

## Recruiting Strategies

When economic crisis hits and companies focus on cutting costs—or on their very survival—they slash hiring. But if history is any guide, in the first few months after the upheaval subsides, hiring quickly becomes a front-burner issue. Recruiters often struggle to find and hire the ideal job candidate. The recruiters in order to pick up the best talent have to make amendments in their recruitment policies.

### Recruitment strategy #1: Get your Employer Brand right

Treat candidates as you would treat a client and invest resources in advertising the brand that builds a connection with prospective applicants. Employer branding is thus one of the initial strategies you need to get right before embarking on a recruitment drive. You need to know what you, as an organization stand for, what you wish to sell you the talent pool and how you can guide their perception of your brand to encourage organic interest and motivation to apply.

### Recruitment strategy #2: Specify the job

Job seekers look for clarity in the job advertisements in terms of the profile, company history, pay scale, career opportunities etc. Define the specific demands of the job, specify which skills and experience are relevant, identify the team that the candidate will work with, consider how company culture and context affect the role.

### Recruitment Strategy #3: Track data to improve your hiring process

After posting a job either internally or externally, track important metrics such as application hiring source, time and cost per hire, job-post to application ratio, retention rates, email response rates, application to offer time and ratios and the quality of hire based on their performance. By measuring each of them, you can track what's going well and what can be improved in the future.

### Recruitment Strategy #4: Innovate with your recruiting process

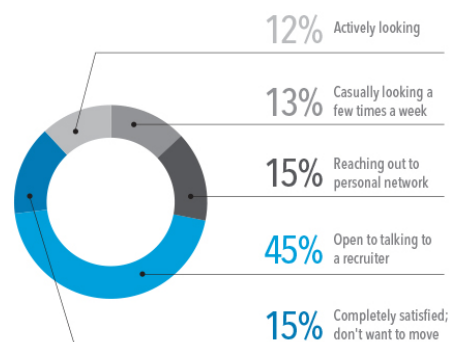
Today, there are companies that are replacing the CVs with tests. This ends up saving time and a whole step in the full cycle recruitment process by cutting out the need to read, analyze and judge a candidate by the CV and jumping straight to a skill-based, person-focused perspective.

Being in the disruptive, change-hungry, trend-driven environment that we operate in, organizations should thus focus not only on finding the right strategies but also on being able to reinvent their approach.

### Recruitment Strategy #5: Go for passive candidates

Top talent is generally gone from the job market in less than 10 days! That means that you have to hire quickly, at the right time and make an offer fast.

However, there's no lack of passive candidates. According to a research, 85% of the workforce in the world would gladly change their job for a better opportunity. Bear in



mind that passive candidates won't be as motivated to apply and that they won't have an updated resume standing by.

#### **Recruitment Strategy #6: Improve your job interviews**

According to LinkedIn's research, 83% of candidates said that a negative experience in an interview could change their opinion about a role in a company they liked. Better interviewing processes can improve the whole candidate experience. This is often the first direct contact a candidate has with the organization – one that is an opportunity for both parties to gain as much information about each other.

Instead of taking the same route as everyone else, ensure that the candidates get meaningful questions and information about the role and their skills so that they leave your office interview (or video call) satisfied. That way, even if they don't get the role, they'll be an advocate for you and spread the good word.

#### **Recruitment Strategy #7: Reach out to great applicants from the past**

When you have many talented and experienced candidates who would make a great fit for a role, it often comes down to nuances when making the final decision of who to hire. As for those candidates that didn't get hired – they could be your best asset for recruiting in future. Whether it's for filling a similar role or replacing your number one choice, these candidates are the best to reach out to. When contacting them, make the message personalized and let them know why you're reaching out.

#### **Recruitment Strategy #8: Reach out to previous employees**

Ex-employees take the least amount of time when it comes to onboarding and orientation. They are already aware of the culture, values, processes, and functioning of the organization. Moreover, if they have gained experience in industries similar to yours after separating from the organization, they would come back with upgraded skills, learning and often a fresher perspective. When you factor in the time it takes the average new hire to become truly productive (about three to six months), the time you save in rehiring an ex-employee and getting them back in the groove becomes all the more apparent.