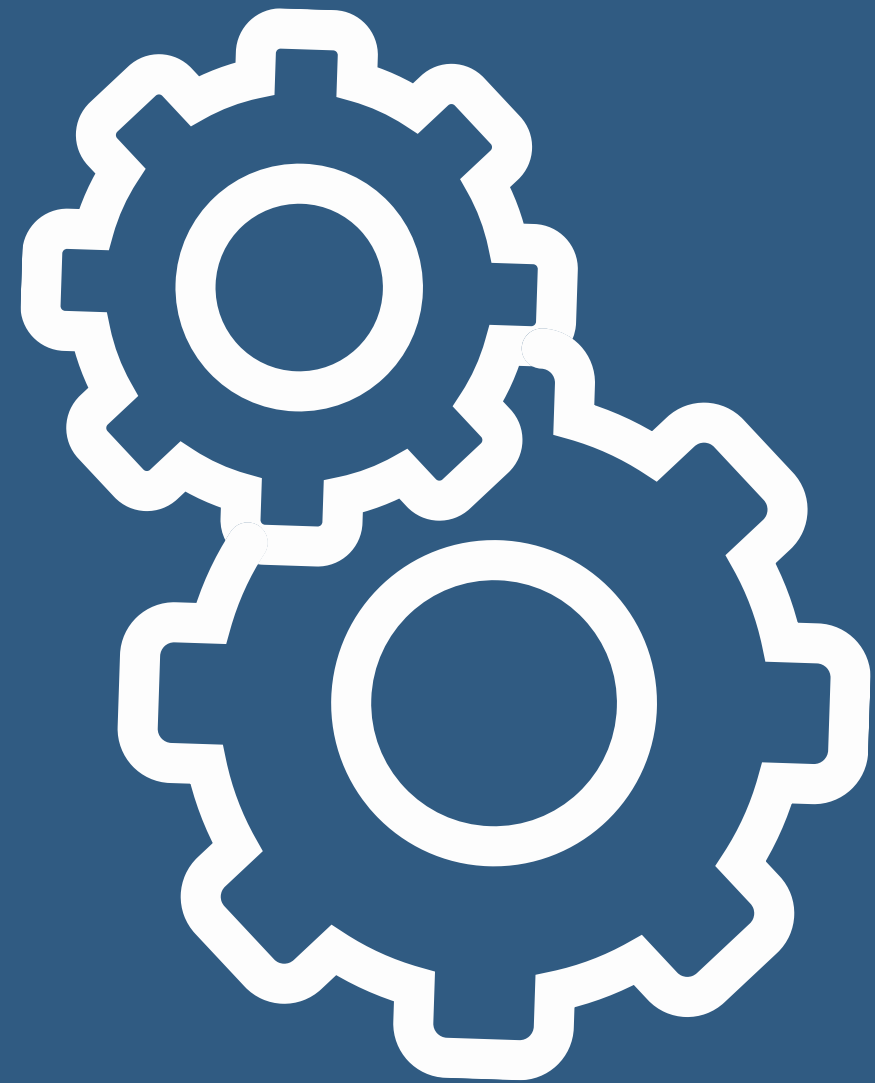
- Streamlined
- Simple
- Structured
- Consistent
- Efficient
- Replicable
- Preparation

INTENT

- Know/Like/Trust You
- Qualify the Applicant
- Connect
- Build Trust
- Create Buy-in
- Enroll in Culture

