



RECRUITMENT

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Program Objectives

(1 of 3)



Become an expert on your employment process.



Learn how to create an effective recruitment strategy.



Employ the most valuable recruitment methods for your company.

Program Objectives

(2 of 3)



Learn to select the right employee using an objective, yet effective process.



Stay competitive in your field by learning to assess your strategies, and benchmark against competitors.

Program Objectives

(3 of 3)



Attain a higher retention rate by utilizing proper recruitment and selection strategies as well as a good training program.

Reputation

(3 of 3)

An organization's image can also affect recruitment.

Is it perceived as
successful?

Is it perceived as
innovative?

Is it a world leader in
its field?

Is it perceived as a high
profile company?

All of these can be positive or negative, depending on the
person considering applying for a job.

Applicants Assess Too

(2 of 5)

Applicants use all of their senses to assess an organization.

What do applicants use to assess?

The building

Is it nicely set up? Is it open and welcoming, or are there cubicles? Is it clean? Does it look like a nice place to work?

The people who work there
Do the people seem nice? Do they seem happy? Do they seem welcoming to new employees?

Applicants Assess Too

(5 of 5)



Diversity: Do applicants see the organization as diverse and appreciative of diversity?

Qualifications: Do applicants feel that they match qualifications? Do applicants feel that other employees are qualified?

Corporate Culture: Does the corporate culture seem to have values that are similar to the applicant's values?

What Attracts Applicants?

(1 of 3)

There are many things that attract applicants.

Three of the most important attractions, by rank are:

1.
Work Environment

2.
Type of Work

3.
Salary

Recruitment Strategy Job Success Profile

(2 of 5)

To create a Job Success Profile, the organization must answer the following questions:

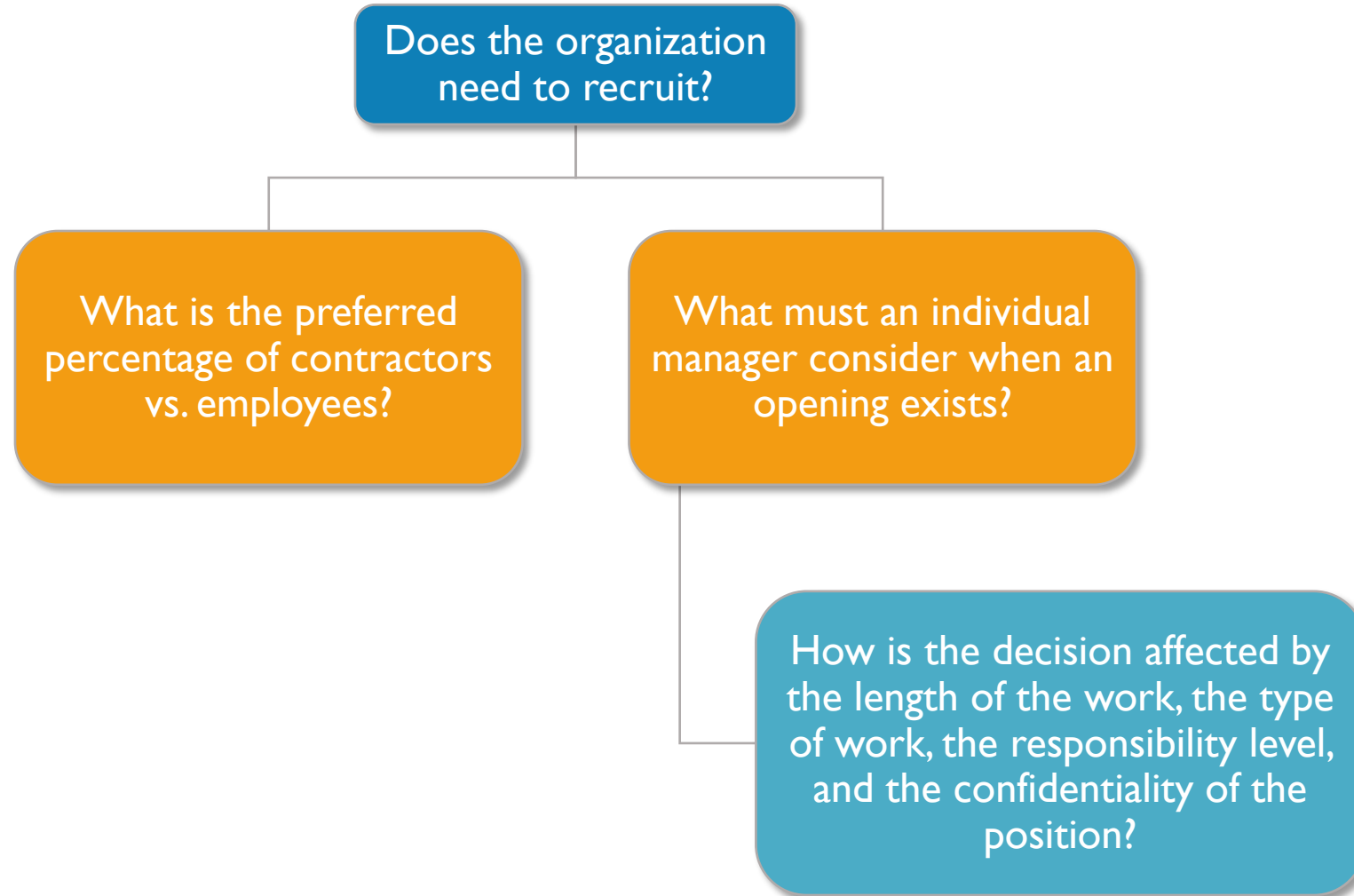
What skills and knowledge must they have?

