

Six Ways to Improve Your Hiring

If you are having problems hiring quality employees, you may need to take a close look at your hiring process for clues.

I had a client with just such an issue. Job searches would take weeks or even months to conduct. Expensive ad after expensive ad would be placed, producing a deluge of unqualified candidates. Multiple interviews were time consuming and did not seem to predict success as an employee. Once they even found a great candidate, but when it came time to offer him the job, they found they were \$30,000 apart in salary expectation!

These and other hiring issues are unfortunately commonplace. Let me tell you some solutions to these problems.

1. **Your job description doesn't make sense.**

If you don't know what you're looking for, you sure won't find it. Reduce the job description to a common-sense explanation of the responsibilities and goals of the position. Aim for a maximum of one page. Anything more shows a lack of clarity.

2. **Your job advertisement reads like an instructional manual.**

Make it stand out by describing why someone might want to work at your business – its' culture, what's exciting about it. Great candidates want to work for companies that have a strong sense of purpose. Capture their imagination.



3. You are attracting too many non-qualified candidates.

Qualify them up front, not after they come in the door for an interview. Always put three “must haves” in your ad, clearly and with emphasis. Include the salary range. Many employers shy away from this, but if you add “DOE” (Depending on Experience) then you will have flexibility to negotiate. Nothing is more frustrating than selecting a great candidate and then finding out that you are far apart on compensation.

4. Your hiring process is too slow.

Stringing along a great candidate for three weeks is unacceptable. Make sure you know what you are looking for (see Job Description). Get everyone on the same page. Focus. Have you ever tried bringing in four candidates in one day, having each of them interviewed by three managers in a round robin, and then selecting the best one at the end of the day? Try it.

5. You are afraid of making a bad decision.

Making the occasional bad decision is part of life (and business). To minimize bad decisions, have several people interview the candidate, and invest in psychological profiles, background checks and reference checks. Take your candidate to lunch. Would you enjoy working with this person?

6. Someone better might come along,

Maybe, maybe not. Focus on the candidate at hand, not the one who may come through the door. The best candidate might be the first, or the twenty-first. You never know, so compare each candidate to your pre-set hiring criteria. Do they have the skills to do the job? What is their motivation? Do they fit the company culture? If the first person you see is a great fit – hire them.

If you want to create an effective and successful hiring process, give us a call. Free yourself to move forward and build your team, not get bogged down in frustrating interviews and costly searches for the right candidate.