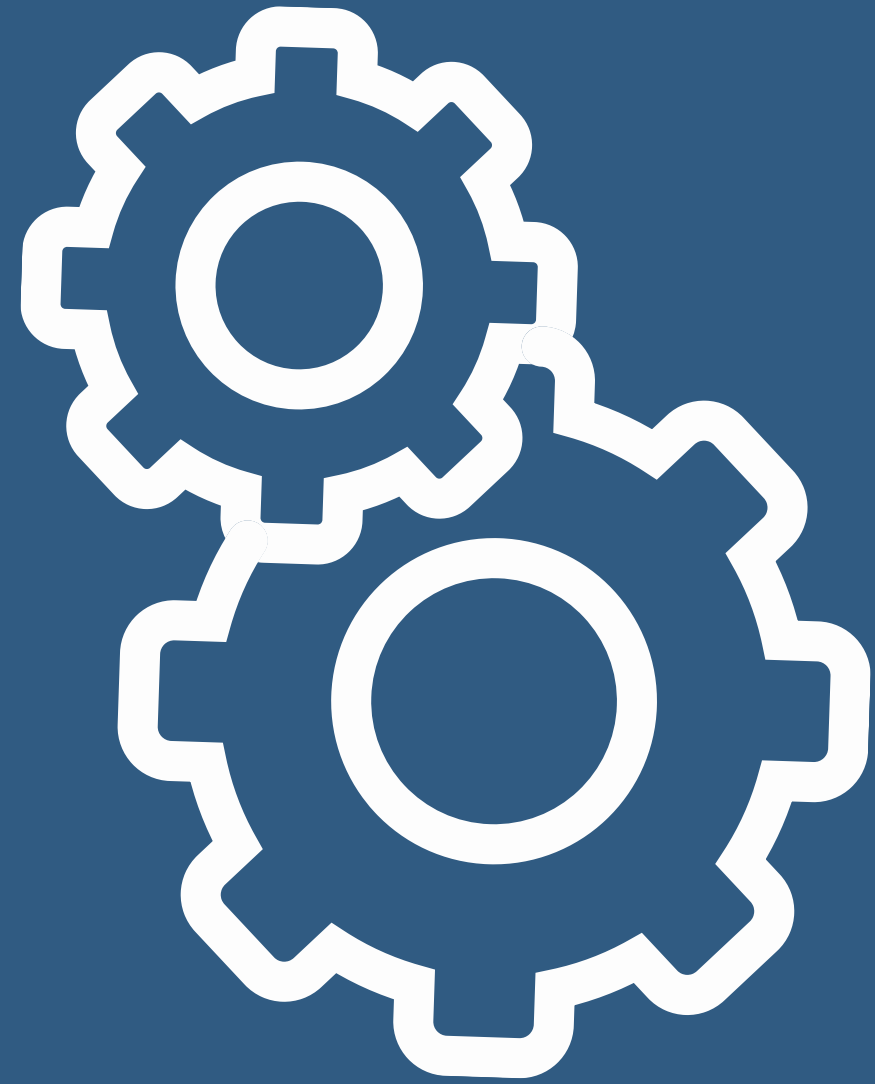
COMMUNICATION

- Consistent
- Transparent
- Professional
- Relatable
- Deliver on Small Promises
- Establish expectations
- Next Steps