What will the person contribute to the team?

What other professional abilities must they have?

What will their future responsibilities entail?

Recruitment Strategy Employee Balance Summary



Recruitment Strategy Diversity Goals

(2 of 2)

Discuss how important it is that your workforce contains diversity in terms of gender, race, sexual orientation, and culture.

This diversity policy will affect how the organization identifies candidates and how the hiring process works.

Types of Messages

It is important to send the right message. There are a few different types of messages:

Realistic: Explains good and bad qualities of the job.

Unrealistic: Emphasizes good qualities of the job and minimizes bad qualities of the job.

Branded: Emphasizes uniqueness of the organization, and emphasizes reputation and name.

Targeted: Targets certain types of applicants.

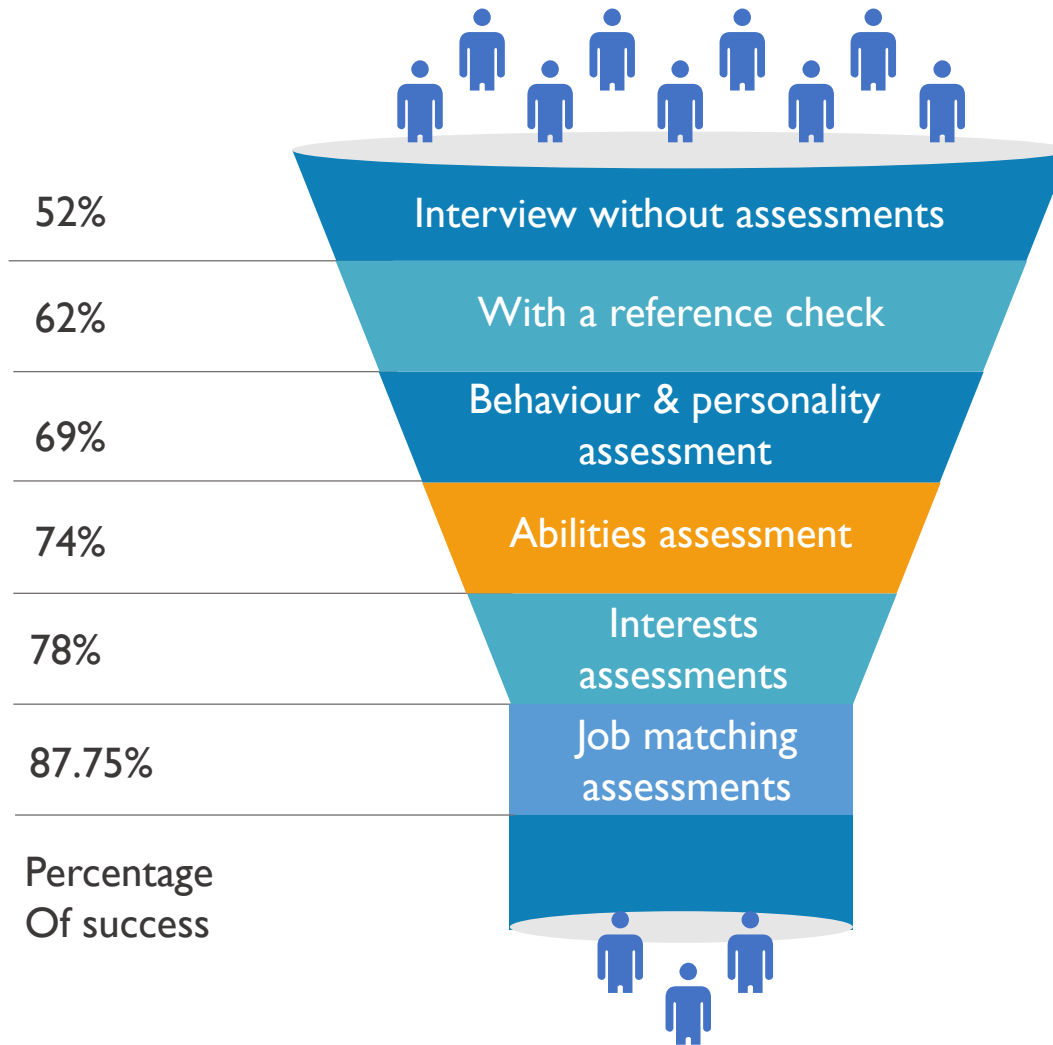
Reviewing Resumé Tips

(5 of 10)

Do not over-read every resumé expecting to find hidden meaning.
Though it is important to remember to read between the lines, do not waste your time over-analyzing every single resumé.

