5-Step Guide To Getting Started With Predictive Hiring

01. **Focus on the business outcome(s) that you’re solving.** It’s critical to start with the end in mind and what improvement will make a meaningful difference to your business. Is it performance? Retention? Efficiencies? Diversity? As the saying goes, if you don’t know where you’re going, any path will take you there.

02. **Collect data that could be predictive.** Start with your hypotheses and cast a net from there. Don’t fall victim to the trap of “throw all the data in and the algorithms will find magical patterns.” Rarely does that ever happen. Start with the data you already have that you believe carries signal and/or signal-rich data that you can quickly capture.

03. **Run the analysis to test your hypotheses.** You can run a regression or correlation in Excel, but this where that internal or external analytics help comes in handy. They may use a basic regression to pick up on strong patterns or signals that exist. More complex machine learning algorithms will be required to boost weak signals and to get smarter over time.

04. **Put data in hands of decision makers.** You must make your findings actionable to capture any value. Otherwise, it’s just a research project. Your decision makers (e.g., recruiters, hiring managers, executives) will also give your findings an important face validity test.

05. **Iterate, iterate, iterate.** Predictive hiring is not a “set it and forget it” proposition. It’s a process. You will learn, you will accumulate more data, your algorithms will get more accurate, and your end users will better understand how to drive decisions with your insights.