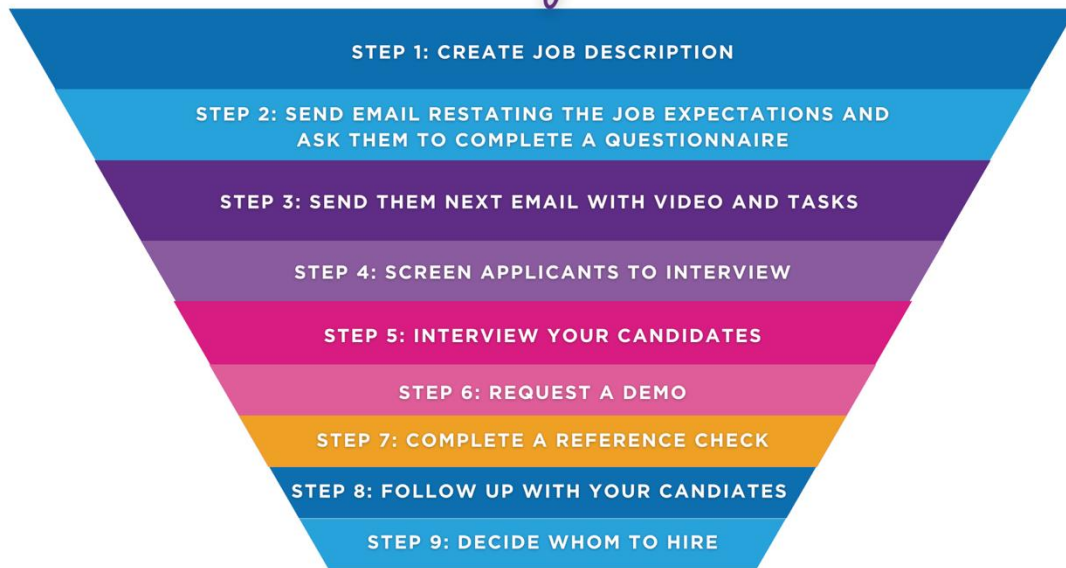




THE HIRING FUNNEL



the Hiring Funnel



Introduction

Welcome to the Inner Circle Hiring Funnel, a comprehensive tool designed to help dance studio owners like you navigate the process of hiring the right staff for your studio. In the dynamic world of dance education, building a talented and dedicated team is crucial for the success and growth of your business.

This masterclass will provide you with valuable insights, practical strategies, and useful resources to streamline your hiring process and ensure you find the perfect fit for each role. From crafting compelling job descriptions to conducting effective interviews and making job offers, we've got you covered.

Special thanks to Shannon Westveer, Alisa Finney, Angela Mannella-Hoffman, Heather Buelow, Patti Johnston, Kimberly Field, Ronda Brinkman, Shawna Kwan, and Meghan Retseck for their contributions to this Hiring Funnel.

Let's dive in and discover the secrets of creating your dream team!

At the end of the masterclass, you will be able to:

1. **Effectively attract and hire the right staff**
2. **Streamline the hiring process**
3. **Foster a positive and supportive work environment**

Top 3 Benefits of Using the Inner Circle Hiring Funnel

- **Efficient hiring process:** The Hiring Funnel streamlines hiring from job descriptions to candidate evaluation, saving you time and attracting qualified candidates.
- **Improved quality of hires:** The Hiring Funnel helps select candidates with the necessary qualifications, skills, and values for studio success.
- **Enhanced studio culture and retention:** The Hiring Funnel prioritizes hiring staff who align with studio values and contribute to a positive work environment, boosting satisfaction and retention.