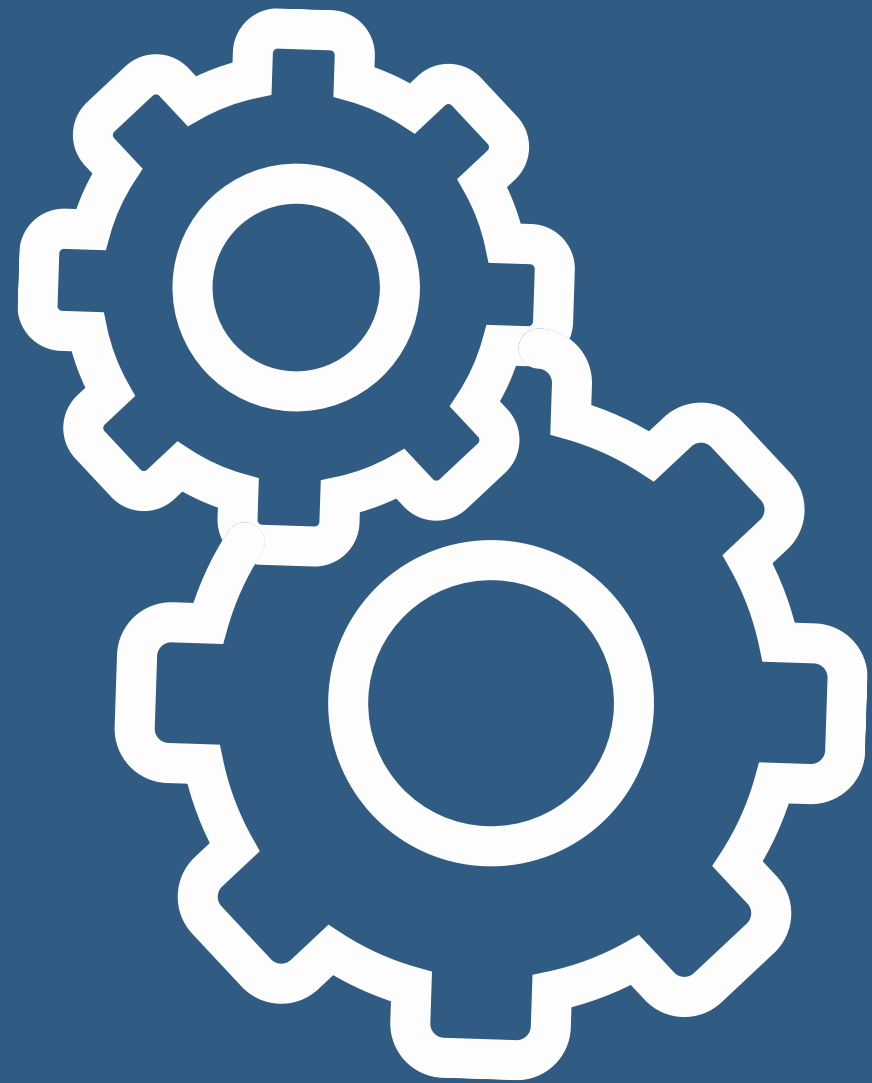
EXPERIENCE

- *ENGAGEMENT*
- *EXCITEMENT*
- *ENROLLMENT*
- *EMPLOYEE VALUE PROPOSITION*
- *TOUCHPOINTS*



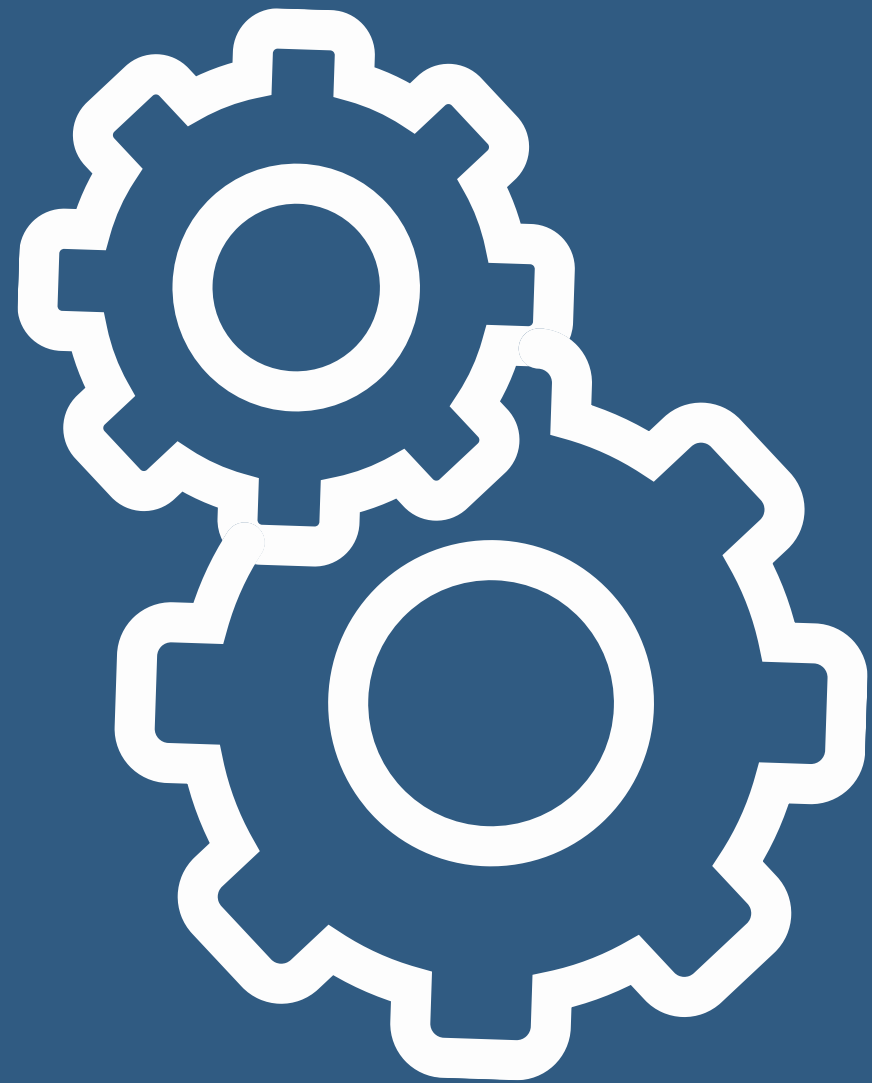
PROCESS

- *STREAMLINED*
- *SIMPLE*
- *STRUCTURED*
- *CONSISTENT*
- *EFFICIENT*
- *REPLICATEABLE*
- *PREPARATION*



INTENT

- *KNOW/LIKE/TRUST YOU*
- *QUALIFY THE APPLICANT*
- *CONNECT*
- *BUILD TRUST*
- *CREATE BUY-IN*
- *ENROLL IN THE CULTURE*



COMMUNICATION

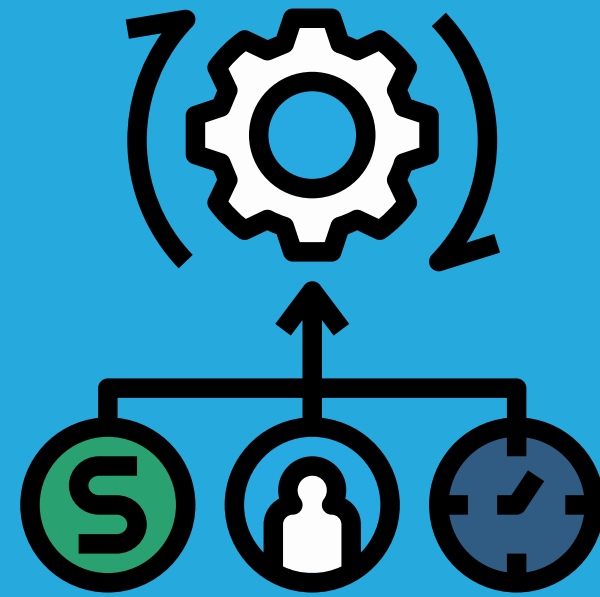
- *CONSISTENT*
- *TRANSPARENT*
- *PROFESSIONAL*
- *RELATABLE*
