



Interview Excellence Partnership (IEP) Resume Screening Cheat Sheet

FLIP26 Commitment: Fairness, Love, Integrity, Partnership

IEP Principle:

We select for capability, consistency, and behaviors that predict on-the-job success, not titles alone.

The 30-Second Resume Scan (All Roles)

Ask these four IEP gate questions before reading anything else:

1. Has this person done comparable work before?
(Outdoor, physical, fast-paced, customer-facing, or people-leading)
2. Have they worked in conditions similar to ours?
(Weather, pace, volume, standing all shift, weekends/holidays)
3. Is there evidence of reliability and accountability?
(Tenure, promotions, increased responsibility, ownership language)
4. Do they show service and sales orientation?
(Customers, memberships, upselling, resolving issues)

If 2 or more are “no” → screen out unless there is strong, clearly documented qualifying evidence.

IEP favors predictive evidence, not potential alone.

IEP Reliability Priority

After the initial scan, reliability is the next and most important screening decision. Reliability is the single strongest predictor of success in our environment.

Resumes should show evidence of:

- Tenure consistency (12+ months in physically or operationally demanding roles)
- Progression (added responsibility, promotions, or expanded scope)
- Intentional movement (role changes explained by growth, relocation, or business changes)

Red Flags (Weighted Heavily):

- Repeated short stints (3–6 months) with no explanation
- Vague descriptions (“various duties,” “helped out”)
- Pattern of leaving just before peak seasons or performance pressure

One short stint can be explained. A pattern without explanation is predictive.

SCREENING SIGNALS:

General Manager Role Purpose:

Owens total site performance—people, safety, customer experience, and financial results.

Total ownership • Leader development • Financial results • Culture stewardship

What to Look for on a Resume

- Full P&L or site ownership experience.
- Hiring, firing, payroll approval, scheduling.
- Sales leadership with measurable outcomes.

Keywords / Phrases

- “General Manager,” “Site Leader,” “Store Leader”
- “Revenue growth,” “membership retention”





- "Team development," "culture," "accountability"
- "Safety compliance," "operational excellence"

Behavioral Clues

- Clear ownership language ("responsible for," "drove," "achieved").
- Evidence of developing other leaders (SMs, leads).

Yellow Flags

- Long GM tenure with no metrics.
- Blames staffing, market, or weather for poor performance (weather is not an excuse, we sell soap in the sun and the snow).

You are looking for someone who has already done this kind of work, in this kind of environment, with real people accountability, not someone who just likes the title.

IEP Resume → Interview Alignment

If a resume passes screening, the interview must test the same capability you screened for.

Resume Signal Found	IEP Interview Focus
Physical / outdoor work	"Tell me about a physically demanding job you stayed in."
Sales / memberships	"Walk me through how you sell when customers hesitate."
Leadership / training	"Who have you developed and how?"
Accountability language	"Tell me about a time you owned a bad outcome."

IEP Rule:

If you can't probe it in the interview, it shouldn't screen them in.

We do not hire for titles, personality, or likability, we hire for evidence of capability in conditions similar to ours.

This job involves heat, cold, rain, sales pressure, and people. If the resume doesn't show that, keep scrolling.





Sample Candidate Profiles:

GENERAL MANAGER

HIRE

Candidate Profile:

- Full site ownership
- P&L responsibility
- Developed assistant managers
Long tenures (2–4 years)

Why this candidate was selected:

- Total ownership
- Reliability at scale
- Leader development proven

MAYBE

Candidate Profile:

- Acting GM or multi-unit support
- Strong results but only 8 months in role
- Limited financial ownership

Why this candidate is a *Maybe*:

- Capability emerging
- Needs deeper probing on accountability

NO

Candidate Profile:

- Long GM tenure
- No metrics listed
- Blames staffing, market, weather
- No leader development examples

Why this candidate was not selected:

- Avoids ownership
- Results not evidenced
- Cultural risk