Things to Consider Before Implementing this System

1. Evaluate Your Current Workload:

- Assess your current workload
- Identify areas where hiring staff can alleviate your workload and allow you to focus on strategic aspects of running your business
- Consider the specific roles and responsibilities that need to be filled

2. Conduct a Thorough Financial Analysis:

- Ensure that you can afford to add employees to your dance studio
- Explore the costs associated with adding employees
- Determine if hiring staff aligns with your studio's budget

3. Evaluate the Return on Investment (ROI):

- Consider the potential return on investment in hiring staff
- Evaluate how qualified and dedicated staff can benefit your dance studio
- Assess how hiring staff can contribute to the growth and profitability of your studio
- Determine if the benefits outweigh the costs

4. Align Your Hiring Strategy with Your Financial and Workload Plans:

- Use your Studio Success Plan and financial forecasts to align your hiring strategy with your financial and workload plans

- Determine the number of staff members needed, their roles, and the skills and qualifications necessary to fulfill those roles
- Ensure that new hires contribute to the overall success and long-term sustainability of your dance studio within your budget constraints
- Consider alternative options if needed, such as part-time or contract work, to reduce costs while still achieving your staffing needs

Step 1: Create a Job Description

What To Include in Your Job Descriptions

Your job description should be as unique and fabulous as your studio itself. You want to spend time on this so that it attracts the right candidates.

Below we have provided some key inclusions for you to add to your job description:

- **Job Title:** Clearly state the position title to provide a clear understanding of the role being advertised.
- **Overview of the Role:** Provide a brief overview of the position's purpose and the key responsibilities associated with it. This helps candidates understand the primary focus of the role.
- **Qualifications and Experience:** Specify the required qualifications, certifications, and experience necessary for the role. This may include dance training, teaching experience, specific certifications (e.g., RAD, ISTD), and any other relevant credentials.
- **Skills and Competencies:** List the essential skills and competencies that candidates should possess to excel in the role. This may include technical dance skills, teaching abilities, communication skills, organizational skills, teamwork, adaptability, and creativity.
- **Responsibilities and Duties:** Provide a detailed breakdown of the specific responsibilities and duties associated with the role. Be specific about the tasks, such as teaching dance classes, developing curriculum, choreographing routines, conducting assessments, managing administrative tasks, or leading rehearsals.
- **Schedule and Availability:** Clearly outline the schedule requirements, including class times, rehearsal schedules, and any additional commitments like performances or competitions. Indicate if the position is full-time, part-time, or freelance, and specify any specific availability requirements.
- **Compensation and Benefits:** Include compensation information, whether it's an hourly rate, salary, or commission-based. If applicable, mention any additional benefits such as health insurance, retirement plans, professional development opportunities, or staff discounts.

- **Studio Culture and Values:** Briefly describe your studio's culture, values, and teaching philosophy. This helps candidates understand the environment they would be working in and ensures alignment with your studio's principles.
- **Application Instructions:** Provide clear instructions on how candidates should apply for the position. Specify whether you require a resume, cover letter, dance portfolio, references, or any other supporting documents. Include the deadline for submissions and contact details for inquiries.
- **Equal Opportunity Statement:** You may choose to include a statement affirming your commitment to equal opportunity employment and encouraging individuals from diverse backgrounds to apply.

The clearer you are, the more you'll attract qualified candidates who have a clear understanding of the position and can effectively contribute to the success of your studio.

Job Listing Template

Below is a sample job posting template you can customize, plug and play into your studio's hiring funnel!

Overview: We are a thriving dance studio located in [Studio Location]. Our studio is dedicated to providing exceptional dance education and fostering a love for dance among our students. With a passionate team and a commitment to excellence, we strive to create a positive and inspiring environment for dancers of all ages and skill levels.

Position: [Job Title]

Location: [Studio Location]

Responsibilities: As a [Job Title] at our dance studio, you will be responsible for [primary responsibility summary]. Your contributions will play a key role in ensuring the success and growth of our studio. We measure success in this role by [the primary outcome we expect to achieve].

Responsibilities of the role will include (but not be limited to): [insert responsibilities]

Requirements: To excel in this role, we are seeking individuals who align with our studio's values and possess the following qualifications:

- Passion for dance and a genuine interest in nurturing students' love for the art form.
- [Specific qualifications or experience relevant to the role].

