

Top Ten Recruiting Ideas (Things to Try Before Increasing Pay and Benefits)

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1. Set a goal to get more applicants than you need. If you have ten vacancies, have a recruiting goal of at least fifteen good quality applicants. If you only get ten applicants, there is no chance to be selective in hiring.

2. Consider outsourcing. The best staffing agencies will work with you to define your needs, will handle recruiting and screening for you, and will send you “temporaries” to try out before you hire them. If you don’t like them, they go back to the agency. Also consider outsource some of your work. Sometimes you can outsource an entire department: personnel, legal, payroll, accounting. Let someone else worry about recruiting and training, while you focus on your core business.

3. Be flexible. Consider people not in the workforce now such as retirees, the handicapped, new immigrants, and housewives.

4. Go beyond classified ads. Try some different ways to get the word out. Companies have reported success with radio ads, direct mail, advertising in another part of the newspaper (e.g. sports pages or women’s section), telerecruiting (where you become the headhunter and call people you would like to hire), posters, and even billboards placed along a busy highway.

5. Establish a close relationships with local schools. Volunteer to speak to students. Donate used equipment. Provide work/study programs or internships for high school and college students. This gives you an inside track on identifying good performers and getting your job offers accepted. The schools will often help by steering the best students your way.

6. Be alert for company closings and layoffs. Contact the human resources manager and suggest working together to find jobs for former employees. Also contact outplacement firms and let them know you are hiring.

7. Don't overlook job-placement services offered by your state employment service and local government. The local government employment and training programs are funded through the Job Training Partnership Act (JTPA) and operated by local Private Industry Councils (PICs). They refer qualified candidates to employers, train employees in basic and specialized skills and provide employment and training incentives. By hiring eligible candidates, for example, you may qualify for targeted job tax credits, on-the-job training dollars or other financial incentives that add

to your bottom line.

8. Give public information seminars. Increase company visibility and contact with potential applicants by sponsoring a seminar that offers useful information to potential applicants. One company held a seminar on how to get a job, covering topics like conducting a job search, writing a resume, and interviewing effectively. At the end, the seminar leader invited the attendees to meet with company interviewers to discuss job openings.

9. Make your jobs more attractive. Give employees a piece of the action through gain sharing, productivity bonuses, stock ownership and similar programs. These programs allow you to pay above the market rate without increasing starting pay. The incentive programs also help attract applicants with ambition and a strong work ethic. Upgrade your workplace. You may not be able to afford a new building, but your workplace can be clean, well lit, safe, and as comfortable as the nature of your business permits. The same goes for management practices. Treat your employees well, and the word will spread through the job market.

10. Set up an employee referral program. Pay a bonus for employees who find qualified applicants. Pay an additional bonus if the employee stays for six months.