



Refreshing Your Recruiting and Hiring Practices

Facilitated by

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POINTS WORTH NOTING

- Two Options: Employer of Choice and/or Expand Applicant Pool
- One Size Does Not Fit All
- Ask—What are people seeking in an employer? Utilize “stay interviews”, focus groups, task force, junior board, etc.

TAKE INVENTORY

How is your organization making people feel:

1. Fairly compensated
2. Mentored
3. Challenged
4. Promoted
5. Involved
6. Appreciated
7. Trusted
8. Empowered
9. Valued
10. Supported

GUERRILLA HIRING TACTICS

- ☐ Assess everything—reasons for leaving, biases, etc.
- ☐ Remove possible barriers.
- ☐ Refresh job postings, job descriptions, and required qualifications.
- ☐ Refresh or create referral programs.
- ☐ Assess and refresh interviewing and hiring practices.
- ☐ Connect with previous employees.
- ☐ Assess restructuring and promotion/career mobility opportunities.
- ☐ Refresh expectations—hire for aptitude, then train for the job.
- ☐ Partner and refer.

Utilize and invest in social media.

- ☐ Utilize multiple channels consistently—Facebook, Instagram, Tik Tok, LinkedIn, etc.
- ☐ Utilize strategic messaging—company values, diversity, career mobility, benefits, community engagement, etc.
- ☐ Engage your audience.
- ☐ Purchase ads—target your audience.
- ☐ Personalize recruiting process.
- ☐ Collect applications via channels.

OUT-OF-THE-BOX STRATEGIES

- Invest in managers.
- Build your brand as an industry.
- Partner with schools.
 - Start early—elementary and middle school.
 - Internships, Apprenticeships, Projects
 - Scholarships, Tuition Assistance
 - Training Programs
 - Sponsorships
- Expand applicant pool.
 - Expand benefits programs (i.e. part-time benefits).
 - Lobby with government officials.
 - Target: “stay-at-home moms”, immigrants & refugees, incarcerated/rehab programs, ADA programs, retire/rehire, veterans, etc.
 - Attract urban populations.
 - Recruit from other industries.