



Interviewing and Evaluating Freelancers and Remote Workers: *The New Frontier of Hiring Just-in-Time and Virtual Talent*

By Paul Falcone

This is the first in a two-series contribution to the *EHRN Newsletter* from the new 3rd edition of Paul's bestselling book, *96 Great Interview Questions to Ask Before You Hire* (AMACOM Books / Harper Collins, 2018)

Part I: Freelancers

The trend in hiring freelancers and remote workers is significantly on the rise, and the questions suggested here will hopefully help you make stronger selection decisions when evaluating talent for these types of roles. This is intended to be a starting point to help you formulate ideas for interviewing and reference checking scenarios, but the goal is to save you time and help you hone in on the key attributes that will help you hire more effectively across this broad spectrum of workers.

1. Initial Considerations and Prequalification

How much time do you have to dedicate to the project demands of a program like this?

In terms of your availability, do you anticipate having any competing projects or priorities while working with us over the next [ninety] days?

Based on your understanding of our needs, how can you help our project succeed and what, if any, obstacles or roadblocks can you foresee?

What is your general approach toward launching a project in terms of strategy, effectiveness, and efficiency?

What's the typical size of company that you support, and what niches (types of industries, nonprofit, international, startup, and the like) do you generally serve?

Which elements from your portfolio bear closest resemblance to the project we'll need you to work on for us?

What do you think of the current marketing and creative materials on our website?

2. Communication Style and Performance Expectations

How do you ensure that communication, collaboration, and accountability are part of the consultant-client relationship?

If you win this project, what will be your general approach to crafting a roadmap to success? What would you do on your first day of work for us?

How would you describe your design style? How do you help clients determine if your design aesthetic will complement the organization's branding?

How would you generally handle it if you suspected that you might miss a deadline? How much advance notice can we expect? Likewise, do you feel our timeline is realistic?

How do you typically measure and communicate results, especially in terms of KPIs ("key performance indicators") and intermittent milestones that you set for yourself?

How would prior clients grade you in terms of your balance between quality and volume? How about your working relationships and communication style?

3. Measurement, Accountability, and Fee Structure

Of all the projects you've worked on, which one mirrors this one most closely? What were the end results of that particular project, and what types of similar challenges could we expect?

On a scale of 1-10, 10 being the highest, how challenging is this project relative to others you've worked on? Is there any part of this project that you're not that familiar with or where you might need to rely on additional resources or sub-contractors?

How comfortable are you with troubleshooting connectivity issues? How do you generally troubleshoot problems on your own?

Tell me about your remote project tracking experience. How do you tend to stay on top of your work and remain committed to your project milestones?

What are the go-to technical tools that you use on a daily basis?

How do you structure the pricing for your services, and what is generally included or excluded from your basic fees?

4. Successful Completion and Follow-Up

What percentage of your projects comes in on time and under deadline?

How would you envision the finished product if you're fully successful in this assignment?

Who will own the intellectual rights to the finished product?

On a scale of 1-10, 10 being the highest, how interested are you in pursuing this project timing-wise and in terms of building out your project portfolio?

How are payment installments tied to interim project completion signposts? When is the remainder and full amount due?

Next Newsletter Issue—Part II

“Remote Employees: How to Measure and Manage the Unseen”

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