

# **4 STEP**

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# **RECRUITMENT HACK CHECKLIST**

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The true success of any business can be measured by the relationships within the organisation. Creating and nurturing positive relationships between the Employer and New Recruits are key to the ultimate success of any business.



## 50% of New Hires Quit within 120 days!

It is not unusual for **50 percent** of an organisation's employees to leave within 120 days of hire. If you then consider that the average cost per hire is around **\$10,000**, you soon realise that this is a part you really want to get right! The time it takes to fill a vacancy has doubled since 2010, it now takes 68 Days on an average to fill a vacancy.



## The 4-step Process – Quick guide

Here's a **foolproof 4-step checklist** that you can use time and again. Perfect for staying in line with legislation, running a foolproof recruitment process and hiring the right people who stay longer and are more productive!

### 1. Scope

The key to getting who you want is knowing exactly who you are looking for. This step is essential and takes careful consideration to both skills, culture and what is the market value.

### 2. Source

Design a campaign that will drive the right candidates to your application portal. Different strategies apply to different positions.

### 3. Select

Conduct unbiased and thorough Interviews with your shortlist of candidates. Ensure to check references according to a set format

### 4. Set up for Success

If you have come this far, ensure your on-boarding processes don't



## STEP 1 - SCOPE

Here are the 3 main stumbling blocks:



Not profiling the position  
in detail and clearly



Only focusing on skills  
and qualifications



Offering a salary that is  
not compatible with the  
marketplace

**Prepare an in-depth job description that answers the following questions:**

- ◀ What key responsibilities will the employee have?
- ◀ What are the success indicators of each key responsibility?
- ◀ What skills, abilities and qualifications are required to succeed in the role?
- ◀ What essential characteristics and traits that the role requires?
- ◀ How does this role fit within your business structure?

### Don't chase pink unicorns

Ensure you research the 'market value' for the position you are looking for and make sure your offer is compatible.

Remember, the best people are already employed and would seldom consider conditions and pay that are less than their current arrangement.



## STEP 2 - SOURCE

When it comes to sourcing for the right candidates to apply for your vacancy, there are two things to get RIGHT.

Your Pitch and your Marketing Strategy

How to attract and where do you find the right candidate? This all boils down to the power of marketing. How are we going to entice the right people to apply and how will we reach candidates that are NOT actively looking?

### Write a killer Job Ad

A job advert has always been a marketing pitch. However, in today's environment, it needs to get noticed among a tsunami of information. Dull adverts that sounds like a cut-and-paste from a position description, will simply not engage top-talent, and last minute, hastily prepared adverts will rarely hit the mark. Generally, an ad should be 400 to 600 words.



### Marketing Strategy

Identify the right sourcing strategy based on the position you are looking for. Remember to spend time on the planning of this as there is no 'one size fits all'.

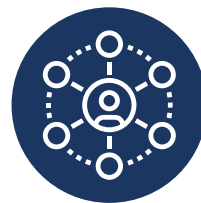
Here are a few known ways to consider:



Job-Boards



Facebook, LinkedIn,  
Snapchat, Twitter and  
other Social Media



Utilise your  
Professional Network



Tap into existing pools  
of Candidates i.e.  
Recruitment agencies

Also consider what generation you are typically recruiting for. Gen X, Millennials or iGen are attracted to different messages and use different forums.

## STEP 3 - SELECT

### The 3 keys to conduct a successful interview:

#### 1. Aim

Identify the right person to progress into the interview stage, know what skills and attributes you are requiring for the position.

#### 2. Preparation

Organise yourself for the interview day, do preliminary reference checks, make sure you study the CV prior to the interview.

#### 3. Structure

Setup a template with specific and relevant questions to make sure you ask each applicant the same questions.



An interview is a two-way exchange of information. Make your candidates feel at ease and encourage them to ask questions. Avoid abstract questions for the sake of seeing how they react. Always keep it relevant to the role.

### Avoid the 3 most common background check errors:



Not conducting any reference checks



Not establishing the authenticity of referees



Relying on 1 reference check only

Whilst it's not illegal to check people's social media profiles, to make hiring decisions based on discriminative grounds are, including a person's age, race, sexuality or whether the applicant has children or intends to have children. These are all subjects that may be found online, but would be unlawful to incorporate in your decision making

## STEP 4 – SET THEM UP FOR SUCCESS

How a new employee is introduced to their workplace has a profound impact on your success of retaining them.

Understand that the onboarding process is critical, yet many organisations ‘drop the ball’ at this stage, relying on new team members to work it out as they go.

**A strong onboarding process** should include a robust induction process as well as on-the-job training over time. Don’t make the mistake of dumping a tsunami of paperwork and manuals on your new recruits as your only means of on-boarding.

### What are the 5 outcomes that an Onboarding Program should achieve:



Establish rapport



Clarify job role and responsibilities



Introduce the organisational culture



Familiarise employees with conditions of employment, facilities and amenities, policies and procedures, whilst avoiding information overload



Outline the organisational Vision and Mission

**An effective employment contract** is key to putting a new relationship on a solid footing – Don’t leave this to chance!

Following this 4 Step Recruitment Hack Checklist will give you a better chance to attract, recruit and retain your exceptional staff.

### ***Vlasta Eriksson***

The people connector, who understands the heartbeat of a business and who to target, helping you tap into the right talent pool quicker and more effectively. She is best known as a founder and director of Signature Staff. Established in 1998, Signature Staff is the only Far North Queensland Company that provides a 360-degree Workplace Service, helping businesses with Recruitment, Retention and Compliance.