



Recruitment: Bumper to Bumper

Fact: You Are Not Alone

Common Recruiting and Retention Obstacles

- 0 **Market-specific conditions**
- 0 **No qualified internal/external candidates**
- 0 **Marketing tactics**
- 0 **Reputation**
- 0 **Unrealistic position expectations**
- 0 **Inability to flex (What does the market bear?)**
- 0 **Competition**
- 0 **The candidate experience**
- 0 **Band-aid solutions – need to hire yesterday**
- 0 **Multi-generational workforce**
- 0 **Unwillingness to hire and train junior candidates**

Deer In Headlights



Panic!



- No internal candidates
- No leads on external candidates
- No recruitment strategy or process
- Minimal resources (\$, people, recruitment tools)
- Lack of skills (networking, sourcing, interviewing, negotiating, qualifying)
- Conflicting priorities (This is not your day job.)
- No time

Two Approaches to Hiring

Reactive Hiring
Act of God

Proactive Hiring
Anticipating and
Planning



Cormack
Recruitment

Talent Acquisition Experts.

Recruitment Defined

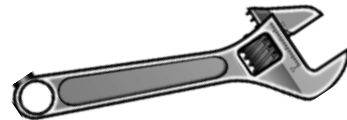
Hiring and retention are the results of recruitment strategies and processes that support intended outcomes.

Front Bumper:
Your Recruitment Philosophy



Recruitment is the responsibility of **everyone** in an organization. It is the **perpetual** process of multiple stages which lead to hiring and retaining employees.

The Mechanics of Recruiting: Your Recruitment Process



Recruitment is the responsibility of everyone in an organization. It is the perpetual **process** of **multiple stages** which lead to hiring and retaining employees.

Recruitment Stages

- 0 Assess and analyze current situation
- 0 Determine who will be involved in the recruitment process
- 0 Develop position profile
- 0 Consider internal candidate options
- 0 Marketing (internally/externally)
- 0 Shortlist Resumes
- 0 Pre-screens and interviews
- 0 Background checks
- 0 Offer
- 0 Employee Integration
- 0 3-month probationary review

Revved Up And Ready To Go.
You've Hired, Now What?

Recruitment is the responsibility of everyone in an organization. It is the perpetual process of multiple stages which lead to hiring and **retaining** employees.



You've got 'em. Let's keep 'em!

Managing Employee Retention

Supports

Future Hiring Needs

1. Integration; on-boarding and orientation
2. Training
3. 3-month probationary review
4. Career planning
5. On-going training and development
6. Regular reviews
7. Career succession
8. Repeat steps 4 – 7 again and again..

Rear Bumper: Outcomes

Definition: Hiring and retention are the results of recruitment strategies and processes that support **intended outcomes**.

- 🔊 Reputation – employer of choice
- 🔊 Reduce work interruption/improve productivity
- 🔊 Impact employee moral and retention
- 🔊 Stabilize your work-force
- 🔊 Reduce costs/improve bottom line



Summary

- Common recruiting obstacles
- Proactive vs. reactive recruiting
- Defined recruitment
- Recruitment philosophy
- Recruitment stages
- Employee retention
- Intentional outcomes

The End of the Line



Q&A