

# Successful Recruiting Process

Recruiting processes have grown in complexity. This is mostly driven by the variety of talent pool sources and the strong impression your process gives candidates. The detailed steps below will guide you through the recruiting process from start to finish.

## The Why

A solid recruiting process starts with “why.” Why would a candidate consider your opportunity? Why should a candidate listen to you? Why should they care? Why should they change careers or companies? Why should they work with you? Why make a change now? Make sure you have clearly defined the advantages this position and your company offer potential candidates.

## Job Description

A well-developed job description is very important. It is not only the content used in the job advertisement but also guides onboarding, training and future performance discussion. The role expectations need to be set prior to sourcing to ensure alignment from the very beginning.

## Compensation & Benefits Benchmarking

Compensation and benefit costs are a big part of any company’s overall expenses. The cost of getting it wrong can be steep. To effectively compete for talent in a tight market with educated candidates, managers need to use market data to price the job. Do you know comparative data for the position?

## Job Performance Outcomes & Rewards

It is important for leadership to be aligned on the expected performance outcomes of the role. The expectations of the employee during onboarding, first 90 days, first year and after need to be clearly communicated to the candidate prior to accepting.

## Dynamic Job Ad

A dynamic job ad is a priceless opportunity to tell your company’s story and sell the job, culture and future opportunities. You must get this right to ensure the right fit.

## Pre-screen

An evidence-based hiring strategy for screening talent is always recommended. You need to be certain that unconscious bias does not factor into the process and that you are hiring for soft and hard skills.

## Interviewing

There are many ways to design the series of interviews a candidate will experience. With each phone or in-person individual or group interview make sure the purpose is clear to the interviewer and utilize a consistent process for evaluating candidates. Evaluating candidates on their knowledge, skills and abilities is equally as important as cultural fit and future potential.

## **Assessments**

Talent assessments help ensure that the candidate matches the hiring criteria. Many companies get caught up in the assessment process. It is absolutely critical that these align perfectly with the role and desired outcomes. We often see a mismatch that can cost the company time, money and the lost opportunity of hiring top talent.

## **Reference Checks**

Checking references are an opportunity to verify what you have learned from others that have valuable experience with the candidate. Use the reference checking process to verify not only knowledge, skills and abilities but also cultural fit and future potential.

## **Observation**

Observation is an opportunity to verify what you learned first-hand. Use observation to verify knowledge, skills, abilities, cultural fit and future potential through interaction with leadership, the team, job shadowing or work project assignments.

## **Selection**

Once you have decided which candidate is the best fit and are ready to make an offer, act quickly and clearly communicate why the candidate is being offered the position. Highlight why they are perceived to be a good fit. Other common best practices include calling the candidate to speak in person, following-up with an e-mail or offer letter that explains the offer package in detail, defining how much time they will need to consider the offer and setting clear expectations for when they can begin if they accept the position.