



AVERAGE METHODS OF HIRING AVERAGE People for Average Teams

01

“We post adverts on LinkedIn. We really get a great response with lots of applications.”

Please, let's get one thing straight; job adverts suck for finding the very best, top 5% of candidates! They are the number one average way to hire average people. In our experience, they just generate a lot of admin overhead! If we post a job (which is very rare for us), we generally receive one hundred applications or so. If we're lucky, one or two of them will be a 60% fit.

To put it in perspective, countless statistics show that only 60% of ALL people are actively seeking employment. Hence, you are already missing out on 40% of the talent pool by relying on it. And generally, the top 5% does not co-exist with that 60% of active seekers. Perhaps you're in the top 10%, so ask yourself, “When was the last time I applied for a job”

02

“We use several contingent recruiting agencies. It's great because we don't have to pay unless we get a result.”

The problem is that the results are too hit and miss. You get a glut of CVs in the first week but if none hit the spot, they fizzle out. The agencies have moved on to more immediate and lucrative searches. And it's a real pain having to deal with them all. Plus there's no guarantee of you actually finding any person to fill the role, let alone the right person.

03

"We our publish the job description everywhere on social media. Boy, does that get attention."

Okay, getting a bit better, but come on, you shouldn't be posting 'job descriptions'; you should be at least putting up job adverts and building talent pools. Something that catches people's interest, pre-screens them and compels them to apply!

04

"Our Office Admin is handling it"

Really? And how's that working out for you?

05

"We just do it ourselves when we can."

Okay, and do you just do your accounts and bookkeeping when you can too? Exactly; it's not the best or most productive use of your time so you leave it to experts! Recruiting on your own takes a bunch of time and energy and is massively distracting from your day job.

06

"We only hire people we already know"

For sure, this can be an awesome way to build teams because you know what you're getting. But sometimes, the people you want to hire don't exist in your network or you've no way of reaching or attracting them, or it's unethical for you to approach them. And remember, your investors haven't given you all that cash to build a team of friends!

07

"We have our own in-house recruitment team"

Okay, so this is probably one of the more effective ways of hiring people, especially for large-scale projects. But how do they find candidates? If it's just the same methods as the above, then all the same comments still apply. In our experience, only the very best in-house teams use proper headhunting techniques and have the tenacity to deliver.

08

"We put an Ad in the paper"

Seriously?! Did Marty McFly just send a fax resume or what?