- *DELIVER ON SMALL PROMISES*
- *ESTABLISH EXPECTATIONS*
- *NEXT STEPS*

**AND THE NEXT
STEP IS...**

4 KEY AREAS OF FOCUS THAT WILL 10X YOUR INTERVIEWS



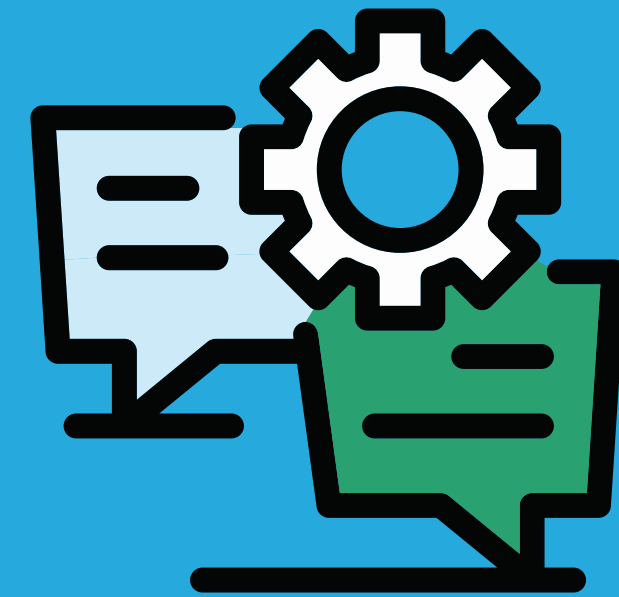
Experience



Process



Intent



Communication

WHAT AREA OF FOCUS IS YOUR NEXT STEP?

- Experience
- Process
- Intent
- Communication





Home Care Operators Community

Private group · 4.2K members



Joined ▾

+ Invite

About

Discussion

Featured

Rooms

Topics

Members

More ▾



Jessica Nobles

Home Care Ops



Kelly Adams

Beyond Home Care

