

*Cooking with*



**BrightHire**  
by zoom

# Hiring Intelligence Cookbook

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# Appetizers

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# Interview Redundancy

## *Are interviewers asking candidates the same questions at different stages?*

When every interviewer asks the candidate the same questions, it wastes a chance to get more signal. Catching that overlap is how you tighten the loop and hire smarter.

### INGREDIENTS

#### Time period

*e.g. Last 6 months*

#### Department

*e.g. Customer Success*

#### Position(s)

*e.g. Implementation manager,  
Mid-Market CSM*

#### Interview data

*Transcripts & AI notes*

#### BrightHire Insights Explorer

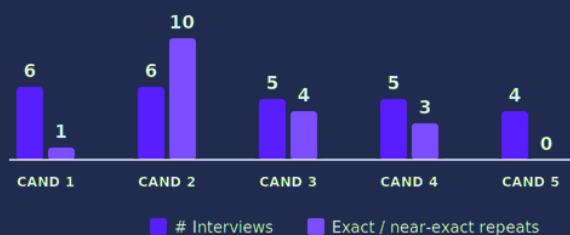
### INSTRUCTIONS

- 1 Open **Insights Explorer in BrightHire**
- 2 Add your ingredients (filters)
- 3 Enter your prompt

*You will help build an interview redundancy analysis (i.e., how repetitive are the interviews). For each candidate in this group: (1) look across all of that candidate's interviews, (2) create a list of every question asked — if AI notes aren't available, use transcripts, (3) measure the level of redundancy or overlap across their interviews — be rigorous that it's not a general topic repeating, but the specific question, (4) give a holistic report on redundancy across all candidates, and (5) delineate between overlapping broad topics vs. specific questions that are more or less repeated.*

- 4 **Let it cook** – the analysis runs in minutes
- 5 Slice the results by candidate, stage, and theme

### WHAT YOU'LL SEE



*Number of interviews vs. exact or near-exact question repeats.*

### WHAT'S NEXT

Three ways to put this insight to work:

- Evaluate the interview questions that repeat most and clarify the purpose for each stage.
- Reassign repeated themes to a single owner in the loop.
- Save the report and re-run it over time to confirm the loop is getting tighter.

# Interview Plan Adherence

## Are our interviewers actually following the interview plan?

Interview plans list the questions and topics each interviewer should cover. This recipe checks whether plans are followed, surfacing where quality and rigor slip.

### INGREDIENTS

#### Time period

*e.g. Last 3 months*

#### Position

*e.g. all open roles, or a single team*

#### Interview plan

*e.g. ATS scorecard with prescribed questions & topics*

#### Interview data

*Transcripts & AI notes for interviews 5+ minutes long*

**BrightHire MCP**  
**+ Any AI Tool**

### INSTRUCTIONS

**1** Connect the **BrightHire MCP** to **any AI tool** (e.g. Claude Cowork, ChatGPT)

**2** Enter your prompt

*Build an interview coverage analysis (i.e., how closely do interviewers adhere to the prescribed interview plan).*

*Filter for interviews from the past 3 months with a connected candidate and a connected ATS scorecard that lists the questions and topics the interviewer is expected to cover, and where the interview is more than 5 minutes long.*

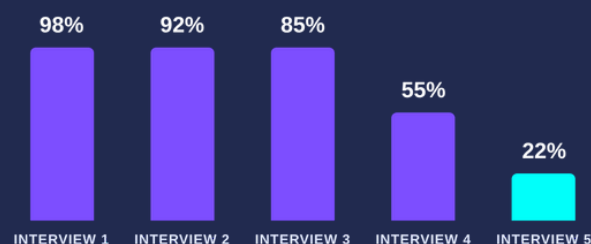
*For each applicable interview, review the transcript and AI notes and determine whether the interviewer covered each prescribed question or topic. Calculate a coverage score as the % of scorecard topics/questions covered.*

*Create an overall summary of coverage rates across the analysis set and any patterns.*

**3** **Let it cook** – the analysis runs in minutes

**4** Look at coverage by candidate, interviewer, and overall

### WHAT YOU'LL SEE



*Percent of scorecard questions and topics covered, by interview*

### WHAT'S NEXT

Three ways to put this insight to work:

- Coach the interviewers and teams with the lowest coverage to stay close to the plan.
- Check whether low-coverage scorecards are overloaded. The plan may need trimming.
- Re-run the recipe each quarter to track whether adherence is improving over time.

