Top 5 Tips to Improve Your Recruiting Strategy

Speed-to-hire is a top challenge in finding top talent.

Companies lose as many as 89% of potential candidates due to prolonged screening process.

Regardless of a stagnant or emerging economic environment, top talent is hard to find. Countless organizations nationwide are struggling to attract a talent pool with top skills and this is having a negative impact on business performance.

With this talent acquisition challenge perhaps hindering the growth of your business, your customers' businesses and spreading to the greater economy overall, what's an HR leader to do? While this may seem like an insurmountable challenge, it's better to view this as an incredible opportunity—an opportunity for you as an HR leader to positively impact the growth of your business.

So let's start at the beginning of your people management process. This white paper offers five tips that will improve your recruitment strategy and help you avoid getting caught in a hiring panic without choices or a plan in place.

Tip #1
Focus & Take Action

Once you understand where you are and where you want to go, it's important to create and implement your action plan.

The top 10 most difficult to fill jobs in the U.S. as named by Forbes are:

- Skilled Trades
- Engineers
- IT Staff

- Sales Representatives
- Accounting and Finance Staff
- Traditional Drivers
- Mechanics

- Nurses
- Machine Operators
- Teachers

You're not alone in the race for talent. In fact, everyone is right there with you. No matter what industry you are in, there are at least 4 positions on **this list⌃** that you may be having challenges filling. What are you doing to address this challenge? What is your competition doing? Are they filling positions faster than you are? Are they able to take on more projects and grow their business faster than you can? It's not too late. It's not just a challenge—it's an opportunity.

Creating or refreshing your recruitment strategy starts with understanding your business needs and corporate goals. Defining short term and long term operating plans for the business, workforce planning, succession planning and understanding critical roles is imperative.

Once you understand where you are and where you want to go, it's important to create an action plan—and implement. Tactics that may support your organization's strategy may include integrating your careers page with an applicant tracking system (ATS), building a referral program, job board distribution, using social networking to share and grow a talent community and accelerating your talent searches with specific search criteria.

Tip #2

Create Your Ideal Candidate Profile and Find Candidates that Meet this Criteria

Building a high performer profile will save you time and money.

Your candidate profile should include necessary skills, qualifications and certifications required for the job, as well as desired soft skills.

Let's face it—who you hire makes a difference. It's not enough to just bring in an employee to "fill a seat." Bringing in high performers who can do the job faster and create efficiencies will delight both external and internal customers.

Building on Tip #1, we recommend that you create a high performer profile after defining or refining your recruitment strategy. Not only does this include the skill set required for the particular position, but also a required cultural fit. Almost half of an employee's on-the-job success in the first 18 months can be attributed to how the employee fits in with others in the organization while the rest of the success depends on whether the employee can do the job, according to Brian Kropp, a managing director at Corporate Executive Board.

Creating comprehensive job profiles on the front end will save you time and money after the hire.

Staggeringly, the Society for Human Resource Management (SHRM) reports the cost to replace and hire new staff may be as high as 60% of an employee's annual salary whereas total costs of replacement, including training and loss of productivity can range from 90% to 200% of an employee's annual salary.

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Your Secret Weapon: Referrals

Recruiting via employees expands your candidate pool.

According to LinkedIn, employee referrals can expand an organization's candidate pool ten times over. Your internal team has a good understanding of what needs to be done and the skills that are required. They may be able to recommend professional colleagues or acquaintances who can fill your open positions.

Not only is a referral program a great source of candidates, it's also a great motivator for current employees to share the opportunities that are available, show pride in their workplace, and be rewarded for it.

As you are getting started with your referral program, you'll need to consider these things:

- How will you incent your employees to participate?

- Who is eligible to receive a referral reward?

- What procedure must an employee follow to refer a candidate?

- How are you going to manage the process and close the loop back with the employee?

- How are you going to market and communicate your referral program with employees?

- How can you leverage social recruiting to speed up and increase the reach of your program?

Comprehensive Pre-Hire Assessments Pay Off

Integrating an assessment tool with your ATS will save you time in recruiting and improve your quality of hire.

To organize the biggest benefits delivered from pre-hire assessments we have grouped them in to two categories: improved hiring speed and quality.

From a speed perspective, those of you who seek to expedite your hiring process can use assessments to do just that. When you require an assessment as part of the application process, you are already one communication touch ahead in gaining an objective picture of the candidate and his or her potential success. Before you've even reviewed a resume, the candidate has already self-selected themselves in to or out of your ideal candidate profile. By doing this you are getting the pre-designed data that you need to make a hiring decision, not just what the candidate wants to push to you via a resume or job application.

Equally important as increased speed is improved quality of hire. While assessments should never take the place of the human element of recruiting, assessments add an objective layer in to the screening process. For example, you can take a position that you are recruiting for, create a high performer profile and assess candidates against that profile.

Automate Your Process and Report Your Success

Automation allows organizations to centralize and scale their compliant recruiting and applicant tracking program.

Automating your recruiting and applicant tracking process will save you time, effort and money. Instead of using manual and time intensive processes such as email or spreadsheets, organizations hiring a few or many positions each year will benefit from having a centralized, repeatable process that can help them identify the best candidate sources

Artificial Intelligence Recruiting

Artificial Intelligence (AI) is another effective recruiting tool that organizations use to improve speed-to-hire. Look for an AI tool that includes pre-screening questions, interview scheduling and directs candidates to your application.

While AI doesn't replace the human element of hiring, it can help speed up the early stages of the recruiting process and also create a great first impression with candidates.

Seize the Value of Passive Candidates

Passive candidates can be a new candidate pool for your organization.

We can't talk about the value of passive candidates without first pointing to LinkedIn. According to LinkedIn, 70% of jobseekers worldwide are considered passive candidates. These individuals may not be actively searching, but recruiters and HR teams should continue to reach out to any potential employees that fit their desired skillset.

So what is your organization doing to engage with this labor pool? What's your candidate relationship strategy for this group and how can you stand out to them? Answering those questions will potentially unlock a new source for talent that was never previously available to your organization.

Recruiting is a top challenge across industries and company sizes.

Creating and executing a strategy that covers the points covered in this whitepaper will help your talent acquisition program be **THE** foundation for growing your business.

Whether you're a recruiting professional who wants to innovate with mobile and AI technology or just getting started building your recruiting program, Arcoro can help.

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