

Member's Quarterly

Spring 2017 Edition

Perspective

What's New in Recruiting?

Back to the basics

In some ways the story says the same. Recruit, hire, train, repeat. There are still some major differences in the way we hire people today versus even a few years ago. Some of those changes have come about because of technology while others have been driven by the bottom line. One thing is very clear — the pressure on recruiters to get people in the door faster has increased dramatically over the last decade and that pressure is not likely to decrease any time soon. What are organizations doing to improve and streamline their staffing and recruitment processes?

Here are just a few of the trends that we've noticed in recruiting and staffing.

Technology is Your Friend

If you are not already using technology to help you win the war for talent, it's no wonder you are losing. Technology has not reduced the amount of paper we have to read and deal with. In some ways, it has increased the number of candidates that we have to screen and manage even for low level and administrative positions. That is not all bad news if you have the right technology. There are programs that will help identify, target and screen your potential employees while you are doing more important work. There are also HR Metric programs that will help you track and improve your hiring times and highlight problems in your retention strategy before they become a crisis. Take the time to review your technology periodically to see where you can improve.

It's Much Cheaper to Keep Them

We all know that it costs money to hire employees. What happens if you have to keep hiring people over and over again for the same positions? It's not just the cost of the recruitment process but also the multiple costs to the organization when the position is vacant. We don't always consider the costs to train and retrain employees. An American company recently estimated the costs of training an \$8 per hour employee as almost \$10,000 per employee turnover. For higher level employees it is way more than that.

Consider revamping your employee retention strategies. Make sure that your key employees are not only content and fulfilled at work, but that they also plan to stay with your organization.

A Multi-Generational Strategy

Numerous organizations are lining up at the university job fairs and even staked out on campus in an attempt to lure the best and brightest to the ranks of their employees. That's great, but how are you going to fill all the other holes in the organization? Smart employers are now looking at multi-generational recruitment strategies in order to meet their needs. That obviously includes hiring and training right from school, but it also means more internal recruiting and lateral transfers to complete their workforce. Even more interesting is the recruiting that is happening among older workers who suddenly have a new premium in a tight hiring market. These employees bring the added benefit of having the experience and sometimes corporate or industry memory that can be used to bring the younger generations up to speed. Don't overlook the baby boomers.



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A Flexible Workforce Strategy

Not only are the days of one career with one company over, so too is the likelihood that your employees will all remain full-time five or ten years from now. The shift to contract employees, freelancers and less than permanent employees has been going on for years. This phenomenon could rapidly increase in the coming years. Part of this is being driven by the desire for individuals to have more flexibility, but employers are also welcoming this trend as a way to reduce overhead, training, benefits and overall compensation costs.

Hiring more freelancers and contract workers may not just be a trend but a wave that lasts for many years to come. You'll want to catch this wave early rather than get swamped later on down the road.

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