# Competency Coverage

## *Which competencies are we failing to assess in interviews?*

Every job description lists competencies, but interviews don't always cover them. This recipe finds the gaps between what you hire for on paper and what you actually evaluate.

### INGREDIENTS

#### Time period

*e.g. Last 6 months*

#### Position

*e.g. Implementations manager*

#### Job Description

*For the role you're analyzing*

#### Interview data

*Transcripts & AI notes for candidates with 4+ interviews*

**BrightHire MCP**  
**+ Any AI Tool**

### INSTRUCTIONS

**1** Connect the **BrightHire MCP** to **any AI tool** (e.g. Claude Cowork, ChatGPT)

**2** Enter your prompt

*Analyze interviews for the [position] role to find JD competencies not being covered.*

*Filter for interviews from the past 6 months matching this position, then parse the JD for competencies.*

*For each candidate with 4+ interviews, identify which JD competencies were covered vs. missed.*

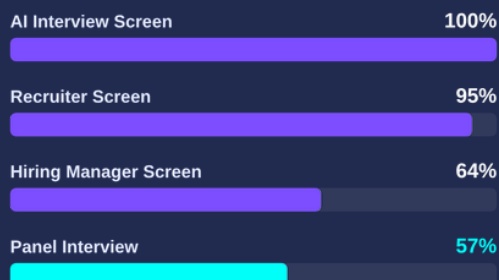
*Create an analysis per candidate and overall, highlighting what's most consistently missed.*

*Output as a visually appealing HTML page.*

**3** **Let it cook** – the analysis runs in minutes

**4** Slice the results by candidate, role, and stage

### WHAT YOU'LL SEE



*Percent of JD competencies assessed in interviews at different stages.*

### WHAT'S NEXT

Three ways to put this insight to work:

- Add interview questions for the competencies you're consistently missing.
- Audit whether the gap is the interview plan or the JD itself.
- Re-run the recipe per role to spot patterns across your hiring.

# Entrees

4 *AI Skills and Experience*

5 *Top Candidate Differentiators*

6 *Strong Case Study Traits*



# AI Skills and Experience

## *How consistently are we evaluating candidates' AI skills?*

Building an AI-native team means actually testing for it, not just talking about it. This recipe checks whether our interview loops are assessing those skills, role by role.

### INGREDIENTS

#### Time period

*e.g. Last 90 days*

#### Department

*e.g. Engineering, Customer Success, Sales, Marketing*

#### Position(s)

*e.g. Sr. Full Stack, Engineer, Mid-Market CSM, Sr. Product Marketing Manager*

#### Interview data

*Transcripts & AI notes*

#### BrightHire Insights Explorer

### INSTRUCTIONS

- 1 Open **Insights Explorer in BrightHire**
- 2 Add your ingredients (filters)
- 3 Enter your prompt

*Help analyze how consistently we evaluate candidates' AI skills or experience. For each candidate, list every question asked across their interviews. Detect questions that explicitly assess AI skills or experience — be rigorous: not a general AI discussion, but a specific question to assess fluency. Then report the percentage of candidates assessed, variation across functional areas, and themes in the questions asked.*

- 4 **Let it cook** – the analysis runs in minutes
- 5 Slice the results by department, role, and candidate

### WHAT YOU'LL SEE.



*Percent of candidates asked an AI-skills question, by function.*

### WHAT'S NEXT

Three ways to put this insight to work:

- Close the gaps in your interview guides where AI fluency isn't being tested.
- Share the patterns with hiring managers and interviewers to align on expectations.
- Re-run the recipe over time to track whether the gap is closing.

# Top Candidate Differentiators

## What do our strongest candidates do differently?

Your strongest candidates may share habits that set them apart. Spot those signals and you can coach interviewers on what to listen for and build a sharper process.

