

Where did all the people go?

Tips and Tricks to Finding the Right People to Interview.



Content

	PAGE
Introduction	3
Keeping your Company at the Top	4
The Employment Evolution	6
The Cost of Hiring the Right and Wrong People	7
Toxic people to avoid hiring	8
The Big 5	13
Job posting	14
Agencies	14
Word of mouth	15
Social media	15
Specific search	16
Writing a Captivating Job Description	17
Strategic Hiring	18
How does your Small Company Attract the Big Guys?	19
Conclusion	20

Introduction

If you're part of the hiring department in a business, you'll understand the frustrations of hearing the words "we need to find a replacement" or "the department is growing, we need to hire more people".

To any normal person, these words might be equated to those of "there is a burst geyser in your living room, oh - and you need to sort through 1000 mismatched socks." Cringe. Panic. Dread.

So where do you begin? Advertising on websites, calling recruitment agencies, calling your friend whose sister knows a guy, whose cousin is looking for a job that sounded similar to the position you're looking to fill, or, hold on – was that a poetry graduate who wasn't looking for a job at all? Ergh! It all seems so... daunting.

Why is it that at the beginning of the year you receive an influx of unwanted CV's, but now that it's mid-year the interest levels in your business have shrunken substantially.

In this guide, we'll discuss the entire process that happens before an interview even takes place.

That means that we'll be looking into the different avenues that provide the right people for the right job, along with all the faults and flaws in these systems so that you can make a better, more informed decision about finding people to interview, and essentially, to hire.



Keeping your company at the top

In today's day and age, there is a need for companies to be bigger, better and faster. In an ever-growing market place, it's easy to get left behind if your business cannot keep up with the trends.

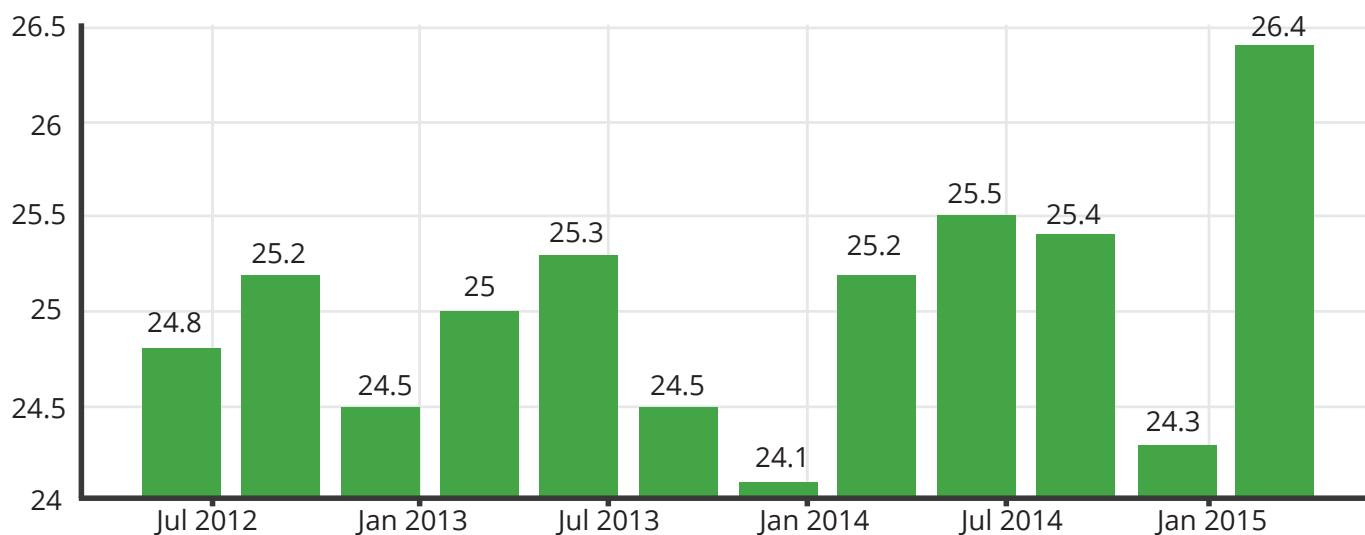
This means that a business has to expand and strive to be at the forefront of the industry, while still maintaining its brand essence and strengths. Companies need to be offering the best value for money, the highest standard of service, and the most original and practical offering, while focusing on expanding. This means that employees are key to this almost impossible task.