- Strong communication and interpersonal skills to effectively engage with students, parents, and fellow staff members.
- [Additional skills or requirements specific to the role].

Shared Values: At our dance studio, we believe in fostering an environment rooted in the following core values:

Student Growth: We are dedicated to the growth and development of our students, both as dancers and individuals.

Collaboration: We value teamwork, open communication, and collaborative problem-solving to create a supportive studio community.

Excellence: We strive for excellence in all aspects of our studio, from teaching and performances to customer service and studio operations.

Lifelong Learning: We embrace a culture of continuous learning and personal growth for ourselves and our students.

Pay and Benefits:

- Competitive salary starting at \$XX,XXX.XX per year.
- [List additional benefits, such as health insurance coverage, retirement plans, professional development opportunities, etc.].

Hiring Process: We believe in a thorough and fair hiring process to ensure the best fit for both the candidate and our studio. Our hiring process typically includes:

Application: Complete our online application form, providing all requested information.

Initial Interview: Selected candidates will be invited for an initial interview to discuss their qualifications and alignment with our studio's values.

Skill Assessment: Depending on the role, there may be a skill assessment or demonstration required.

Final Interview: A final interview will be conducted with key members of our team to further evaluate the candidate's fit and potential contributions.

Job Offer: A job offer will be extended to the successful candidate, followed by a formal contract upon acceptance.

We value every applicant's time and commitment throughout the hiring process. Regardless of the outcome, we strive to provide timely communication to all applicants.

Thank you for considering joining our dance studio team. We look forward to reviewing your application and exploring the potential of having you contribute to our studio's success!

Using ChatGPT to Create Job Descriptions

[Click here for the ChatGPT Masterclass Workbook for tips on using ChatGPT to create job descriptions for your studio](#)

TIP: Use your job listing to assess whether the applicants follow directions as part of the application process and as part of the pre-interview. This allows you to gauge their attention to detail and ability to follow instructions accurately.

For example, if the job listing requests applicants to submit a video CV and an applicant provides a written CV instead, it may indicate a lack of attention to detail or a failure to adhere to instructions.

Sample Job Descriptions For Key Positions In Your Studio

- [DOFI \(Director of First Impressions\)](#)
- [Studio Manager / Director](#)
- [Enrollment Coordinator](#)
- [Marketing / Social Media Coordinator](#)

Where to Post Your Job Listing

1. **Colleges/Universities:** Reach out to local colleges/universities with dance programs for potential candidates. Attend showcases or job fairs to network with aspiring dance professionals.
2. **LinkedIn:** Utilize LinkedIn's search function and join dance-related groups to find qualified candidates. Consider posting job openings and connecting directly through the platform.
3. **Dance Teacher Training Programs:** Connect with local dance teacher training programs or certifications to find candidates seeking practical experience.
4. **Dance Studio Networks:** Engage with other studio owners and online communities to get recommendations or referrals for teachers or other roles.
5. **Social Media:** Use platforms like Instagram, Facebook, and Twitter to search for dance teachers. Utilize relevant hashtags and join dance-related groups to connect with

potential candidates.

6. **Job Websites and Directories:** Utilize online job websites and directories like Indeed and Glassdoor to post job openings and reach a broad audience.
7. **Referrals:** Seek referrals from your network, colleagues, friends, or current staff members who may know qualified individuals.
8. **Studio Website:** Create a dedicated "Work with Us" section on your website with job information and application instructions for interested candidates.

Step 2: Send Email Restating the Job Expectations and Ask Them to Complete a Questionnaire

Once you have received a substantial amount of applications, send them all an email with a questionnaire. DO NOT look at the applications yet.

