

Recruiting Checklist

When There Is Nobody to Recruit

Compare these ten recommendations against your present recruiting practices. How effective are your efforts? Are they producing the quality applicants you need? If not, contact us. We can help.

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- ☐ **Track your tenure.** If you examine it, you will find trends of when people tend to leave your employ. Calculate the average tenure for each position in months. Then compare this to the people you have in each of those positions. If, for instance, you have ten reps and seven have exceeded the average tenure for that position, changes are you will see one or more departures in the next several months. Now is the time to start recruiting applicants.
- ☐ **Refine your messaging.** What do you and your colleagues say when someone asks, "Why should I work for you?" Identifying three or four compelling benefits engages the applicant and initiates a conversation. It also demonstrates that you see employees as more than just a collection of W-2s.
- ☐ **Define your targets.** US firms collectively spend millions every year promoting to people who are not interested or would not be a good fit. Take time to review the necessary attributes for each position. Then consider who in the area would possess those attributes. Then develop targeted promotions for them and find out where they congregate and with whom they connect.
- ☐ **Examine your social media from the applicants' perspective.** Better still, ask those working for you to critique your social media presence. Then adjust it based on their suggestions. You might even enlist their help in doing so. Ask them to connect with those they know on-line and plant the suggestion of working for your firm. (See referral program below.)
- ☐ **Examine your website from the applicants' perspective.** Once again, ask those working for you to critique the employment portion of your website and make suggestions. Hint: video and images are a LOT more appealing than blocks of text describing the job. Make it simple and easy to apply. In a tight market, it is more effective to ask for a few details up front than to make them complete a three-page application. You can always get the details later. Engagement is paramount.
- ☐ **Audit your use of recruiting services and apps.** These are your most expensive options when attracting applicants. This is primarily because most are poorly monitored. That \$1000 per month can add up quickly, especially if the people applying are unsuitable. Additionally, you need to provide extremely specific parameters if you are to be successful in recruiting suitable candidates.
- ☐ **Re-evaluate your referral program.** These efforts are a great option when thoughtfully executed and properly funded. A \$500 bonus for referring a person who will earn \$80K is not much of an incentive these days. The bonus should be broken into two, even three increments. That way, the referrer will re-recruit the referralee if s/he gets restless.
- ☐ **Kick-start your community connections.** Develop relationships with local faculty and community leaders. Sponsor events your targeted applicants attend. Visit classrooms and give demonstrations. Serve on the boards of related trade and professional associations. Never miss an opportunity to connect.
- ☐ **Create and distribute day-in-the-life videos.** Everyone wants to know what they'll be doing on the job. Why not show them? This kind of media can be produced on a mobile phone and posted to your website, social media, and lots of other places. Contact us. We can show you some examples.
- ☐ **Refine your job fair efforts.** Job fairs can be a great way to connect with active seekers. The key is attracting them to your booth. Make it worth their while by giving something of value in return for their phone # or email. If they are unwilling, they weren't serious in the first place. Get out in front of the booth and engage those passing by. Hint: Food helps. By the way, this is a job for extroverts.

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