There is an imbalance between the unemployment rate and the level of which businesses are seeking employees. Thousands of South Africans are unemployed; desperate for a job. While at the same time companies struggle to find people to hire. Surely this equation should solve itself?

The reality is, there are thousands of uneducated, unqualified or unskilled South Africans who cannot fit the requirements of the positions businesses are looking to fill. This imbalance causes there to be a higher demand for well-educated, skilled individuals who can fill positions and carry our economy forward, causing an unfortunate gap between the employed and unemployed of our precious country.

Another contributing factor is that many businesses have unrealistic expectations when advertising for a job. Many job postings include wording such as "young, passionate graduates" with at least "five or more year's experience" but with a "passion trends" who are "knowledgeable about the industry". These unrealistic descriptions immediately make the reader second-guess him or herself, and make little sense (a graduate with five or more year's experience?). Let's be realistic here people!

Below is South Africa's unemployment rate according to Trading Economics. South Africa's unemployment rate is currently the highest it has been in the last three years, at 26.4%.



This reality forces us to realise the potential that South Africa could have. If our unemployment rate was significantly lower, with citizens reaching a higher level of education, and thus a drive for accomplishment in the working world, we would unlikely be in the situation we find ourselves in today. Of course, this is wishful thinking, as the reality proves, our precious country is struggling to move forward and break-through to that first (or even second) world level we could undoubtedly reach.

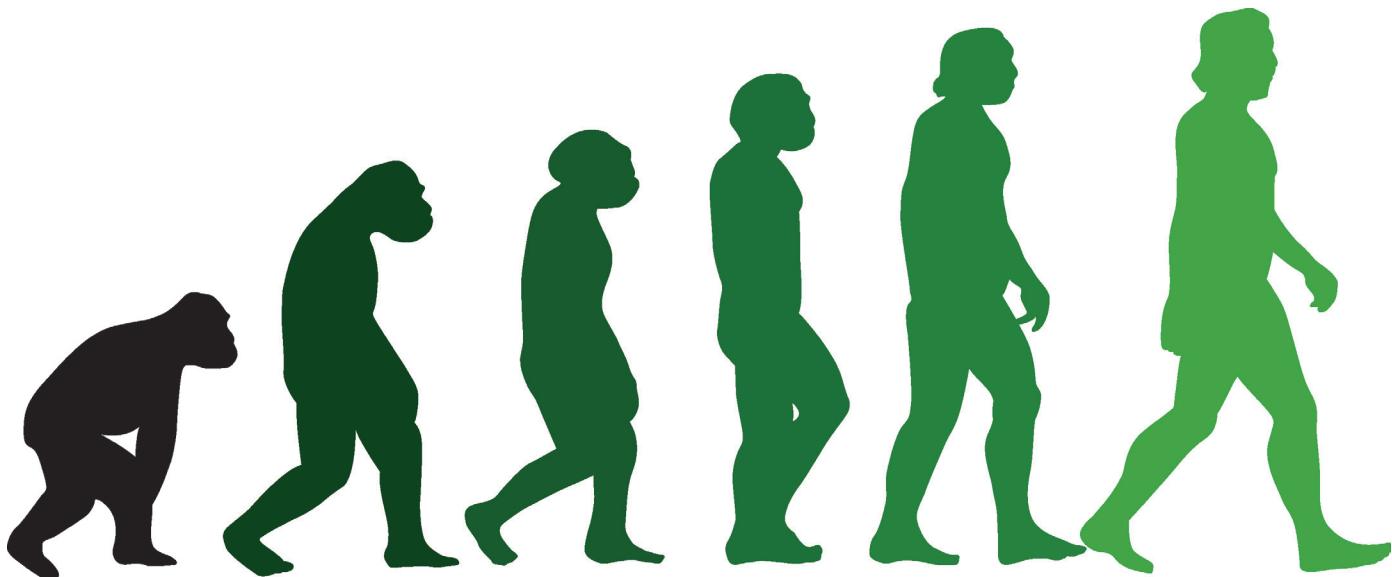
So how do we ensure that our businesses move forward and that we hire the right people? Where do we begin the process?



The Employment Evolution!