The goal of sending the questionnaire is to:

1. See who is interested enough in the position to take this extra step
2. See how well people can follow instructions
3. Gather more details information about the applicant to review later

Sample Email Follow Up #1

Hello,

Thank you for your interest in the Office Administrator position at our dance studio. Before we move forward, I'd like to provide you with some important information about the role:

- This is a part-time position for an Office Administrator, requiring approximately 15 hours per week, with some flexibility.
- It is essential that you can work in-person at the studio located in INSERT LOCATION.
- The compensation for this role ranges from \$20 to \$40 per hour, depending on the applicant's experience.
- You will need to have your own laptop with a fast internet connection.

Important Dates: As the Office Administrator, you will be expected to assist the team with important events and must be available the following days:

2-5 June – Dress Rehearsal and Recital Weekend

13-15 July – VIP Enrollment Week

26-29 Oct – Picture Week

Please take some time to consider the details mentioned above. Additionally, I encourage you to visit our website to familiarize yourself with the nature of our work.

If you feel that this position aligns with your goals and skills, please proceed to complete our Office Administrator application questionnaire within the next 72 hours.

Once I receive your completed application, I will be in touch within 7 business days to discuss the next steps.

Best regards,
[YOUR NAME]
[TITLE]
[STUDIO NAME]

P.S. Please refrain from replying to this email. If you have any questions, kindly include them in your application.

The Questionnaire

The questionnaire is a place for you to gather additional information on the candidate that directly correlates to the job they are applying for.

Here are some good questions to include:

- Your full legal name
- Your best email address
- Your best day time and/or evening phone. Include area code. e.g. (585) 555-1212
- What type of computer do you own?
- What caused you to be interested in applying for this position?
- What past experiences would make you a good candidate for this job?
- How many years of executive assistant experience have you had?
- How many years of event coordination/management experience have you had?

- What personal traits and behaviors would make you a good candidate for this job
- Please summarize your business background and experience:
- What do you consider your greatest talents and strengths:
- On what level is your technical ability - understanding G-Suite (Google products), dropbox, calendly etc. (10 being a whizz on technology).
- Why are you interested in a new position?
- Why did you leave your last position for looking for a new position?
- In 150 words or less, describe your ideal day:
- Who are 3 references you've worked with in the past and what would you expect them to say your BEST talents are:
- What else should we know about you?
- Prior to being selected, are you willing to take a series of tests and/or trial tasks to test whether or not you'd be successful in this position?
- What would your desired level of compensation (hourly rate) be for this position (20-25 hours per week)? Please give us your best estimate or a range so we can ensure this is a fit for both of us before we go to the next stages.
- Prior to being selected, are you able to send a video outlining why you would be a good candidate including sharing a bit about your story? Increase your chances of being selected for the next stage of the process by putting the link to your video below. Nothing fancy, just a video from your phone is fine.
- What's your typing speed? (Visit <http://speedtest.10-fast-fingers.com/> and then copy/paste URL of your score screenshot below (URL should start with http://10fastfingers.com/speedtests/generate_screenshot_result/).
- Take the Myers Briggs Test (Go to www.16personalities.com and take the test. Once completed, email yourself the results and then enter your 5 letter type + the link to your profile (from the email) in the box below)
- Add the link to your LinkedIn profile
- Add the link here to your Resume
- What's your life motto?

Step 3: Send Them Next Email with Video and Tasks

Those that have completed the questionnaire will move on to the next round. Send them the next email outlined below that includes a video and demo tasks. Again, DO NOT look at the applications yet.

The goals of sending the video and tasks:

1. See who is interested enough in the position to take this extra step
2. To repel and attract the right people
3. Understand if they can complete the tasks required of the job

Here is a sample of the email:

Subject: Office Administrator Role - Stage 2 [Time Sensitive]

Hello,

Thank you for applying for the Office Administrator position at our dance studio.

I'm thrilled to inform you that you have progressed to the next stage of the application process. Click here for a short video where I introduce myself and our studio.