### INGREDIENTS

#### Time period

e.g. Last 6 months

#### Interview type

e.g. Case study or  
Systems design interview

#### Scorecard ratings

e.g. ATS scorecards  
grouped by Strong Yes/  
Yes/ the rest

#### Interview data

Transcripts & AI notes

#### BrightHire MCP + Any AI Tool

### INSTRUCTIONS

1 Connect the **BrightHire MCP** to **any AI tool** (e.g. Claude Cowork, ChatGPT)

2 Enter your prompt

Analyze our [interview type] interviews to find what the most successful candidates do differently.

Filter to the past 6 months: "[interview type]" in the title, a connected candidate and scorecard, interviews over 5 minutes, and only those with a scorecard rating.

Split into three groups by rating: Strong Yes, Yes, and all other scores.

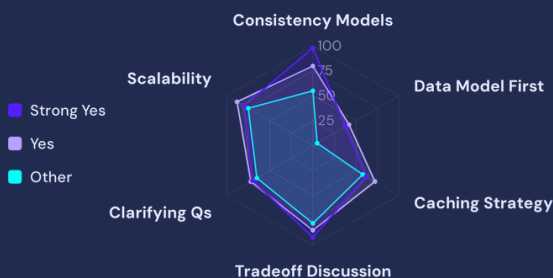
For each interview, review the transcript and AI notes — capture questions asked, the candidate's talk-time share, what they shared, and scorecard notes.

Compare the groups to surface what sets a strong candidate apart, then summarize the patterns.

3 **Let it cook** – the analysis runs in minutes

4 Review the differentiators by group and overall

### WHAT YOU'LL SEE



Percent of candidates demonstrating each technical depth indicator, by scorecard group.

### WHAT'S NEXT

Three ways to put this insight to work:

- Coach interviewers to listen for the strong candidate habits you surface.
- Build the key signals into your scorecard so everyone evaluates against the same bar.
- Re-run each quarter to confirm the patterns hold.

# Strong Case Study Traits

## *What makes a strong case study interview?*

If you use the same case study across roles, this recipe checks how consistently it's being run and looks at what sets your strongest candidates apart.

### INGREDIENTS

#### Time period

e.g. Last 12 months

#### Interview type

e.g. Case study, Live Case Study, R&D Leadership Interview

#### Scorecard ratings

e.g. Product Leader, Special Projects, Sr. Product Manager

#### Interview data

Transcripts, AI notes, scorecard ratings

#### BrightHire MCP + Any AI Tool

### INSTRUCTIONS

- 1 Connect the **BrightHire MCP** to **any AI tool** (e.g. Claude Cowork, ChatGPT)
- 2 Enter your prompt

*Build an analysis of our case study interviews to find (1) what the most successful candidates do differently, and (2) how much the interviews vary in how they're run.*

*Pull the past year of interviews for the target positions, matching the case study or live exercise stages.*

*First, compare consistency: questions asked, topics and themes covered, interview length, candidate talk time, and candidate question time. Break it down by position and interviewer.*

*Then check for scorecard ratings and keep only rated interviews. Group them into Strong Yes, Yes, and all other scores.*

*For each group, analyze how many questions the candidate asked and what kind, their talk-time share, what they shared with interviewers, and scorecard signals.*

*Compare themes across the three groups to surface traits of stronger vs. weaker candidates, then write an overall summary with the patterns you found.*

- 3 **Let it cook** – the analysis runs in minutes
- 4 Compare consistency by interviewer and the traits that set top performers apart

### WHAT YOU'LL SEE



*Percent of candidates who landed on a clear point of view and action items, by scorecard rating.*

### WHAT'S NEXT

Three ways to put this insight to work:

- Standardize the case study guide so it's run the same way across interviewers and roles.
- Build the behaviors that distinguish strong candidates into your scorecard, so interviewers know what to look for.
- Re-run across roles to see whether the same traits keep predicting strong performers.

# Desserts

7 *Candidate Questions*

8 *The Company Pitch*



# Candidate Questions

## *What are candidates asking us about the company?*

Understanding what types of questions candidates are asking can help you better prepare to sell the company and close great candidates to join your team.

