

Convivial Brands: Hiring System Rebuilt

How Qualigence redesigned intake through offer protocol.

THE ENGAGEMENT

From mismatched hires to a process that holds.

Convivial Brands, a Grand Rapids-based lifestyle and gifting company, faced a recurring problem: hires that looked qualified on paper and failed to perform within six months. Turnover was high. Costs were mounting. The search process kept producing the same result.

They brought Qualigence in to diagnose the process, not fill the next req. The engagement started with one question: what does winning look like for each of these roles?

THE PROCESS

Eight steps, applied in order.

STEP 01 · DISCOVERY

In-depth intake conversations to align hiring with business and departmental outcomes. Identified 30/60/90-day milestones and the five competencies essential for each role.

STEP 02 · ROLE DEFINITION

Rewrote job descriptions to emphasize the outcomes the role must produce. Developed internal and candidate-facing versions to align evaluation throughout the process.

STEP 03 · CANDIDATE IDENTIFICATION

Built targeted candidate personas and conducted real-time, verified research to surface candidates matched to the performance standard - not the job description.

STEP 04 · CANDIDATE-FOCUSED RECRUITING

Prioritized understanding what each candidate needed from their next role. Alignment was mutual: the candidate had to fit the role, and the role had to fit the candidate's trajectory.

STEP 05 · RESULTS-BASED INTERVIEWING™

Structured interviews designed around past results, challenge patterns, and demonstrated competencies. Candidate motivators evaluated against the 90-day winning definition.

STEP 06 · EVIDENCE PRESENTATION

Live presentations to hiring managers - candidate strengths documented, concerns surfaced, every candidate reviewed against the original business outcome.

STEP 07 · DECISION SUPPORT

Guided Convivial through the final selection with structured evaluation tools. The decision was made against the written standard, not gut instinct.

STEP 08 · POST-HIRE ALIGNMENT

Regular check-ins against 30/60/90-day milestones. Strategic adjustments when needed. The engagement did not end at the offer.

THE RESULTS

Aligned hiring. Fewer mismatches. Process that holds.

Aligned hiring decisions.

Every new hire evaluated against a written definition of winning - not against the previous hire, not against instinct.

Reduced turnover.

Improved candidate-to-role alignment reduced early exits. The search process produced hires that matched the role's actual requirements.

Faster path to a qualified offer.

A defined evaluation standard shortened the decision cycle. The panel knew what they were looking for before the first candidate entered.

A replicable process.

The intake-through-offer discipline built during the engagement gave the Convivial team a framework they could apply to subsequent searches.

The numbers behind the method.

60%+

Fortune 500 companies trust us with executive selection

85%

First-year retention on placed executives

1999

The year Steve Lowisz founded Qualigence