Tip
5

Hiring Success Funnel



Recruitment

The Final Cut

(1 of 3)

Once you have narrowed down your applicants, the most effective method of choosing the best candidate is to have them complete a small project.

Have them show you their skills right away.

A successful follow through will demonstrate their skill and interest in the position.

Recruitment Process Diagram



Assessment of Recruitment

(5 of 7)

Create questionnaire of what you want to benchmark against other companies.

Examples of questions might include time taken between determining recruitment need and placing advertisement, what methods of recruitment are used, how many people were involved in selection, etc.

Determine which companies to benchmark against, and set up appointments to deliver questionnaire.

Also, collect the advertisements of these companies to compare against.

Step
2

Assessment of Recruitment

(7 of 7)

Step 1: Map out the whole process of recruitment at your organization.

Step 2: Create questionnaire of what you want to benchmark against other companies.

Step 3: Conduct data analysis, and present recommendations.

Recruitment

Training Program Tips

(4 of 4)

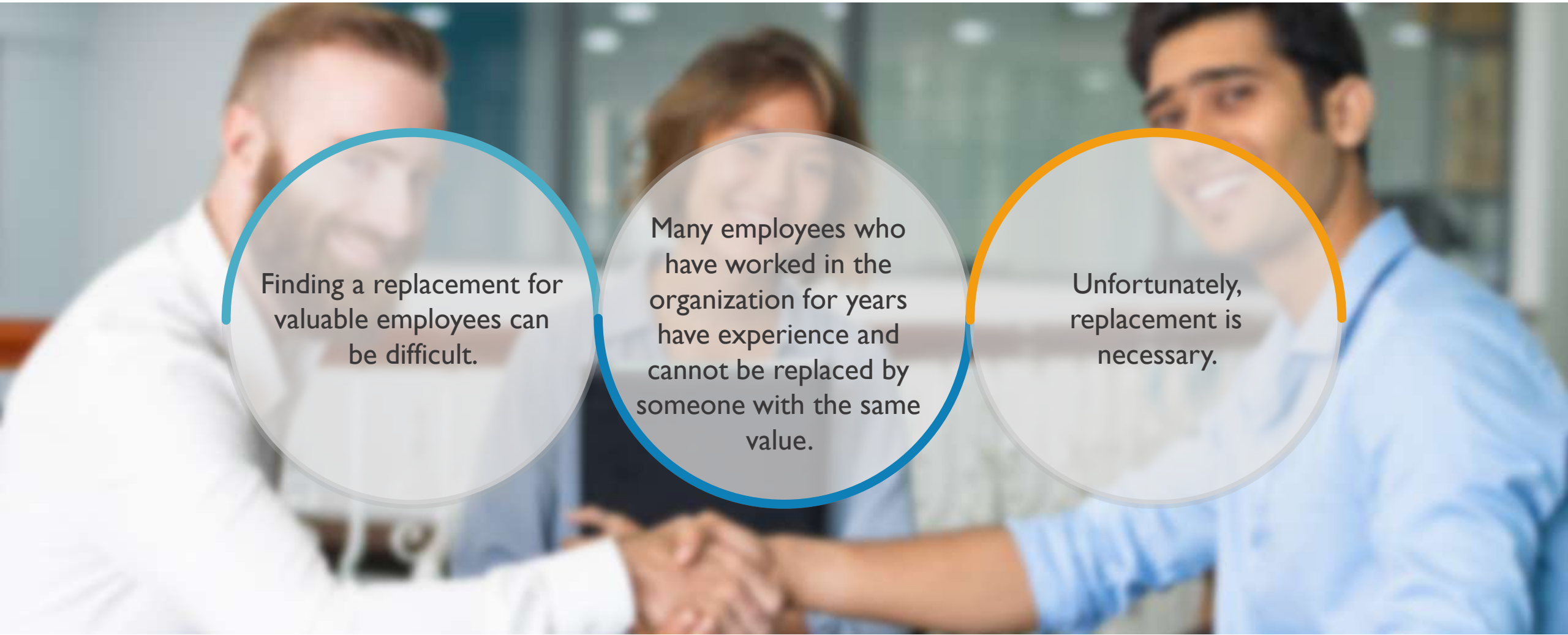


Tip 7: On the job vs. off the job.
On the job training involves learning by doing, which can be really effective.

Off the Job training involves going to seminars or schools outside of the office. This is more costly. Make sure that the program will be effective and worth it.

Replacement & Succession

(2 of 5)



Finding a replacement for valuable employees can be difficult.

Many employees who have worked in the organization for years have experience and cannot be replaced by someone with the same value.

Unfortunately, replacement is necessary.

Legal Issues

(4 of 9)

When interviewing do not ask about:

National origin.



Race or ethnicity.



Religion or creed.



Sex.



Age.



Birthplace.



Name or address.



Family status.



Economic status.



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