Google ventures

Worksheet: Writing a Recruiting Screener

Example

Who do you want to talk to? ♥	What *exact criteria* will identify the people you want to talk to?	What screening questions will you ask? (Questions shouldn't reveal "right" answers.)
People who've used thermostats.	Have a thermostat at home.	What brand thermostat(s) do you have in your home? (Answers include list of brands, and "I don't have a thermostat in my home.")
iPad users	Has used iPad at least 3X in last week	In the past week, which devices have you used at least three times? (answers include brands of phones, tablets, computers)
Range of ages, from 18 to 60+	Quota: 2 aged 22-35; 2 aged 35-50; 2 aged 51-65	Age? ____
Mix of men and women	3 men, 3 women	Gender: M, F
Mid-range of educational backgrounds. Don't skew too highly educated.	Quota: 4 with at least some college, no more than 2 with graduate degrees	What Is the highest level of education you've completed?

Who do you want to exclude? 🚫	What *exact criteria* will identify the people you want to exclude?	What screening questions will you ask? (Questions shouldn't reveal "right" answers.)
Nest users	Don't have Nest at home	What brand thermostat(s) do you have in your home?
Minors	<18 yrs old	Age: ___
Unusually technical	Work as eng, designer, PM, market researcher, etc.	If you're currently working, what is your occupation? _____
Work for companies related to sales, manufacture, development or installation of HVAC or thermostats.	Work for Honeywell, Ecobee, EcoFactor, Trane, Lux, PG&E, hardware retailers	If you're currently working, who is your employer? _____
Work in real estate or property management	Current occupation or side business is related to realty, building facilities or property management	If you're currently working, who is your employer? _____ If you have any, what are your main hobbies or side businesses?

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Who do you want to exclude? 🚫	What *exact criteria* will identify the people you want to exclude?	What screening questions will you ask? (Questions shouldn't reveal "right" answers.)