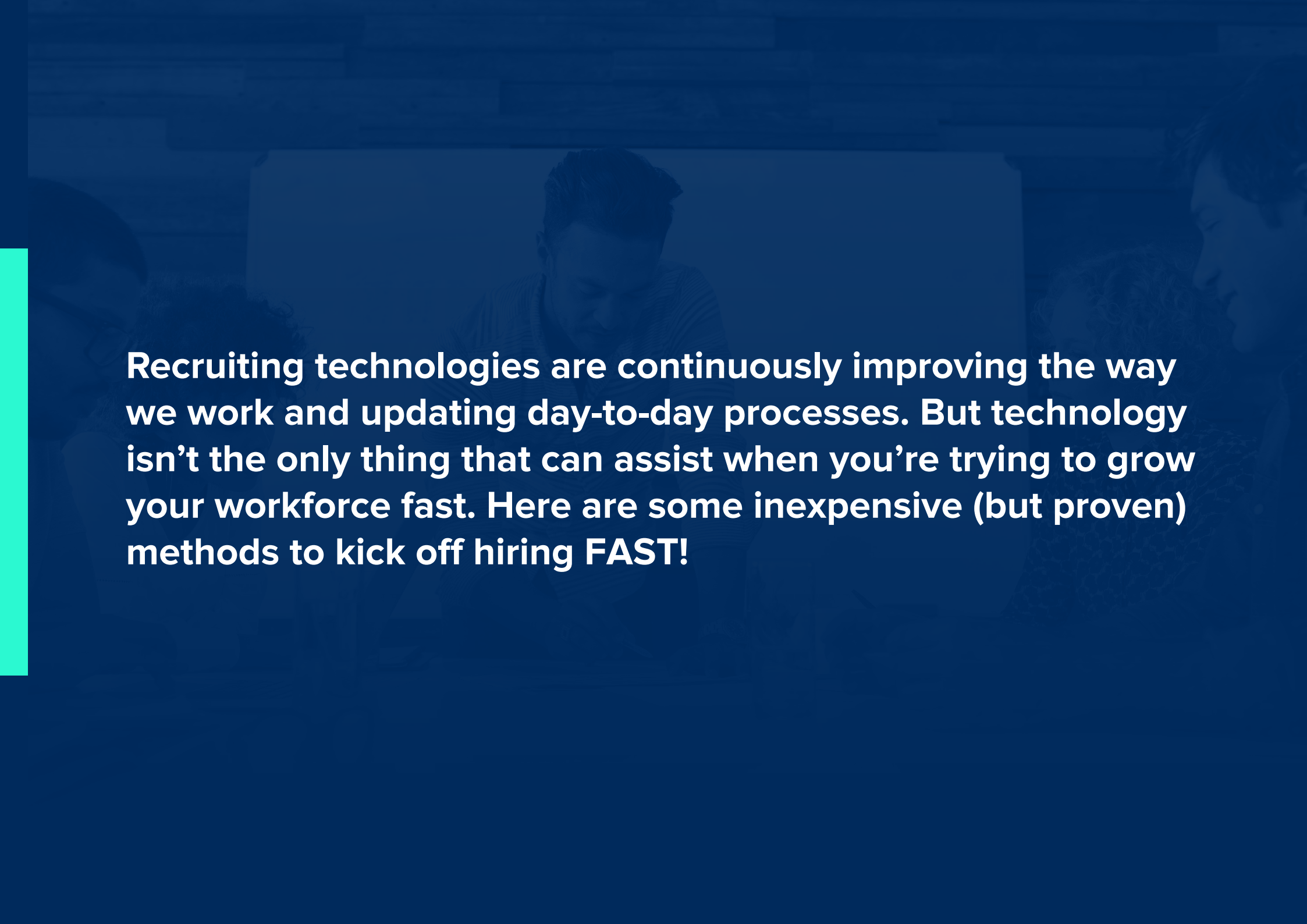




12 FAST & EFFECTIVE IDEAS

to Hire Top Talent

A group of people in a meeting, with a man in the center looking down at a device. The background is a dark blue gradient with a faint image of the group.

