



Selling WhiteWater Methodology: Teach the Concept. Personalize the Words **Interview Excellence Partnership (IEP)**

FLIP26 Commitment: Fairness, Love, Integrity, Partnership

Core Principle

Candidates decide whether they like you, trust you, and want to keep listening extremely fast. Research in social psychology and communication consistently shows that first impressions form within the first few seconds of interaction (often cited as under 10 seconds), before credentials, benefits, or details matter.

Translation:

If we don't connect quickly, the rest of the interview is just noise.

The Method: The 30-Second Elevator Speech

Goal:

Equip Hiring Managers to confidently explain *why WhiteWater*, clearly, consistently, and authentically, without sounding scripted.

The Rule

- **30 seconds**
- **3 ideas**
- **Your own words**

No memorization. No corporate monologue.

The 3 Required Elements

Everyone's elevator speech must include all three, in any order, in their own voice:

Who We Are (Stability & Credibility)

- Growth, scale, and legitimacy
- "We're not a startup experimenting, we're a company that's built to last."

How We Treat People (Culture)

- Respect & Communication
- Clear expectations, support, and leadership accountability

Why It Matters to Them (Opportunity)

- Growth, development, benefits, or leadership exposure
- Tie it to *what the candidate said they care about*

Teaching Plan

Step 1: Model It

- HR/trainer gives one strong example
- Emphasize *structure*, not wording

Step 2: Build It

Have participants write bullet points, not scripts:

- One line for each of the 3 elements





- No full sentences yet

Step 3: Say It Out Loud

- Practice delivering it in 30 seconds
- Partner feedback:
 - o "Did it sound human?"
 - o "Did it feel confident?"
 - o "Did it make you want to keep listening?"

Step 4: Pressure Test

Ask:

If this was the only thing the candidate remembered, would it help or hurt us?

If it hurts, simplify.

Guardrails

- Overexplaining benefits
- Reading or reciting
- Sounding like marketing
- Saying everything at once

How HR & HMs Should Use It

- Use the elevator speech early in the interview
- Revisit pieces of it naturally as the conversation unfolds
- Adjust emphasis based on what the candidate values

One-Line Anchor (Repeat This Often)

Candidates decide whether they trust us before they decide whether they qualify for us.

