



Recruitment Foolproof your hiring process

Hiring new employees can be one of the most time-consuming processes that a business can go through. Advertising, collating/ filtering responses, background checks, interviews... it's no surprise that by the time the process is coming to an end, recruitment decisions can be forced and rushed. All that time spent on the recruiting process, to end up with an average employee who doesn't quite tick all the boxes. Sound familiar?



STORY

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“Hiring people is a form of investment, you must do your research and make sure you’re spending your resources on the right candidate.”

GLENNY LEWIS, RECRUITMENT CONSULTANT

Every day across New Zealand many businesses are making poor recruitment decisions. Ensure you’re not one of them by putting some thought into the hiring process in advance.

Getting it right from the start means fully understanding your business culture, the needs of the business and the role that you need to fill.

Most employers will agree that recruiting people is a difficult task and often underestimate the time needed and skill involved in the steps from start to finish. Whilst there is no guaranteed process for successful recruitment, understanding the obstacles and potential issues that you as an

QUESTIONS TO THINK ABOUT BEFORE YOU MOVE INTO THE HIRING PROCESS:

- **What does the business need to move forward with its strategic goals?**
- **What competencies will enable this person to be successful?**
- **What key accountabilities does this role have?**
- **How do they need to fit into your business?**
- **What does it feel like being in the team?**
- **Are you replacing an existing employee as is, or re-allocating existing team work functions?**

employer might face will help you to prepare for the hiring process. Here is a list of some of the most common hiring pitfalls and some ways to overcome them:

Making a quick decision on 'gut feel' only

In some cases, working on instinct can be a great thing, but if this is all you have, then you're not being strategic in your decision making. To avoid this being your only filter, ensure you have asked yourself the above questions and that you understand your organisation's strategic plan to give you a better checklist to work from.

Choosing candidates who don't fit the company culture

Interviews alone can be very subjective and open to the biases of the interviewer. In order to decide if the interviewee would fit with your culture you need to dig a little deeper. The process should expand well beyond a quick chat and could include additional processes such as behavioural/competency-based interviews, informal meetings with various managers, psychometric testing, coffee outside the workspace, meeting the team, presentations and robust reference checks. These are all potential ways to ensure that you have as much information as possible to make an informed decision. Look at each step in the process as being a piece of a complete puzzle that needs to be assembled. The more you know about the person, the more confident you will be that they are the right fit for your company.

Ineffective job advertisements

The time you have to engage with the right candidate through your advertisement is very limited. People spend an average of 76 seconds with a job advertisement that matches their skill set and 14.6 seconds reading a position description. You must

make sure your advertisement is catchy and to the point, with enough information to help the person visualise themselves working within your business. You should be using your job advertisements to talk about why smart people want to work for your company. Describing what a day or a week in the job will be like can let the candidate imagine themselves in the role and get excited about it.

Not knowing where your target audience is

Understanding the demographic of the person you want to attract to the role is the first step towards knowing where to find them when advertising. Also consider other avenues than just recruitment websites as you might want to attract someone who is currently employed and not actively looking for a job. Social media, online advertising and magazine advertising are all great marketing platforms to reach a wider audience.

Managing the hiring process yourself?

Taking care of the hiring yourself can seem like the most cost-effective solution but it can be a time-consuming process. Not only will it be costly in terms of your time, it may take longer to fill the role, which can be detrimental to your team's workloads and business culture. Using a recruitment expert instantly gives you access to a talent pool of candidates and a range of tried and tested resources.

Your business is always about the people within. Why, who and how you employ can have the greatest impact on your business success now and in the future. Most businesses would say their greatest pain point is their people and their culture so don't be afraid to invest in making sure you have a foolproof recruitment process to attract the right kind of talent.

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