Recruiting technologies are continuously improving the way we work and updating day-to-day processes. But technology isn't the only thing that can assist when you're trying to grow your workforce fast. Here are some inexpensive (but proven) methods to kick off hiring FAST!

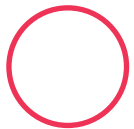


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DOUBLE DOWN ON EMPLOYEE REFERRALS

We know employee referrals are second to none when it comes to finding quality people for your company. **According to SHRM**, employee referrals continue to be employers' top source of hires, delivering more than 30% of all hires overall in 2016 and 45% of internal hires. Even cooler? Referrals that come from your internal workforce are far more likely to be superstars and they stick around for at least a year (**46% to be exact**), because they already have a friend at work. So how can you increase the likelihood for this proven (low-cost!) method of hiring? Make it a little easier on your employees by:



1. Try a little flattery.

Send out an email that reminds them of their first day with the company and ask if there's anyone who might welcome a job offer. Let your employees know they are superstars and that's why you're asking for their help to expand the team.



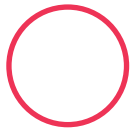
2. Make sure they understand the process.

Many employees don't refer their friends or family because they don't know what will happen next. While **63% of employers** currently follow a documented employee referral process, the remaining companies accept referrals in a less formal way. Give a quick explanation about what happens when they give a referral. How long until you contact the person? What if they're not a fit? Will the referral be held against me if they aren't hired?



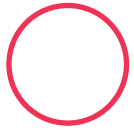
3. Give them some face time.

If you're in the same location as your employees, ask them into your office for a cup of coffee and walk them through the process. Designate one day of the month or week "referral day" and have a box of donuts or sweets on your desk for everyone who comes in to give you a referral.



4. Encourage their honesty.

You want employee ambassadors, not employee liars. Explain to your colleagues they can be honest about what's great about the hiring process and the company...and what's not so great. Not only will this cement your brand in the mind of your staff, it will set appropriate expectations of the prospects and over time, give your execs a peek into what really needs changing.



5. Be specific.

We often think about family and friends when talking about or planning out referral programs, but we're far more likely to be successful if we're specific about where employees can and should look.



Their hometown community or online social circles (Employees have an average of

1,090 SOCIAL CONNECTIONS

and have about 5x more reach than corporate accounts), their kids' schools or their former workplace are all specific places that might jog your employees' memories when it comes to identifying a solid referral.



RECONSIDER RUNNER-UPS

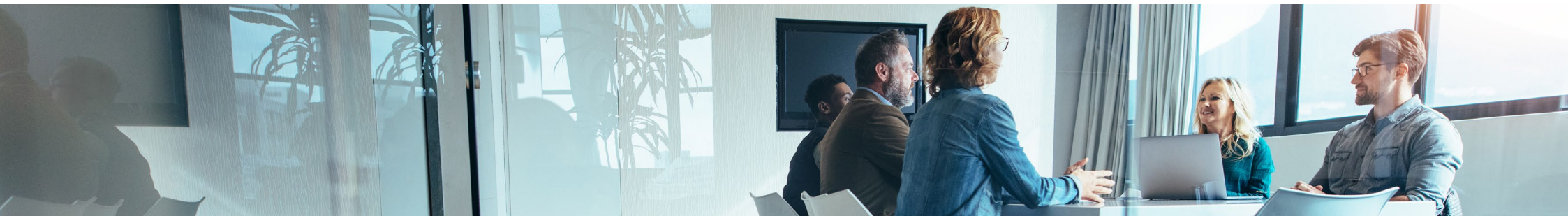
You hear this all the time at conferences or in blog posts. Source from your own ATS, but are you really doing it? Your business, like most, has spent the last few years with an abundance of workers from which to choose, but as the market tightens, **47% of companies** report few or no qualified applicants for the positions they are trying to fill. It can be incredibly efficient to start sourcing right in your applicant tracking system or candidate relationship management platform. Some tips:

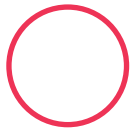
6. Start with existing candidates.

