


The Campaigner

Use this scoring key to see if candidates are a good team match.

Your team needs the Campaigner

Interview Question	Very Poor (1)	Poor (2)	Acceptable (3)	Good (4)	Very Good (5)
1. Can you share an example of a situation where you effectively utilised your negotiation, selling, and promotional skills? How did you engage with stakeholders, promote a product or idea, and influence others to take action or make a decision? What were the outcomes in terms of successful negotiations, sales, or promotions?	<ul style="list-style-type: none"> Incomplete example of utilising negotiation, selling, and promotional skills. Unclear on engaging with stakeholders or promoting a product/idea. No mention of influencing others or successful outcomes. Response lacks depth and understanding. 	<ul style="list-style-type: none"> Partially clear example, lacking details. Brief explanation of engaging stakeholders and promoting others without clear evidence of successful outcomes. Response needs conciseness and evidence of success. 	<ul style="list-style-type: none"> Clear example of utilising negotiation, selling, and promotional skills. Structured approach to engaging stakeholders and promoting. Mention of influencing others, but lacking in-depth analysis of successful outcomes. Response demonstrates a satisfactory understanding and effective communication. 	<ul style="list-style-type: none"> Detailed and compelling example of utilising negotiation, selling, and promotional skills. Highly structured process for engaging stakeholders and promoting. Evidence of influencing others with some analysis of successful outcomes. Response shows a strong understanding of effective communication and complex ideas. 	<ul style="list-style-type: none"> Exceptional and engaging example of utilising negotiation, selling, and promotional skills. Sophisticated approach to engaging stakeholders and promoting. Clear evidence of significant, successful outcomes, with in-depth analysis of influence on others. Response showcases a strong understanding of communication.
2. Describe a time when you successfully drew people in and attracted audiences to a project, event, or initiative. How did you capture their attention, generate interest, and create an engaging experience? What strategies or techniques did you use to appeal to different audiences? What were the results in terms of audience participation or response?	<ul style="list-style-type: none"> Incomplete example of attracting audiences to a project or event. Unclear on capturing attention, generating interest, and creating engagement. No mention of strategies or techniques used or audience response. Response lacks depth and understanding. 	<ul style="list-style-type: none"> Partially clear example, lacking details. Brief explanation of attracting audiences, but lacking clarity on capturing attention and generating interest. Limited mention of strategies or techniques without clear evidence of audience response. Response needs conciseness and evidence of audience participation. 	<ul style="list-style-type: none"> Clear example of successfully attracting audiences to a project or event. Structured approach to capturing attention, generating interest, and creating engagement. Mention of strategies or techniques used, but lacking in-depth analysis of audience response. Response demonstrates a satisfactory understanding and effective communication. 	<ul style="list-style-type: none"> Detailed and compelling example of successfully attracting audiences to a project or event. Highly structured approach to capturing attention, generating interest, and creating engagement. Evidence of strategies or techniques used, with some analysis of audience participation or response. Response showcases a strong understanding and effective communication of complex ideas. 	<ul style="list-style-type: none"> Exceptional example of attracting audiences to a project or event. Sophisticated approach to capturing attention, generating interest, and creating engagement. Clear evidence of significant, successful outcomes, with in-depth analysis of audience participation or response. Response showcases a strong understanding of communication.
3. Tell me about a time when you demonstrated your people-oriented and enthusiastic approach. How did you connect with individuals or teams, motivate them, and create a positive and collaborative work environment? What were the outcomes in terms of team dynamics, productivity, or success?	<ul style="list-style-type: none"> Incomplete example of people-oriented and enthusiastic approach. Unclear on connecting with individuals or teams, motivating them, and creating a positive work environment. No mention of outcomes in team dynamics, productivity, or success. Response lacks depth. 	<ul style="list-style-type: none"> Partially clear example, lacking details. Brief explanation of connecting and creating a positive work environment. Limited mention of motivating others without evidence. Response needs conciseness and evidence. 	<ul style="list-style-type: none"> Clear example of people-oriented approach. Structured approach to connecting, motivating, and creating a positive work environment. Mention of outcomes in team dynamics, productivity, or success, but lacking analysis. Response demonstrates understanding. 	<ul style="list-style-type: none"> Detailed example of people-oriented approach. Highly structured process for connecting, motivating, and creating a positive work environment. Evidence of positive outcomes in team dynamics, productivity, or success, with some analysis. Response showcases a strong understanding. 	<ul style="list-style-type: none"> Exceptional example of people-oriented approach. Sophisticated approach to connecting, motivating, and creating a positive work environment. Clear evidence of significant, successful outcomes in team dynamics, productivity, or success, with in-depth analysis. Response showcases a strong understanding.



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How to objectively score and rank candidates

Equipped with your team's ideal candidate profile and interview questions, the next step is to score your candidates.

Use the table to score how well candidates respond to the interview questions provided in your ideal candidate profile.

Each candidate profile has a unique scoring key.

If you would like to assess the team again, or another one, you can hit the link below.

Use this tool to build higher-performing teams

[Click here to start again](#)

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3. Tell me about a time when you demonstrated your people-oriented and enthusiastic approach. How did you connect with individuals or teams, motivate them, and create a positive and collaborative work environment? What were the outcomes of your people-oriented mindset in terms of team dynamics, productivity, or success?	<ul style="list-style-type: none"> Incomplete example of people-oriented and enthusiastic approach. Unclear on connecting with individuals or teams, motivating them, and creating a positive work environment. No mention of outcomes in team dynamics, productivity, or success. Response lacks depth. 	<ul style="list-style-type: none"> Partially clear example, lacking details. Brief explanation of connecting and creating a positive work environment. Limited mention of motivating others without evidence. Response needs conciseness and evidence. 	<ul style="list-style-type: none"> Clear example of people-oriented approach. Structured approach to connecting, motivating, and creating a positive work environment. Mention of outcomes in team dynamics, productivity, or success, but lacking analysis. Response demonstrates understanding. 	<ul style="list-style-type: none"> Detailed example of people-oriented approach. Highly structured process for connecting, motivating, and creating a positive work environment. Evidence of positive outcomes in team dynamics, productivity, or success, with some analysis. Response showcases understanding. 	<ul style="list-style-type: none"> Exceptional example of people-oriented approach. Sophisticated approach to connecting, motivating, and creating a positive work environment. Clear evidence of significant positive outcomes in team dynamics, productivity, or success, with in-depth analysis. Response showcases outstanding understanding.

This scoring key provides a method to evaluate a candidate's experience and potential to perform the types of work your team needs most.





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What now?

You can now identify, assess, and rank the right candidates for what your team truly needs. [Hire for higher performance!](#)

About the Author

Rudy Crous, CEO and Co-Founder, Compono.

As a Corporate Psychologist, Rudy has guided businesses on how to improve their company culture, competence and behaviours to help them excel in their mission and objectives. Passionate about people and intrigued by their relationship with work, Rudy saw a disconnect between the work cycle and human resources.

Traditional recruitment and internal development approaches weren't working, with both companies and individuals frustrated with the hiring process and people's expectations of career development. This led to Compono being born. Utilising technology to bring the best practice approaches, science and academia into the world of work.



Know who you are.
Get who you need.
Hiring for culture made easy.

Learn more at compono.com