Before the final interview, please complete the following tasks by Wednesday, 2nd May, 5pm EST. Use the provided Google form to submit your responses. Only timely submissions will be considered for the next stage

Note: Please do not submit your tasks by replying to this email.

=====

Task #1 - Introduce Yourself (Video)

Share a brief (max 3 mins) video highlighting key aspects about yourself. State, "I can support you with _____ by utilizing my skills in _____." Show your potential contributions to our dance studio.

A smartphone video is sufficient. This is an opportunity for you to showcase your creativity and resourcefulness while providing insights about your capabilities.

If you have already sent a video, you can either paste the URL of the previously submitted video in the Google form or create a new one if you missed any of the mentioned details.

=====

Task #2 – [INSERT DEMO TASK]

[Create your own or select one from the options below.]

=====

Task #3 - [INSERT WRITING TASK]

The final task is a writing exercise designed to evaluate your creative writing skills while adhering to clear structural instructions.

[Create your own writing task or select one from the options below.]

This task aims to assess your writing abilities as you will be responding to emails and crafting communications as an Office Administrator.

=====

How to Submit Your Tasks

Please use the provided Google form to submit all your tasks. Tasks emailed directly to me will not be considered.

We will review the tasks after Wednesday and contact successful applicants for the next stage. Kindly note that tasks submitted after the deadline will not be considered.

Thank you once again for your time and effort. I eagerly await your responses to the aforementioned tasks.

Best regards,

[YOUR NAME]

[TITLE]

[STUDIO NAME]

Sample Task Submission Form: <https://docs.google.com/forms/d/e/1FAIpQLSeRvtl3F7ZK3el-k7pxvR4jOFBTpRsiwHkGt6GDqm1oDxwYIA/viewform>

DOFI or Office Staff Demo Task Ideas

Ideas for a demo task:

1. **Simulated Customer Interaction:** Have them record a video role-playing different scenarios where the candidate acts as a front desk person and interacts with potential customers or parents.
2. **Phone Etiquette Exercise:** Provide the candidate with a simulated phone call scenario where they need to handle inquiries, provide information about classes or schedules, and address any concerns or questions from the caller. Have them record a video of their response.
3. **Studio Software Skills Test:** If the front desk person will be using software or systems for registration, scheduling, or administrative tasks, consider having them screen record themselves doing tasks in that software or system.
4. **Create Social Media Posts:** Create 3 social media posts for our upcoming recital. Create images and captions for Instagram and Facebook.

5. **Design a Flyer for Upcoming Workshop:** Request them to design a visually appealing flyer for an upcoming dance workshop. Provide them with the necessary details, such as workshop date, time, location, and instructors.

Here are some ideas for writing tasks:

1. **Customer Support Exercise:** Present the candidate with a hypothetical email that they may encounter while working at the front desk and ask them to write a response.
2. **Create a Sample Emails Newsletter:** Ask them to draft an engaging email newsletter for the dance studio's subscribers. Provide them with the content and key information to include, such as upcoming events, class schedules, and any special promotions.
3. **Write a Blog Post:** Write a blog post highlighting the numerous benefits of dance for physical and mental well-being. Provide examples and research-backed evidence to support your claims.

Pick something that is relevant to the role you are hiring for. Also, be clear on how they can submit this demo and provide a deadline for submission.

Your Introduction Video

You should include an introduction video so that potential hires can get to know you, your studio, and your values. The video should help people decide if they want to work for you or not.

The video should include:

- What this job is
- What this studio is about
- Who this job is for
- Who this job isn't for

Bonus Tip: Give applicants who complete this process feedback! This will help you see how they take feedback and how they apply it. It will help you understand the working relationship that you will have.

Step 4: Screen Applicants to Interview

Follow these steps to effectively screen applicants and determine who should proceed to the interview stage:

1. **Match Skills and Requirements:** Compare each resume against the job description to identify candidates who align with the studio's vision and position requirements.
2. **Evaluate Work Samples:** Assess work samples for technical proficiency, creativity, approach, and overall quality.
3. **Consider Diversity and Variety:** Do they provide a unique perspective and experiences that would be a benefit to the organization?
4. **Shortlist Candidates:** Create a shortlist of your top 3 candidates based on impressive resumes and work samples for further interviews.