Over the years, the process of recruiting has radically evolved. Back in the day, there were a couple dedicated newspapers that would target audiences looking for jobs. That was it! If your dream job didn't appear for months, there was no hope. You would wait as you twiddled your thumbs, until finally – a job posting you'd been waiting for appeared! Oh, how the times have changed.

Nowadays, most people go online to find a job. Networking platforms such as LinkedIn have taken the business world by storm. Companies can connect with potential employees in seconds, while word about an open position spreads like wildfire (or like a cat video on YouTube). LinkedIn is an app being used to poach employees by making contact with people who might not even be looking for a job. This new way of recruiting employees has proven to be incredibly successful. On the one hand companies search for potential candidates at their own leisure, having the opportunity to browse through people's profiles and view their credentials, while on the other hand the candidate feels flattered to receive interest from companies without having to approach them. LinkedIn has, in essence, revolutionised the networking world, by successfully 'linking' thousands of people. It has become the platform upon which most businesses choose to find employees today.



The problem arises when the quality of the people applying for jobs does not match the standard the company requires.

Companies need to be aware of the type of people taking an interest in their business. If you find that you are attracting the wrong type of people, you may need to reconsider the way in which you are portraying your brand or advertising your available positions. It is crucial for businesses to be aware of people with negative character traits. Hiring the wrong person can lead to even more frustration as you restart the entire process, not to mention the inevitable loss of money the company endures.

The Costs of Hiring the Right and Wrong People

Employing someone to help grow your business is a tricky task. Entrepreneurs or business owners cannot afford to loose money on hiring the wrong people, and neither can they loose money by not having enough staff to keep the business running successfully.

In a recent article published by Forbes, David K Williams states that a single bad hire can cost a company anywhere between \$25 000 – \$50 000 (that's roughly R300 000 – R640 000!). How is this possible? Let's break it down:

- The cost of researching and finding suitable candidates for a position is timely and costly. Adverts need to be created and drawn up, the admin of organising the research and finding people to hire is time consuming, and then theres the finder's fees!
- The interview process consumes even more time and money. Decisions can take weeks to make, consuming valuable work time.
- Hiring someone means a new salary along with the many benefits employees often receive, as well as tax deductions.
- Training can cost a company thousands of Rands, while the initial month or two of practice can devour a further amount of money and time.
- Materials that a new employee will require to do the job begin to rack up thousands of Rands too. These include (but are not limited to): a desk, a chair, a computer, stationery, a new parking bay, business cards and so on.

With all this going on, you wouldn't want to waste more time and money training somebody who will only last a couple months, only to find yourself in this circle of expenses yet again. The bottom line? It all starts with researching and finding the right people to interview. If this is successful, the rest will be a piece of cake.



There are certain personality traits that your company should be cautious about hiring. This can help save your company time and money. We like to think of these personalities as toxic people.

Obviously the best way to truly understand someone's true personality is by spending time with them. Therefore, your best bet would be to call a reference, or to speak to people who know the candidate in question. Their first-hand account of the person's personality will be the truest.

Toxic People to Avoid Hiring:



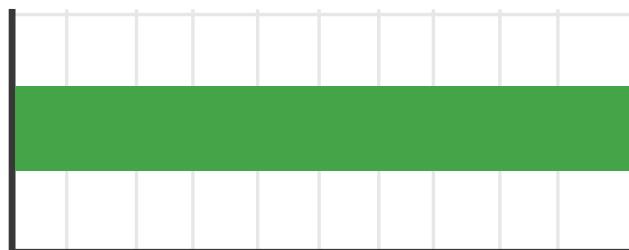
The anxious over-achiever one (who never achieves anything)

Personality traits: Eager, pushy, nervous, failure.

Words to live by: "I'm onto it all!" followed by "I just couldn't!"

Be aware level:

0 1 2 3 4 5 6 7 8 9 10



Fun fact: Anxiety affects 6.8 million adults worldwide.



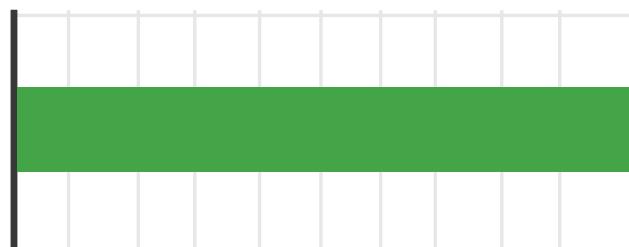
The slacker one

Personality traits: lackadaisical, unmotivated, passive.

