



# TIPS FOR GETTING MORE QUALITY CANDIDATES INTO YOUR PIPELINE

By Joe O'Connor, CEO

“To raise your company’s quality of hire, you need a hiring strategy designed to attract the best, not one designed to weed out the weak.”

Lou Adler, CEO of The Adler Group

Quality of hire is consistently noted as the most important metric for hiring managers and recruiters but is often one that repeatedly becomes compromised. This is in part due to the amount of time it may take to conduct a thorough review of past hires, processes and systems, but also because most of us become ingrained in a way of doing business, with the thought of making any changes being a daunting task.

However, taking the time to measure your quality of hire and assess the success of your recruitment efforts to attract those quality hires can result in a plethora of benefits, both short and long term.

- **Employee retention** increases as candidates are a better fit for the job and company.
- **Turnover costs** decrease as employees stay longer in the position or with the organization.
- **Employee engagement** increases when candidates are a good cultural fit at the organization.
- **Job satisfaction** improves as candidates are a better fit for roles from the beginning.
- **Productivity** increases as new hires are better equipped to handle their role.

Quick assessments can be conducted to gauge the effectiveness of your recruitment strategies and the quality of hires. [LinkedIn](#) provides a concise checklist of three ways to measure quality hires:

1. **Retention:** measure the rate of new hires staying vs. new hires leaving 90 days post-hire or within the first year of hire.
2. **Time to Fill:** measure the number of days it takes to fill the role.
3. **Hiring Satisfaction:** measure how satisfied hiring managers are with their new hire, on a scale of 0 - 10.

Additionally, other metrics to assess quality of hire include:

- **Ramp-up Time:** a new hire's time to full productivity
- **Job Performance:** can be measured by manager performance evaluations
- **Employee Engagement:** measured by the new hire's self-ratings
- **Cultural Fit:** can be measured by 360 ratings of the new hire's colleagues and managers

Making changes to improve your recruitment strategies with the goal to get more quality hires into your pipeline doesn't have to be a daunting task. While evaluating your process and making changes can be a long-term commitment, starting with smaller changes can begin to create a shift in the types of candidates that review your opportunities.



# TURN JOB DESCRIPTIONS INTO STORIES

**“A job posting is a marketing advertisement designed to attract people; it’s not intended to be a barrier to entry.”**

Lou Adler, CEO of The Adler Group

Reimagine the job description as a tool you can use to **attract** quality hires, not a bulleted list of skills and requirements with the goal to weed out candidates, rather than have them opt in. Capture the essence of each position by highlighting what the potential employee will be doing, learning and responsible for on a daily basis. Ask yourself, “why would a high-quality candidate want this role?”, and craft messaging with the answer in mind.

Embed traditionally lengthy lists of must-haves, skills and requirements into an authentic narrative. For example, instead of saying “*Must have 5 - 8 years of experience as an IT programmer*”, something like “*Use your programming experience in design, testing and spearheading new software to help propel our fast-growing business into new industries*” paints a more engaging and exciting picture of the position and responsibilities.

Quality candidates want to understand what it will be like to work for your organization on a day-to-day basis. They want to know what your brand stands for, how it gives back, what their colleagues are like and how management motivates employees. These elements can be easily weaved in your existing job description messaging or presented as a personal introductory narrative.



# HIRE COLLABORATIVELY

As one of the greatest innovators of our time, Steve Jobs, once said, “You need to have a collaborative hiring process.” Anything conducted in a vacuum is rarely effective, and the same goes for your recruitment process. Whenever possible, involve various levels of employees - from the C-Suite to the administrative staff - to define the role, qualifications and temperament needed for the job.

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Employees who work at varying levels will have different insights as to what is actually needed for the job, and how these skills relate to their work. This will go a long way in employee retention, as chances are, you’ll have hired someone who will integrate seamlessly at all levels for an optimal team dynamic.

According to Harver, 80% of hiring failures are due to a poor culture fit. While a new hire may meet all qualifications and requirements outlined in your job description, they still might not be a good fit for your organization. Understanding how the organization operates on a personal level will help you craft messaging that resonates with the right candidate and can also help during the interview process.



## ALLOW FOR A TEST RUN

Whenever possible, consider a trial day to gauge how candidates react to common situations and how well they connect with their potential colleagues. This will also allow you to verify their skill level, communication strengths or weaknesses and how they mesh into the organizational culture.

Additionally, this allows the candidate to see how they fit and what a typical day might look like. The application and interview process are a two-way street, and quality candidates will also be interviewing the company to make sure it is a place they see themselves staying at for the longer-term.

During these trials, make sure to be thoughtful as to what the day will look like and what you have planned for them. Make sure they are allowed a space to ask questions, connect with colleagues and managers and leave an opportunity to collect feedback and thoughts from your current staff.



VISUAL JOB DESCRIPTIONS ARE HERE!

If you would like to discuss ways to incorporate these tips into your VIZI recruitment efforts,

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