

TRANSFORMATIVE HR TRAINING FOR EFFECTIVE HIRING AND INSIGHTFUL INTERVIEWS AT TULKOFF FOOD PRODUCTS

ABOUT TULKOFF FOOD PRODUCTS, INC. Tulkoff Food Products is a food manufacturer of condiments, specialty sauces and ingredients for food service, retail, industrial, co-pack and private label customers nationwide. Tulkoff Food Products was established in 1930 in Baltimore City as a horseradish manufacturer. The company is still 100% family-owned and -operated by the three grandsons of the founders.

THE CHALLENGE. In today's job market, hiring the right person is particularly challenging. Candidates frequently deliver rehearsed answers to impress interviewers rather than showcasing their true abilities. This has caused interviewing to become a dance where hiring managers try to uncover the real story behind resumes and rehearsed responses. This issue is critical for Tulkoff Food Products, which prioritizes qualifications, cultural alignment, and commitment within its workforce. Tulkoff turned to Maryland MEP, part of the MEP National Network™, for help.

MEP CENTER'S ROLE. To navigate this obstacle, Maryland MEP worked with Tulkoff's leadership to gain a clear vision of what they were trying to achieve and crafted a tailored interview training program, consisting of two comprehensive sessions. Maryland MEP worked with the hiring managers to train them on how to extract information from applicants quickly. The aim was to help participants discover their unique interviewing methods while mastering the art of asking insightful questions.

The training included hands-on opportunities to apply new techniques on current company job listings in an interactive environment featuring polls and gamified components on legal interviewing guidelines—adding both fun and relevancy to the sessions. Additionally, Maryland MEP provides a versatile interviewing manual that managers can personalize for future use to solidify learning outcomes beyond the training sessions. At the completion of the training, Tulkoff managers felt confident in fostering open dialogues that encourage authenticity from interviews, leading to more successful hires.

"The Maryland MEP Team enhanced the interviewing capabilities of Tulkoff Food Products' hiring managers through tailored training. This program emphasized that effective interviewing involves not just listening to what candidates choose to share but actively uncovering the essential information needed for informed decision-making."

-Carol Koolhof, Human Resources Manager

RESULTS



30 jobs created or retained



\$20,000 in new investment

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