Words to live by: "Yes, yes, I'll do it later."

Be aware level:

0 1 2 3 4 5 6 7 8 9 10



Fun fact: 7/10 slackers acknowledge that they are unproductive.



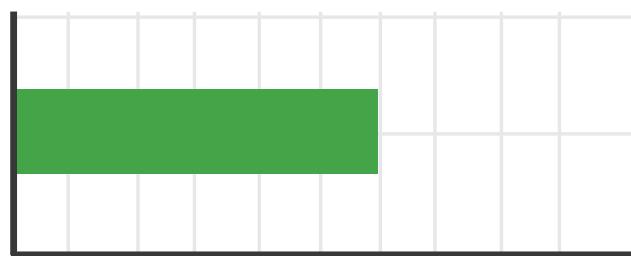
The confused one

Personality traits: Good heart, a little slow, neutral.

Words to live by: "Huh?"

Be aware level:

0 1 2 3 4 5 6 7 8 9 10



Fun fact: George Santayana once said: Chaos is a name for any order that produces confusion in our minds.



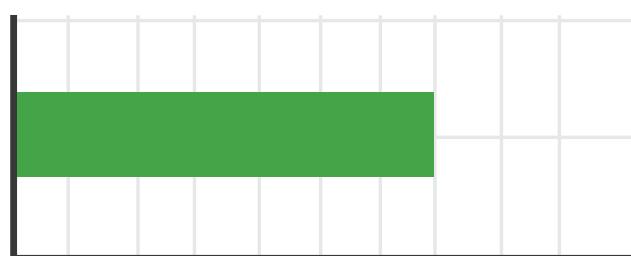
The troublemaker one

Personality traits: Cunning, sly, a little evil.

Words to live by: "So I heard..."

Be aware level:

0 1 2 3 4 5 6 7 8 9 10



Fun fact: Despite what people think, men gossip almost as much as women. A recent poll showed that 55% of men's conversations revolve around gossip while 67% of women's do.



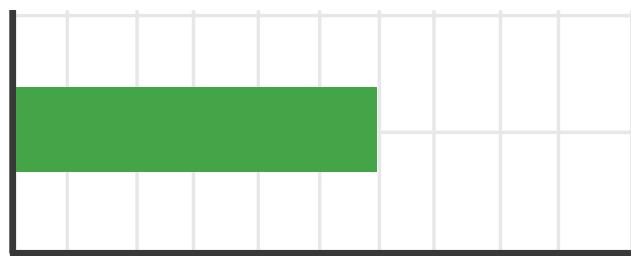
The arrogant one

Personality traits: Arrogant, obnoxious, full-of-himself.

Words to live by: "If I worked on it, it's perfect."

Be aware level:

0 1 2 3 4 5 6 7 8 9 10



Fun fact: Arrogance is often associated with an inflated ego.



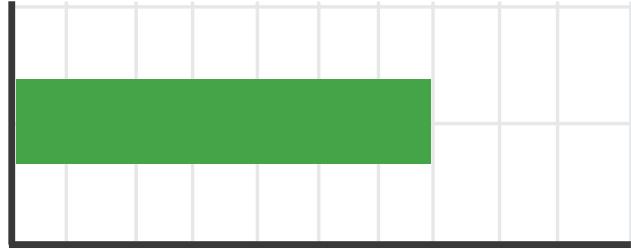
The unprofessional one

Personality traits: Chaotic, unpredictable, unreliable.

Words to live by: "I've got too much going on in my personal life."

Be aware level:

0 1 2 3 4 5 6 7 8 9 10



Fun fact: The five most common unprofessional behavioural traits are:

1. Being unresponsive
2. Blaming others
3. Breaking promises
4. Having a thin skin
5. Bringing personal issues to the workplace



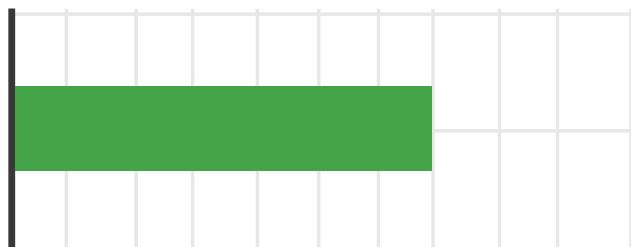
The hypocrite one

Personality traits: Condescending, ironic, usually mean.

