

Observers

Stage 1 — Watching from the sidelines

AI is on the radar but not in the process. The team has seen the tools, maybe played with them individually, but hiring decisions are still made on traditional signals.

SIGNALS YOU'LL RECOGNISE

- No AI skills defined for any role, technical or not.
- Interviews test for years of experience and manual output, not for automation or system-building.
- Candidates who use AI well are indistinguishable from those who don't — because nobody is looking.

THE RISK IF YOU STAY HERE

You hire for the past, not the future. Every Observer competitor is one hiring cycle behind the ones already experimenting.

PRIORITY ACTION

- Define what 'AI-First' means for your top three roles. Write it down. You can't screen for a signal you haven't named.

OFFLINE CHECKLIST — DO THESE NEXT

- ☐ Pick your three most business-critical roles and write one paragraph each on what AI-First looks like in that job.
- ☐ Add a single AI-First question to the existing interview loop for those roles.
- ☐ Agree internally on what a strong versus weak answer sounds like before the next interview.