Step 5: Interview Your Candidates

Suggested interview format:

- 1-on-1
- In person, if possible
- 8-12 questions
- 20–30-minutes long

When designing questions, consider asking questions that revolve around these 2 categories:

- Can they do the tasks required for the job?
- Are they a good culture fit?

Your culture-fit questions can be standard ones that you use for every job. For example:

1. Can you tell me about your experience working in a team-oriented environment and collaborating with others to achieve a common goal?
2. How do you approach problem-solving and decision-making?
3. Can you describe a time when you had to handle a difficult situation with a student, parent, or colleague? How did you handle it, and what was the outcome?
4. How do you stay organized and manage your time effectively while balancing multiple priorities and responsibilities?

5. How do you like to solve problems? Are you someone who asks for help, or do you like to figure things out on your own?

[Sample Interview Questions for Teaching Staff](#)

[Sample Interview Questions for DOFI \(Director of First Impressions\)](#)

[Sample Interview Questions for Studio Manager / Director](#)

[Sample Interview Questions for Enrollment Coordinator](#)

[Sample Interview Questions for Marketing / Social Media Coordinator](#)

Step 6: Request a Demo

Requesting a demo can be a helpful part of the interview process to see their skills in action.

Teacher Demo

One of the most valuable steps in the dance teacher hiring process is conducting a 20-minute demo class with the applicant, observed by yourself or another experienced teacher who will evaluate their performance.

This hands-on approach provides an opportunity to assess the applicants':

- Teaching skills
- Style
- Classroom management skills
- Ability to engage and connect with students

By observing them in action, you can gain valuable insights into their teaching methods, communication skills, and overall teaching effectiveness.

To ensure the applicant's success during the demo class, it is essential to provide them with all the necessary information and resources, including:

- Time
- Location
- Dance Style
- Age Group
- Level of Skills
- A particular lesson theme (optional)

[Click here for a Teacher Demo Evaluation Template](#)

Having an evaluation template is crucial in the demo class process. It is beneficial for many reasons:

1. It allows you to score applicants with less bias. A rubric will help you focus on the right things.
2. It will serve as documentation and a reference point to go back to later on when you are making a final decision.
3. It can be something you share with applicants who request feedback if you did not hire them.

Step 7: Complete a Reference Check

Following up on a reference check is an essential part of the hiring process that allows you to gain valuable insights and set both the candidate and the dance studio up for success.

The suggested format for reference check:

- Done via email or phone call
- If by phone, 10-15 minute conversation
- Introduce yourself and your studio
- Share the name of the candidate and the role they are applying for
- Ask how the reference knows the candidate, the duration of their work relationship, and the capacity in which they worked together

The Nine Question Reference Call Script

1. How responsive is the candidate? When you need to reach them, how easy is it to get a hold of them?
2. In which situations is the candidate most reliable? In which situations is the candidate least reliable?
3. Is the candidate more of a “focus on one thing” or “multi-track” kind of person?
4. What is the candidate like when s/he is outside of his/her comfort zone? How does s/he handle it?
5. How does the candidate deal with disagreements?
6. How does the candidate deal with adversity?
7. What do you see as the candidate’s greatest strengths?
8. What do you see as the candidate’s greatest areas for improvement, or weaknesses?
9. What else should I ask you? What don’t I know that I should know?

Following the reference check, ensure that you document the feedback received and consider it in conjunction with other evaluation criteria.

Step 8: Follow Up with Your Candidates

Follow-up is a crucial aspect of the hiring process as it helps maintain transparency, keeps candidates engaged, and ensures a positive candidate experience.