Words to live by: "I'm swamped at the moment" as he reads through the morning paper.

Be aware level:

0 1 2 3 4 5 6 7 8 9 10



Fun fact: Hypocrites was a Greek philosopher who preached about the virtues of humility, honesty, sobriety and chastity while he himself practiced the virtues of deceit, arrogance, dishonesty and lechery.



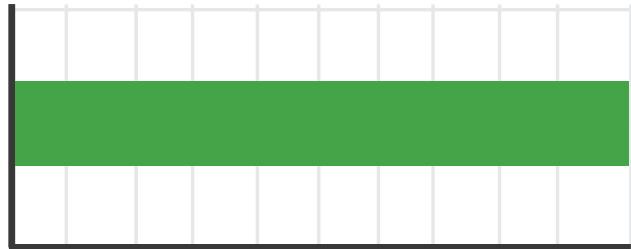
The always late one (late to arrive but is the first one out the door)

Personality traits: Chaotic, unreliable, imaginative story teller (excuses, excuses!).

Words to live by: "It's not my fault I'm late," followed by a crazy excuse such as "I was parked in by an ice-cream truck who was parked in by a double-decker ambulance who was rescuing three rabbits in the neighbours tree."

Be aware level:

0 1 2 3 4 5 6 7 8 9 10



Fun fact: The general rule: 5 minutes is generally the accepted amount of time to run late.



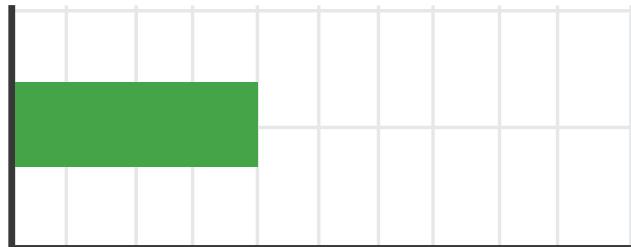
The apologetic one

Personality traits: Nervous, unsure of himself, sensitive.

Words to live by: "I'm sorry but I completed the document you asked for."

Be aware level:

0 1 2 3 4 5 6 7 8 9 10



Fun fact: People who don't apologise will usually act extra nice for a while to try get into your good books.



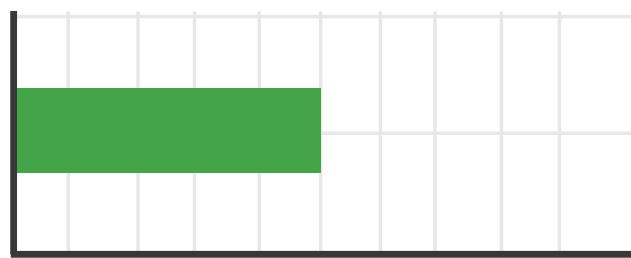
The crying one

Personality traits: Sensitive, apologetic, easy-to-upset.

Words to live by: "Can I have a tissue?"

Be aware level:

0 1 2 3 4 5 6 7 8 9 10



Fun fact: The human being is the only living organism that cries tears.

Welcoming people who encourage or embody the qualities we have discussed can be detrimental to your business. Business owners therefore need to spend time doing their homework before wasting time and money interviewing people who are completely wrong for the job.

If you avoid bringing these types of personalities into your business, you will be saving money in the long run. Therefore, by properly 'doing your homework' before an interview process, you might be able to avoid bringing in these personality types.

