# Recruiting and Hiring: The Secret Sauce

# Today's Webinar:

» Check the handout widget—it's full of goodies!

» Yes, we're recording. Yes, we'll send you a link.

» Use the question box. We're here to help.

» Be patient—HRCI and SHRM codes will be provided at the end of the webinar.

» Please take the survey at the end—we love to get your input!

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# Presented by:

**Danika Davis**
Chief Executive Officer
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# Agenda

**1** The Mindset for Effective Recruiting

**2** The State of the Recruiting Landscape

**3** The Job Order

**4** The Candidate Experience

# 1

# The Mindset for Effective Recruiting

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# Setting the Stage

» Great HR is the key pillar to best organizations

» Use your knowledge and power to achieve best results

Recruiting—
the Most
Important Function

70%

# The State of the Recruiting Landscape

# Finding Talent

» Talent is scarce

» We will see skill shortages as baby boomers retire

# The Skills Gap

» Myth or truth?

» Skills gap is self-inflicted:

• Schools do not prepare you for jobs

• Universities aren't designed for vocational training

# Training and Technology Bridges Some Gaps

» Companies have abandoned training

» Without training, how do people acquire skills?

» Technology is changing fast

# Key Takeaways

» Improve your recruiting function

» Change your mindset to "scarcity"

» Screen for culture, fit and ability to learn

» Rethink your investment in training

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# The Teller

» Recruiting for an insurance services organization

» Open position for a customer facing role

» Available for a year

**Solution:**

» Instead of looking for specific skills, we looked for specific customer facing roles who could be trained in our field

# The Physicist

» Growing data analytics firm

» Profession didn't exist 10 years ago, so we had to think outside of the box

**Solution:**

» Looked for those with strong mathematical and analytical skills

» Recruited physicists

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# Get Creative

» If it isn't working, do something else!

» Confront reality

» Does it have a cost?

» Does it even exist?

» Use recruiting research from other departments within your organization to guide your work

# The Car Salesman

» Don't send your applicants to the "black hole"
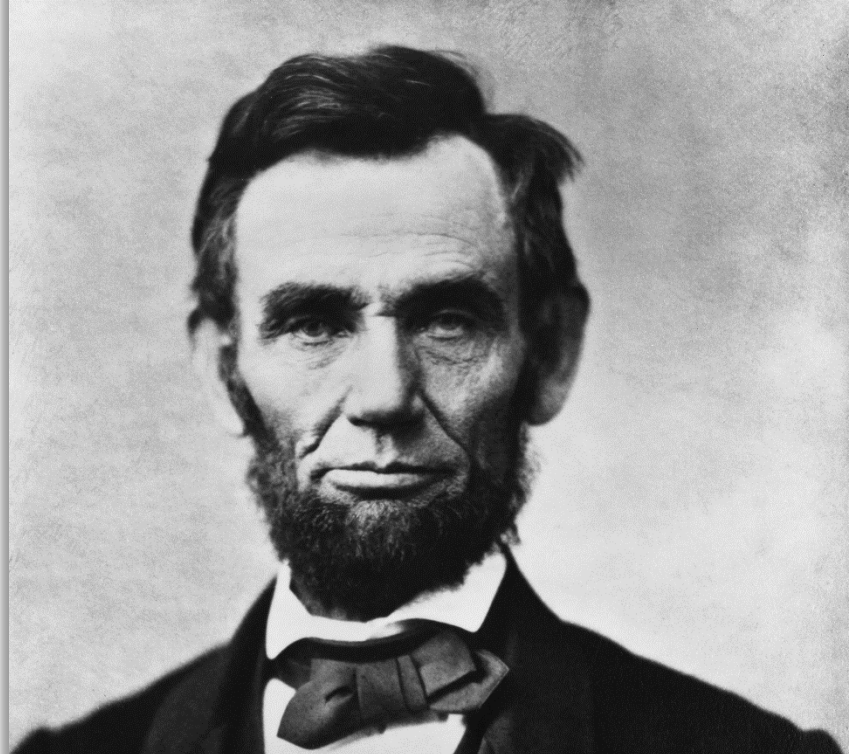
» Think about their experience

» Word of mouth

# 3

## The Job Order

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# Defining the Great Job

What you want to know:

» What's going on in your industry?

» What are the top three strategic objectives for the organization?

» Why would an A player leave a good job to take this one?