### INGREDIENTS

#### Time period

*e.g. Last 6 months*

#### Department

*e.g. Engineering, Customer Success, Sales, Marketing*

#### Position(s)

*e.g. Sr. Full Stack, Engineer, Mid-Market CSM, Sr. Product Marketing Manager*

#### Interview data

*Transcripts & AI notes*

#### BrightHire Insights Explorer

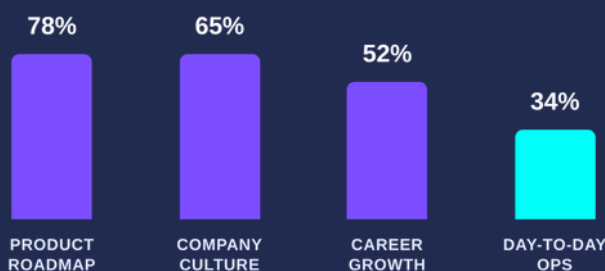
### INSTRUCTIONS

- 1 Open **Insights Explorer in BrightHire**
- 2 Add your ingredients (filters)
- 3 Enter your prompt

*Help build an analysis of the questions candidates are asking interviewers about the company. For each candidate, look across all of their interviews and list every question they asked (use transcripts where AI notes aren't available). Group the questions into themes, then give a holistic report on what candidates want to know about the company, broken down by the functional area of the associated position.*

- 4 **Let it cook** – the analysis runs in minutes
- 5 Slice the results by theme, function, and role

### WHAT YOU'LL SEE.



*Percent of candidates asking about each theme.*

### WHAT'S NEXT

Three ways to put this insight to work:

- Arm interviewers with clear, consistent answers to common questions.
- Fold the strongest talking points into your pitch and closing conversations.
- Re-run the recipe over time to see whether the questions are shifting.

# The Company Pitch

## Are we selling the company consistently?

Every interviewer is also a salesperson for the company. This recipe examines how we're pitching the company to candidates and whether that pitch holds up consistently across interviewers and functions.

### INGREDIENTS

#### Time period

e.g. Last 90 days

#### Department

e.g. Engineering, Customer Success, Sales, Marketing

#### Position(s)

e.g. Full Stack Engineers, Customer Success Manager, Account Executive, Product Marketing Manager

#### Interview data

Transcripts & AI notes

**BrightHire Insights Explorer**

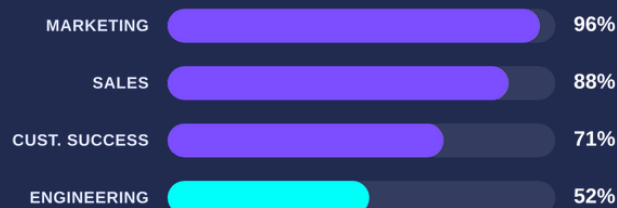
### INSTRUCTIONS

- 1 Open **Insights Explorer in BrightHire**
- 2 Add your ingredients (filters)
- 3 Enter your prompt

*Help build an analysis of how we are selling the company to our candidates. For each candidate in this group of interviews: look across all of that candidate's interviews, evaluate how we're selling the company by reviewing the transcripts, and pull out the themes of what we're selling — the specific things we're highlighting and how we talk about the company. Then give a holistic report on how our interviewers are selling the company to candidates, broken down by (a) candidate, (b) interviewer, and (c) position / function.*

- 4 **Let it cook** – the analysis runs in minutes
- 5 Slice the results by candidate, function, and role

### WHAT YOU'LL SEE.



*Percent of candidates who received a company pitch, by function.*

### WHAT'S NEXT

Three ways to put this insight to work:

- Build a shared pitch cheat sheet from the strongest themes so every interviewer tells the same story.
- Coach the functions where the pitch is thinnest.
- Re-run the recipe each quarter to track consistency over time.



**BrightHire**  
by zoom

*Ready to start  
cooking?*

Learn how **BrightHire Insights Explorer** and **MCP** help you get more from your interview data, wherever you work.



**Get a demo**