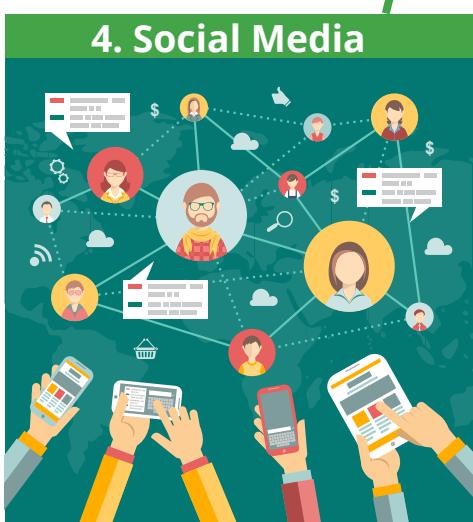
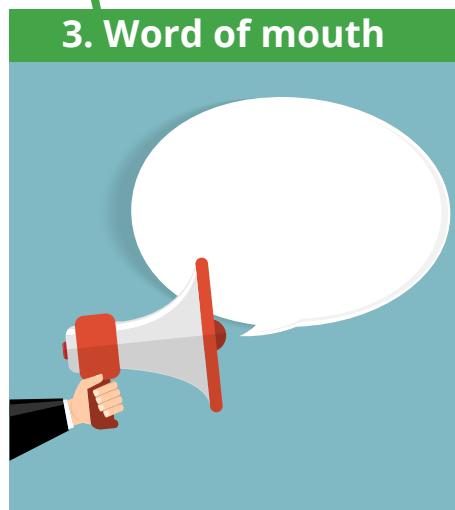
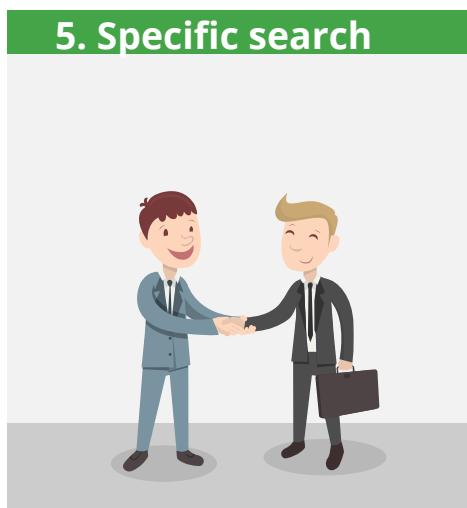
The search for the right people to hire can prove to be difficult and often unbearable, therefore conducting thorough checks before interviewing people will help ensure that the company is able to expand as it should, while maintaining its essence and truth.

So where can the "right people" be found?



The Big Five

Below are five methods to consider when looking for people to hire.



1. Job postings

Pros:	Cons:
Array of industries, informative, direct response, speedy, current.	Anyone can respond to your advert. You still have to find the time to sift through responses.

When posting jobs there are various places that you can post the jobs

Online

A common method to use is to write an advert of the job description and position you are looking to fill, and posting it online. In the South African market, there are many platforms that offer this service:

Bizcommunity
Careers 24
Gumtree
Job Vine
Job Mail
Career Jet
Google
Pnet

Newspaper Classified Section

The newspaper is a daily source of information and news. The classifieds section provides recent adverts for jobs, and provides people looking for jobs. The upside of this is that classifieds have a restricted length – providing only the essential information. This can help with your search as you will not be reading through long job applications, but rather you will be reading to-the-point information. The newspaper is also regional, helping to minimise your search.

Social Advertising

Social Advertising is when a business or a person advertises at places their target audience might visit. This could be at a supermarket, a gym, a coffee shop, a restaurant or by handing out flyers to parked cars or at intersections. **Remember, the more “unprofessional” the advertising, the more likely you’ll get “unprofessional” candidates – don’t ruin your brand.**

While many companies make use of these methods, there are other ways to aid you in the search for the perfect employee.

You might be looking for a more reliable, personal way to find people to hire. The following systems might offer a more trustworthy approach.

2. Agencies

Pros:	Cons:
This offers a more direct, interaction. Companies can specify exactly who they are looking for, and therefore will receive people who fit the requirements. Agencies often have a pool of people who are looking for work, which means that the person you're searching for could very well be having a dip in that pool.	Agencies receive hundreds of CV's daily, which means that there are tons of people in their database. If an agency does not have proper systems in place to handle all these CV's, a potential applicant could be overlooked. Make sure that you use a reputable agency to help in the search for the right employees.

Recruitment Agencies

These are reliable agencies who provide you with applicants they feel would best suit your company. In a nutshell, they sift through the CV's, and most recruitment agencies meet with the applicants before to get a solid understanding of the work they want to be doing. This means that you will receive a specified, relevant list of CV's.

