

5 TIPS FOR A FRESH PERSPECTIVE ON RECRUITMENT

TIP 1 - YOU SHOULDN'T EVER GO SHOPPING WITHOUT A SHOPPING LIST, ESPECIALLY IF YOU'RE HUNGRY!!

And your recruitment should be no different – proactivity is the name of the game where you can, BUT we can't always help being reactive, as someone may resign etc.

If you already have a plan and a process to fall back on and follow, it will make the world of difference, a step by step guide, who's involved and what the timescales are. A centralised folder with processes, templates and all the documentation would be magic!

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TIP 2- YOU NEED TO CUT THROUGH ALL THE NOISE!

Make your adverts engaging, interesting and captivating, weave in personality and don't worry about them too much. It can be a tricky balance as you need to put more than 1 sentence in there (yes, I have seen adverts this short! Lol) but you also shove your entire job description in there either!

Most people view ads on a mobile device these days so bear that in mind and also think about what time people are most likely to be hanging out on the job boards before you post.

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TIP 3 - YOUR EMPLOYER BRAND NEEDS TO BE ON POINT!

This is how you market yourselves directly, indirectly, actively & passively to candidates, and how well you do it will impact how interested & excited they are you as an employer.

It's time to be a peacock and shake your tail feathers! On social media, your website & careers page, your job descriptions & adverts, Glassdoor, responses to reviews, events, articles & blogs etc.

Every single thing that's out there online about your business forms part of your employer brand – allowing talent to see into your biz and picture whether they can see themselves there.

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TIP 4 - THIS IS NOT AN INTERROGATION!

Nor should you be boring candidates to tears with competency-based questions! They're so last decade! Haha. Pick the best people to be the interview team, have at least 2 peeps in them, prepare questions ahead of time and ask ALL candidates the same ones and score them straight after.

Sparkle, shine, woo and engage, make them want you, show them our culture, values and personality and...

REMEMBER that it's a two-way street – they're there to ask you questions and see if they want to come and work for you.

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TIP 5 - OFFER WITH IMPACT AND ON-BOARD LIKE A BOSS!

Your offers have to be delivered verbally, over the phone, and never in the interview...The excitement and enthusiasm created in the recruitment process needs to be maintained here, they need to know how much you want them to work for you!

Or they might not accept! Waaahhh. Offering in the interview is a bit much, too intense, and most people like to process everything afterwards and sometimes sleep on it.

Oh, and the onboarding process starts the moment they accept, NOT on their first day!