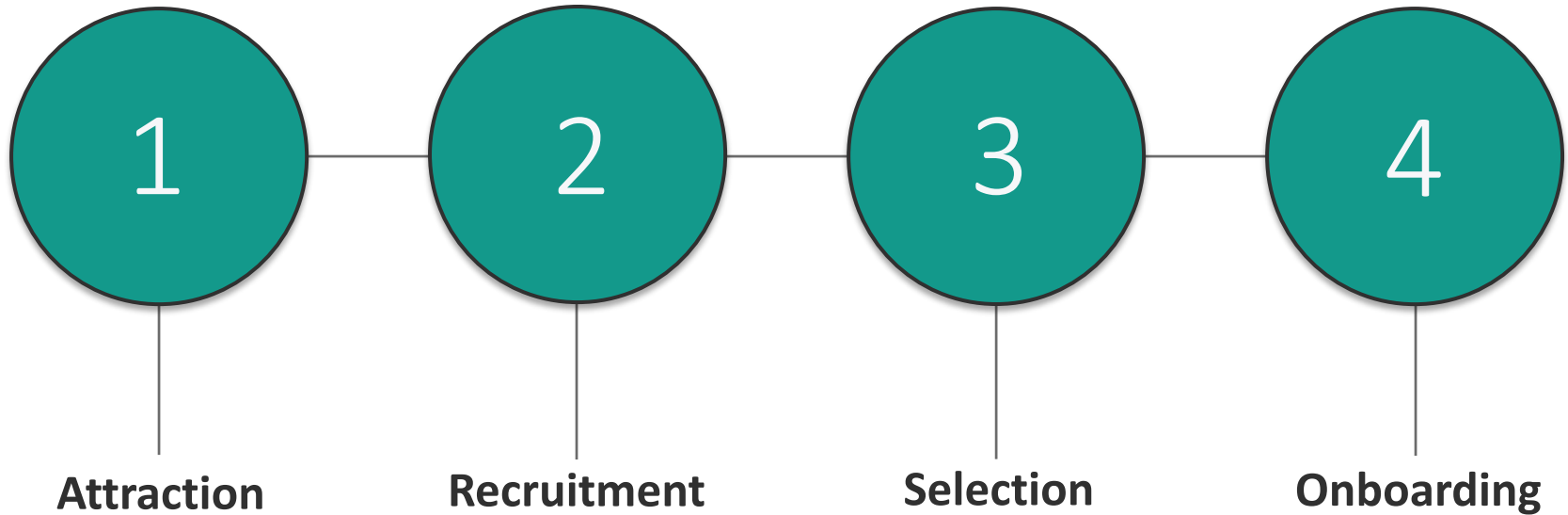**"If someone gave me 6 hours to cut down a tree, I'd spend the first 5 hours sharpening the ax."**

-Abraham Lincoln

# 4

## The Candidate Experience

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# Four Phases of the Candidate Experience

1  2  3  4

**Attraction**   **Recruitment**   **Selection**   **Onboarding**

# Phase 1: Attraction

People want three things during the attraction phase:

1. A clear understanding of the company

2. Insight into the employee experience

3. A sense of connection

# Importance of Language

Emotion and achievement words are differentiators:

» Grow

» Launch

» Build

» Evaluate

» Prepare

» Design

# The "Nice to Haves"

» Keep the list of required skills short

» Have a robust list of desired skills

» Use your applicant tracking system

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# Phase 2: Recruitment

What is the easiest and biggest differentiator you can easily implement in this phase?

**Responsiveness**

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# Reality

**52%**

of employers respond to less than half of their candidates

**65%**

of candidates do not receive feedback

**98%**

of employers only respond to candidates they are interested in recruiting

*CareerBuilder.com

# Simplicity

» Automation is a great tool

» Most applicants think the online application process is too lengthy

» Make the process simple in the early stages

» Differentiate yourself

# Phase 3: Selection

A candidate wants three things:

1. To be prepared ahead of time

2. To have the opportunity to answer relevant questions

3. Receive feedback after the interview

# The Basics

» Ask behavioral questions

» Treat candidates as though their time is as valuable as yours

» Give them the information they need to be successful

» Give assessments at the end of the interview process

# Phase 4: Onboarding

» Lay the foundation for success

» Do all of the paperwork in advance

» Set up their desk, computer and other supplies

» Focus on socialization, not policy and procedure

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**Danika Davis**
CEO, MeritHR

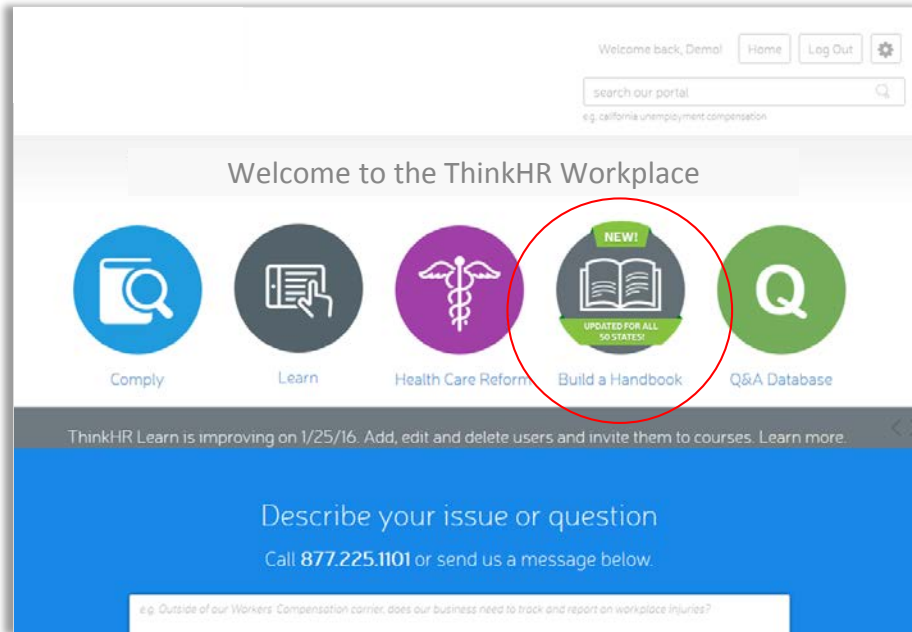ddavis@merithr.com
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