Internal HR Division

The internal HR division of your company could have someone whose main focus is to source people to employ. This dedicated role would open the floor for thorough background and personal checks, before bringing that person in for an interview. This works well as if there is ever an internal issue, the HR department has background to all employees, which affords them a better understanding of people working at the business.

Keep CV's that are Sent in During the Year

Never destroy or discard a CV sent to you, even if the timing is wrong. If you find yourself in a situation where you need to replace someone immediately, you'll already have a pile of interested candidates waiting to hear from you. You never know who you may find in that secret stash of CV's.

3. Word of mouth

Pros:

Word of mouth is often the truest form of advertising. People trust what other people say more than what they read. This is fact. If someone reliable tells you that they know of a candidate who would be great for the job, you would probably ask him or her to set up a meeting immediately.

Why do you think people attach references to their CV's? Exactly! Word of mouth.

Cons:

Know who to trust. Beware of people trying to climb the corporate ladder, or if someone has devious intentions. If you ask a colleague about a candidate, and that colleague feels threatened, he or she might bad-mouth the candidate. Always ask more than one source for an opinion.

As in most areas of life, this is by far the most popular, and often, most reliable way companies find people to hire. If your trusted employee warns you against someone because he or she knows this person well, and understands that this person would be a terrible fit for the company, the chances are that you would most likely believe your employee above a reference this candidate has supplied you with. Word of mouth is extremely powerful.

4. Social Media

Pros:

Social media is wonderful. It is a means for people to connect within seconds. Social media is also free. This way, you reach many people without any effort at all. Employees can post that your company is looking for someone to hire, and within minutes that post can be seen across the board! You could reach people you didn't even know existed.

Cons:

Social media is also terrible. Anyone and everyone can view posts that have been published, gaining attention from people who you are not looking for. By posting about your business, you are giving the public insight into your business. While each case and company is different, this is something you need to consider before broadcasting to the world.

Communities on Social Media

Social media offers the fastest way to connect. Forget about phone calls and house-visits – social media is the new way to connect. Get your company a Facebook and LinkedIn page. This will help keep you in the loop. People can easily find your business online, and understand who you are and what you offer. If you are looking for someone to hire, this is the fastest, easiest way to communicate that message. Post a Facebook post about the position and people will instantly start tagging friends they think are appropriate for the job. Alternatively, as mentioned above, LinkedIn offers you the platform to search for professionals, and directly email them. It really is a win-win.

Networking

Networking is crucial. While some people might feel nervous about the idea of chatting to strangers, and handing over business cards, this is one way for people to connect and make a lasting impression.

If you don't want to network face-to-face, you can network online. There really is no excuse to shy away from connecting. And remember, just because this candidate wasn't right for you, it doesn't mean he or she is not right for your colleague's department.

5. Specific Searching

Head Hunting

Head hunting is the final stage in sourcing people to hire. It is a certain way of finding quality candidates for certain job functions that are based on a particular set of skills you admire. When you have a clear vision of the type of person you're looking for, or better yet – if you know who that exact person is, and assuming your budget allows for it, head hunt them!

If you know of someone in the industry who would be incredible in your company, and who would take your company to the next level, go for it! Head hunting is not cheap. Often, when a company decides to 'poach' someone to come work for them, an attractive offer has to be made. Think about this before you pick up the phone and start schmoozing.

In order to ensure that the person you headhunt and hire is trustworthy, you can register with FraudCheck to run a background check on this person. This is something that should always be conducted, whenever a new employee is hired. Background checks give reassurance that the person in question has no criminal record, and that he or she is an upstanding citizen, who will cause no legal harm to your business.

Keep looking. It's a process.

Search throughout the year.

Keep your options open and your eyes peeled. It can take candidates time to end a current contract, so if you spot someone you're interested in, approach them and ask what their current situation is. They might be thinking about quitting their current job, and your interest might make them make a decision. If you know that you're usually looking for certain positions to fill, keep looking for candidates throughout the year. It is better to be ahead of the hiring game, than to be chasing it because your rival company got to the candidates first.

Writing a Captivating Job Description

If you've been online to have a look at job postings, you would have realised that post after post, job descriptions are mundane and boring. Sooner or later they begin to merge to form one, boring, forgettable post.

So how can you write a killer job description to ensure that you catch the attention of everyone scrolling through the hundreds of other listings?