- **Timely Communication:** Communicate with candidates promptly and consistently throughout the hiring process, acknowledging receipt of their applications and providing updates on their status.
- **Clear Timeline:** Be transparent about the hiring timeline, including milestones such as application review, interviews, and final decisions.
- **Feedback and Loop Closure:** Provide constructive feedback to candidates who have progressed beyond initial stages to help them gain insights into their strengths and areas for development.
- **Candidate Queries:** Maintain open communication and provide contact information for candidates to address their queries promptly, ensuring candidates feel supported and valued throughout the process.
- **Closure Communication:** Provide closure to each applicant, informing them of the final outcome, whether they are selected or not, to show your respect for the time and effort they have invested in the process.
- **Secure Your Hire:** Wait until you have a signed contract from the selected candidate before informing other applicants of their status.

Step 9: Decide Whom to Hire

After your top candidates have gone through all your hiring steps. It's time to make a final decision.

Here are the top 5 things to consider:

1. Consider their experience and qualifications
2. Evaluate their teaching or office skills
3. Look for good communication skills
4. Assess their reliability and commitment
5. Consider their fit with your team

Job Offer Template

[Your Company Name]

[Company Address]

[City, State, ZIP]

[Date]

[Candidate's Name]

[Candidate's Address]

[City, State, ZIP]

Dear [Candidate's Name],

Re: Offer of Employment - [Position Title]

On behalf of [Your Company Name], I am delighted to extend to you an offer of employment for the position of [Position Title] at our dance studio. We are impressed with your qualifications, experience, and passion for dance, and we believe that you will make a valuable contribution to our team and the students we serve.

Position Details:

Position Title: [Position Title]

Department: [Department]

Start Date: [Start Date]

Employment Type: [Full-time/Part-time]

Working Hours: [Number of Hours] per week

Compensation: [Salary/Benefits Information]

Roles and Responsibilities:

As a [Position Title], your primary responsibilities will include:

[Responsibility 1]

[Responsibility 2]

[Responsibility 3]

[Responsibility 4]

[Responsibility 5]

[Responsibility 6]

Terms and Conditions

Compensation: You will receive a competitive salary of [Salary Amount], payable on a [Monthly/Bi-weekly] basis, subject to applicable deductions and taxes.

Benefits: You will be entitled to the following benefits as per our company policies:

[Health Insurance]

[Retirement Plan]

[Paid Time Off]

[Professional Development Opportunities]

[Other Benefits]

Probationary Period: The first [Probationary Period Duration] of your employment will serve as a probationary period, during which your performance and suitability for the role will be assessed.

Termination: Employment with [Your Company Name] is at-will, and either party may terminate the employment relationship at any time, with or without cause or notice.

Confidentiality and Non-Disclosure: As an employee, you will be required to sign a Confidentiality and Non-Disclosure Agreement to protect the sensitive information of our studio and students.

Other Terms: Any additional terms and conditions will be outlined in the employment contract, which you will receive separately.

Please note that this offer is contingent upon the successful completion of background checks and any other pre-employment requirements as required by law and company policy.

To accept this offer, please sign and return a copy of this letter by [Acceptance Deadline]. If you have any questions or need further clarification, please do not hesitate to contact me at [Your Phone Number] or [Your Email Address].

We are excited about the prospect of you joining our dance studio and contributing to our mission of fostering creativity, growth, and passion for dance. We look forward to hearing from you and officially welcoming you to our team.

Congratulations once again!

Sincerely,

[Your Name]

[Your Position Title]

[Your Company Name]

Rejection Email Template

Dear [Candidate's Name],

Re: [Position Title] Application

Dear [Candidate's Name],

Thank you for applying for the [Position Title] at [Your Studio Name]. We appreciate your interest and enthusiasm for joining our dance studio. After careful consideration, we regret to inform you that we will not be proceeding with your application at this time. The competition was strong, and we received a high number of qualified candidates.

