

EXECUTIVE SUMMARY:
HOW TO HIRE
LIKE APPLE, FACEBOOK AND GOOGLE



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Taking Hiring Lessons from FAANG

The success of digital technology companies has seen the rise of several prominent players that as a group have come to be nicknamed FAANG. These companies include: Facebook, Apple, Amazon, Netflix, and Google. Their market dominance is a testament to their prosperous business models, as well as how they screen and hire talent.

Despite a recent cooling down of the job market, FAANG companies accounted for **1.44 million job listings** in 2019. These Big Tech players remain attractive “dream employers” for job seekers even in a downward trend. While the obvious benefits of working for an international brand name company—like better pay and a higher value resume—contribute to the ease with which these employers continue to attract candidates, there are important secondary and tertiary factors that play a role too.

No matter a recruiter or hiring manager’s industry, FAANG companies make an important study for how to attract top candidates as well as how to hire more effectively. In this guide we take a look at the successful hiring practices of three of these companies: Facebook, Apple, and Google.



The Hiring Process Begins with Your Employer Brand

Before a candidate ever considers submitting an application for your job offer, the recruiting process starts with how potential employees perceive your company. Successful businesses have two brand images; one that's targeted to its customers and the public at large, and it also has an employer brand image that's specifically targeted toward job seekers.



Your employer brand image is determined by how happy your current employees are to work for you. It's also determined by the length of time your company is able to retain talent. Other factors such as hiring values, company culture, and employee upward mobility play into how your company is perceived by would-be hires.

In the past, a company may have had the luxury of ignoring its employer brand, but doing so in today's transparent world, with the existence of employer review sites like [Glassdoor](#) and [Blind](#), only adds to the expense of recruiting. Studies have shown that companies with poor reputations pay at [least 10% more](#) per hire and consistently struggle to attract high-quality candidates.

Facebook, Apple, Google and the rest of the FAANG collective have employer brands that are supported by strong internal organizational values that directly influence their hiring practices. These values include investments in diversity and inclusion, healthy work- life balance, and attractive compensation packages.

Going Deeper: a Closer Look at How Facebook, Apple and Google Hire

FACEBOOK

Facebook's hiring process is typical of a company its size, and extremely thorough. It starts with candidates having phone interviews with recruiters and potential team members. In the past, following the phone screening, candidates would next visit the campus for a series of in-person interviews and a tour. With the global pandemic, the company has now switched to [virtual interviews](#) to make the process safer and more convenient.

Despite taking the interview process remote, hiring managers for the company insist that the overall procedure has not changed much. Hiring at Facebook has been built to be efficient and effective. Depending on the type of job that a candidate has applied for, they will be asked to complete a skills test that usually takes no more than 30 minutes. The test is intended to demonstrate a candidate's problem solving ability and thinking process to the interviewer.

In the next step, the hiring team is asked to summarize how well a candidate's interview went, give a "yes" or "no" reply on if the person should be hired, and lastly, describe how confident they are in their decision on a four-point scale. After this feedback is submitted, the details are shared with other hiring team members so everyone is aware how each answered.

In the final step, the hiring decision is made by a committee of made up of the hiring manager and directors. These individuals take the interviewers reviews into account and weigh other factors such as the candidate's desired compensation to arrive at their decision.

APPLE

Based on a [60 Minutes interview](#) given by Apple's CEO Tim Cook, the company looks for specific character traits in the people it hires. Apple prefers candidates who are fearless and who won't shrink from tough scenarios like having to provide an honest answer to challenging questions. One specific question interviewers are instructed to ask themselves internally is "Could this person go toe-to-toe with Steve Jobs?"

During a series of interviews that take an average of 3 weeks, candidates first engage in two to three phone calls with several individuals, beginning with a recruiter. Subsequent calls are with hiring managers and team leaders. During these calls, applicants are asked pointed questions about past performance, how they would function under a pressure scenario, and technical questions to test general aptitude.

Once phone screenings are complete, like Facebook, Apple normally brings candidates in for on-site interviews and assessment tests that take several hours. Like most other companies adjusting to social distancing requirements, these secondary interviews are largely conducted remotely.

Applicants interview with several different teams to determine best fit. Depending on the opportunity a candidate has applied for, these interviews involve various types of highly technical tests. The final step if the candidate has

passed all previous stages is to meet with the hiring director who will make the hiring decision.

GOOGLE

Google has a preference for hiring what it calls “[T-shaped people](#)” or individuals with deep expertise in a particular field along with the ability to apply their skills and knowledge horizontally across other areas. While having a traditional education is important, Google is more focused on candidates’ capacity to learn. The company is among a growing list of corporations [no longer requiring](#) candidates to have university training. They also facilitate hire’s learning by providing up-skilling and certifications within the company.