- Remember: keep it short and sweet. Selecting the right information here is crucial. You do not need to include facts that can be discussed during an interview. This is the first impression you make on the applicants. Short, punchy sentences are key.
- Capture your brand's essence. Stay true to who you are. If your brand has a language, use it! Set your self apart by writing in your own style.
- Be friendly and welcoming. You want people to feel that they can contact you. This will help set the tone for the interview process too.
- If you are targeting younger people, speak to them in a language they will understand. The same goes for older, more experienced people. Don't alienate your audience by speaking to them too harshly or too casually.
- Refrain from generalising. Be specific in describing what you are looking for. Do not say "looking for talented individuals", rather say "looking for individuals who have the following skills" and list those skill sets.
- Some information you might want to include is: your company name, a short description about the company, the job title and description, skills you are looking for, skills you are not looking for, salary, the hours involved and any rewards that might be included.



Strategic Hiring

There is no wrong time to hire someone. You might need to hire someone just before your company closes for the New Year, and that's fine.

However, if your company draws up a year planner that helps guide you as to when you should and should not be hiring, that will help you in the long run.

Companies should create and finalise their New Year budget by September. Within this budget, the company should clearly allocate funds towards hiring new employees if it is able to foresee that new employees will be needed. The company also needs to define a recruitment plan indicating when it can afford to hire new employees. This recruitment plan can then begin once the budget has been finalised, from September onwards. This is your guide to understanding, from a financial point of view – when the company can hire.

Often, companies might find themselves in a sticky situation. Let's discuss a possible scenario. Company A is approached by a large company B, and is asked to take on an incredible project with a tight deadline. This project could help Company A grow in immeasurable ways. However, Company A does not have the manpower to pull this deadline off. Does Company A hire more people at the risk of losing capital? Or does Company A pass on the opportunity to play it safe?

This type of scenario is something that each company will have to evaluate. If the proposal from Company B is a once-in-a-lifetime opportunity that could boost Company A's reputation and growth, the answer would differ to if this opportunity would be a fun project to work on, but offer little reward.

Businesses need to weigh up the pros and cons of taking on more employees when their resources do not necessarily allow for them to.

Businesses could also research one or two powerful people who are more capable and able to perform the tasks, as opposed to hiring many mediocre people.



How does your Small Company Attract the Big Guys?

Many smaller companies often struggle to get 'the big guys' on board. This is no easy task. One way of attracting people to your company is by offering share options or ownership roles in the company. This way, people will feel as though it is worth risking their current, stable job, in order to join your company. You need to make it exciting for people to join your business. Rewarding employees in smaller companies is crucial, as it helps to make them feel that they are important and valued. This could also help them remain loyal to you and your business.

An interesting example of this is of a man named David Choe. He painted a mural in Facebook's head quarters when it was a start-up company. He was offered \$1000 for his work, or he could be paid in stocks. He chose the latter. Choe went on to cash out \$200M when Facebook listed on the NYSE.

The big guys know what they're doing. So by parting with a couple stocks isn't the worst thing you could do



Conclusion:

We've discussed the ins and outs of the possible ways of finding people to hire. Given that the above insights each have their pros and cons, and as much as we wish there was, it is obvious to see that there is no one perfect way to find employees. Each case is different. Timing is everything. Even if you are currently not looking to fill a position, remember to keep an eye open on these platforms throughout the year. You never know who you might find.

It is important to maintain an open mind. Finding someone golden when you're not ready to hire can force you to create a space for them within your company. This might sound outrageous, but if this person adds value to your brand, it might be the best decision you've ever made, and if budget does not allow you to do this, fight for it. As we said before, there is no right or wrong time to hire the right person.

Remember to begin the interview process early. Give yourself time to begin looking for candidates carefully. It is a process, and – if done correctly – a process that can save you thousands of Rands and hours.

Stay away from toxic people, and be cautious (but welcoming) towards word-of-mouth suggestions. No matter how quick or slow the process is, you'll find the right people to hire.

FraudCheck is here to help ease your mind during the interview process. FraudCheck helps verify that your employees have no criminal record and that the people you hire are trustworthy. We also verify information such as degrees obtained, drivers licence validation and citizenship authentication. For more info about the many services FraudCheck provide, visit our website at www.fraudcheck.co.za

Happy Hiring!