Although you were not selected for this position, we value your talent and encourage you to keep an eye on our future job openings. We appreciate your passion for dance and the effort you put into your application. We would be happy to provide constructive feedback on your application and interview process if you are interested.

We sincerely appreciate your interest in our dance studio and wish you the best in your future endeavors.

Warm regards,

[Your Name]

[Your Position Title]

[Your Studio Name]

The Benefits of Personality Testing in the Dance Studio Hiring Process

Personality testing can be a valuable tool in the dance studio hiring process, providing insights into candidates’:

- Personal traits
- Characteristics
- Behavioral tendencies

By understanding an individual's personality profile, dance studio owners can make more informed decisions that align with their studio's culture, teaching philosophy, and goals.

Here are five beneficial personality testing examples that you can choose from to use in your dance studio Hiring Funnel:

1. **Enneagram:** The Enneagram is a widely-used personality typing system that identifies nine distinct personality types. Each type has its own motivations, fears, and patterns of behavior.

Enneagram Institute: <https://www.enneagraminstitute.com/>

2. **Myers-Briggs Type Indicator (MBTI):** The MBTI categorizes individuals into 16 personality types based on four dichotomies: extraversion/introversion, sensing/intuition, thinking/feeling, and judging/perceiving.

Official MBTI website: <https://www.myersbriggs.org/>

3. **DISC Assessment:** The DISC assessment measures an individual's dominant behavioral style across four dimensions: dominance, influence, steadiness, and conscientiousness.

Tony Robbins’ DISC Profile: <https://www.tonyrobbins.com/disc/>

4. **Big Five Personality Traits:** The Big Five model measures an individual’s personality across five dimensions: openness, conscientiousness, extraversion, agreeableness, and neuroticism. T

Open Psychometrics: <https://openpsychometrics.org/>

5. **StrengthsFinder:** The StrengthsFinder assessment focuses on identifying an individual’s core strengths and talents.

Strength Finders: <https://www.gallup.com/cliftonstrengths/en/home>

Tip: It's important to note that while personality testing can provide valuable insights, it should be used as one component of the hiring process and not as the sole determinant of a candidate's suitability.

Combining personality testing with interviews, teaching demonstrations, and reference checks allows for a more holistic assessment of potential teachers and candidates, ultimately leading to better hiring decisions for the dance studio.

Here are some wins IC members have had implementing the Hiring Funnel:



Jenny Gudmundsen Griffes

12 April at 23:30 · 🌐

...

If you haven't used the hiring funnel - you should! It gives you create clarity and insight of which candidates may be a good fit for your studio. We have a lot of littles, for example, so a teacher who isn't a fan of preschoolers may not be the best fit for us. Thank you [Clint](#) and team for such amazing systems!



Mea Pangia

28 December 2022 · 🌐

...

(WIN) I hired a new teacher within 11 days of a teacher quitting!!! she's so excited and so am I!! Yayyy! The IC hiring funnel saves the day once again!
AND my office manager comes back from maternity leave next Monday!!!
Woot! 🥳❤️👏



Chelsea Robinson

15 February · 🌐

...

WIN! - I just hired my first Administration Assistant! This will be a HUGE leap forward for me and my business. I truly feel like I am stepping into my role of CEO as this was a real learning curve for me. I am excellent at hiring dance teachers, but wasn't so confident at hiring an office assistant! I followed the IC Hiring Funnel 'religiously' to navigate the 600+ applications that I received. It was shocking that after this many applications only 20 people did the work!!!!!!!!!!!!!! I am so grateful for this community as I learned a lot from this experience and it saved me A LOT OF TIME and also from potentially hiring the wrong candidate. Thank you IC!



Kim McDonough

8 March · 🌐

...

{SHARE} This season, I have enabled the hiring process that DSOA has given us, and now I have 6-7 possible great fits for 3 positions. I feel like a kid in a candy store:) [#grateful](#)

Feedback Link: dsoa.com/icfeedbackform