To hire the particular employees it prefers Google first relies on recruiters who conduct the initial phone screening. Subsequent interviews which can involve between five-to-six Google employees are conducted via video. In total, the hiring process can take up to six weeks to complete.

Once a prospect passes initial screening secondary interviews are conducted with randomly selected Google employees relevant to the position that a candidate has applied for. Each Google employee selected undergoes a calibration process to prepare them for being effective interviewers.

Interviewers ask a series of behavioral and situational questions although they do have some leeway in the exact questions they choose. For technical hires, Google uses coding tests—these are mostly exercises completed live on a whiteboard so the candidate can show their work and give insight into their thinking.

Once interviews have been concluded, each interviewer is required to score a candidates performance from one-to-four and to write extremely detailed feedback that will be used by the Hiring committee to help make a hiring decision.

The Takeaway...

All FAANG companies share a similar focus on using collaborative effort and vigorous testing to make a hire. Instead of relying solely on human resource managers or department directors to pick new employees, promising candidates are moved through a pipeline of interviewers and are provided with various skills and aptitude tests, all to screen for best fit. By the time a likely hire is able to meet with the decision maker, the hiring manager is in a premium position to pick from the very best pool of candidates.

Hire Like a FAANG Company [Infographic]



Although FAANG companies each have their own unique corporate cultures, they're hiring practices show key similarities. With an emphasis on hiring the best and the brightest, efficiency is paired with thoroughness to produce a workforce that's envied around the world. Whether or not your business is in technology, any organizations can take lessons about quality hiring from FAANG companies.

Below is a handy infographic that summarizes the principle steps in how FAANG hires.

1.

Create an Attractive Employer Brand

Having a good reputation as an “employer-to-work-for” makes filling key roles faster and easier. Employers with reputations for treating their workforce poorly pay at least 10% more per hire.

2.

Conduct Phone Interviews

Phone interviews are a pre-screening step to make certain candidates meet basic requirements. Depending on the company, phone interviews may be conducted with up to 6 different people.

3.

In-Person Interviews with Peers

Most in-person interviews have switched to being conducted virtually; however what hasn't changed is that interviewers at this stage are usually peer-level employees.

4.

Candidates are Scored

After interviews are completed, members of a hiring committee are asked to score the candidates' interview performances and to provide detailed explanations for their scores.

5.

Hiring Manager Makes Hire

Highest scoring candidates are forwarded to the hiring manager. The FAANG interview process is designed to present only the best-of-the-best to the hiring manager for a final decision.

Sources

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How Smaller Companies Can Attract Talent Away from FAANG Companies

As we've discussed in this guide, FAANG companies are viewed as a gold standard in hiring practices, however it's a position that can shift with time or due to various events. A perfect example is Facebook: though it remains an employer capable of attracting thousands of job applicants a year, its hire rate has plummeted nearly 50% following [several recent controversies](#).

When FAANG and other large employers fail in their mission to uphold a positive public and employer brand, this presents opportunities for smaller companies to amplify everything that they do right to attract the attention of these dissatisfied employees. Similar to customers who have had a bad experience with a purchase, job seekers will be willing and ready to try a new offer if the opportunity is presented to them in the right way, at the right time.

Below are just a few key ways you can appeal to former FAANG employees and add these talented people to your organization:

- Offer creative compensation packages
- Present your job openings as career changing opportunities
- Actually invest in diversity and inclusion, and promote that you do so
- Make work-life balance a priority for employees
- Boldly advertise your employer value proposition

ATAVAS is Here to Help!

Obviously, one of the biggest advantages FAANG companies have over smaller businesses is their billion-dollar budgets. They can afford to pour money into branding and even compensate for a tarnished employer image to allow them to continue to hire top talent. But here's a secret: you don't need a FAANG war chest to hire FAANG-level employees.

No matter the size of your business or the market you serve, you can build a strong employer brand, dominate your market, and hire star talent affordably. Using Social Media Direct Marketing my companies can help you do exactly that.

Gigzy

Gigzy Helps companies maximize LinkedIn connections to discover SPOT ON CANDIDATES for all ongoing hiring needs. The service also drives targeted automated messages to your select talent base. Why pay \$80K to an internal recruiter when a Gigzy RecruitBOT will do it for hundreds. www.gigzy.com.

Watch this explainer video to learn more: <https://youtu.be/cxXzlZSUkhg>.

ATAVAS' Pay-as-You-Stay

ATAVAS Search Pioneered the 'Pay As They Stay' recruitment model to help companies level the playing field and recruit "passive" A-grade talent without risk. We find the winners who are busy "winning" for your competitors and aren't applying for jobs online. They need to be reached, engaged, and nurtured just like high potential sales leads. We will deliver the talent and in exchange you

will only pay a small monthly fee as candidates stay and add immense value. If a candidate leaves... just stop paying.

Visit <https://atavas.com/> or watch this explainer video to learn more: <https://youtu.be/cxXzlZSUkhg>