In the past circumstances or qualifications may have rejected a candidate who would be perfect for a new role or the same role at this point in time. In fact, if you think right now, we're sure you can come up with a couple of candidates who didn't make the final cut. If so, dig those folks up and take a fresh look at their resume. While only **36% of the workforce** is actively looking for a new opportunity at any given time, but an incredible 90% is willing to talk and learn more. Connect with them on LinkedIn to see just what they're doing now. If they were willing to leave a job before, they'll be willing again.

7. Source talent from your ATS.

This was mentioned above, but it's worth saying twice. Your company likely spends quite a bit of effort keeping records of current and former candidates. In addition to reaching out to all those first runners up, you should also look at former employees who left on good terms, or those who just didn't have enough experience 2-3 years ago. Also look at boomerang employees for consulting gigs, if they left to retire. If your ATS includes prescriptive hiring recommendation tools, harness these to help identify these superstars faster.





8. Take a long, hard look at your requirements.

Does Marketing Coordinator II really need 5-7 years of experience and an MBA? Or is that just what the HR coordinator before you typed up when it was called personnel? Researchers have found that men typically apply for a job when they meet only 60% of the requirements, whereas women wait until they meet 100% of those same requirements. Ensuring your requirements are keeping pace with the current educational system, workforce developments and any regional issues, is a really fast way to expand your talent pool!



9. This train is leaving the station.

If you haven't approached your colleagues and executives about starting a training program, you should!

68% OF WORKERS

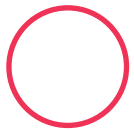
say training and development is the most important workplace policy.



This is an important consideration when trying to attract top talent. While there are open jobs for everyone without a job in the current economy, we need skilled workers. The answer is to train those we hire who have the raw capacity to do the work. Make 2018 the year you build a training program or **internship program**.

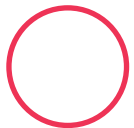
STRENGTHEN YOUR JOB ADS

Now is no time to struggle to hire with boring job ads. Long walls of text, no eye-catching video or imagery, a hard to follow career site are all super speedy ways to turn candidates off. It isn't just words but pictures and callouts that generate candidate interest. This is a great place to utilize your CRM if it has this specific advertising capabilities. Fortunately, it costs nothing to brainstorm with your fellow employees. Try these:



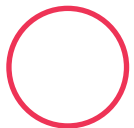
10. Ask around.

Your employees know their jobs better than you do. What do they know now about their job that they didn't notice when they took it? Ask several colleagues to give you the scoop on the hidden cool stuff about their job and use that to build a more personal and attractive job ad!



11. Extra! Extra! Read all about it!

Your job ad needs a headline and as cheesy as it sounds, those old newspapers knew how to catch attention! The **average attention span is now only 8 seconds long** so it's important to find a headline that is NOT: Experienced QA Needed - Sacramento, CA. Take a page from advertising and make it about them: "We're waiting for you to complete our dev team"!



12. Bennies and the Jets.

Okay, there are probably no jets in your organization but you probably DO have benefits you didn't even know you had. Do a little research to learn what you can offer your candidates. Great hours? Awesome family atmosphere? The **three things that most matter to Millennials** in the companies they work for growth opportunities, retirement benefits, and work culture. Even things as simple as free snacks and a casual dress code will appeal to someone. And that someone will likely be a cultural fit!



BONUS TIP:

Take a long hard look at your application process. While this may not be a quick fix, it's worth evaluating and drawing up a plan to address since **60% of job seekers quit** in the middle of filling out online job applications because of their length or complexity. If you don't want to go through the long and rigorous process, top candidates probably don't want to either.

Of course, you probably have your own amazing recruitment tactics to employ and we want to hear them! Join us on **Facebook**, **Twitter** and **LinkedIn** as we grow our Oleo Community. We share great articles like this plus resources to help you recruit even better and solid case studies of talent acquisition professionals just like you who are pushing the envelope.



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