

Member's Quarterly

Summer 2023 Edition

Ask the Expert

Innovative Recruiting: Finding What Works

The continuing search for the right options



Members
Quarterly
Staff Writer

Q | *What are organizations doing these days to improve the recruiting process?*

A | *Innovation seems to be an increasingly popular word and if you're not being innovative, exactly what have you been up to lately? If you were hoping that pesky 'I' word was going away, sorry. That won't happen anytime soon, particularly in management and Human Resources. One area that appears particularly targeted for innovation is the recruiting process.*

In some ways, talent acquisition is an easy place to innovate since things are always evolving. Everyone is looking for an advantage when it comes to recruiting and retaining the best and brightest talent. The way we recruit has changed because the way we communicate is drastically different from even a few years ago. If you want to reach potential recruits, you have to first find them. You find them by going where they are, usually on some social media network.

Innovative recruiting is not just about adopting the latest tool or technique because some of them will simply not work to get you the employees needed. It is also not following along with the crowd, even as we all start moving like a herd towards the newest social media trend. It is truly about finding the best technologies and strategies to help showcase your organization to the world, so that candidates will start thinking about you long before you start to actively seek them out.

Here are some ways that organizations are doing just that.

Going Undercover

Some companies are using a little espionage to gain insight into candidate skills and abilities that they may not be able to get out of just the interview process. This includes some American banks that send their recruiters out to other job sites to see how prospective candidates operate in their current occupations. This is particularly effective for positions like loan officers and others who have to deal with the public. They can see how the candidates perform in real life so that they get some insight about their possible performance and potential later on.

Employee Referrals

Employee referrals have long been a popular way for employers to lure good candidates to their organization. If an employee offers a good word about the company, their friends and contacts are much more likely to come on board as well, and to stay with the organization for the long term. The innovation in employee referrals includes social media referrals and additional incentives for employees to pass along good words about the company in their Twitter and Facebook postings. Some companies even run full in-house

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training and advertising campaigns to let employees know about the benefits of employee referrals and encourage them to become recruiters for the organization as part of their job. Your employees are your best ambassadors. Why wouldn't you give them the proper training to represent you to their world?

Find Them Where They Are

It has always been fair in love, war and the recruiting process to try and recruit people from the other side. This has led some companies to come up with imaginative ways to lure top talent from their competitors. One food service company did some research on their competition and found out where many of the staff from that company went for lunch and after work for drinks. Then they had coasters and napkins printed up with the name of their company on them and paid the bar and restaurant to stock them for a few weeks. They followed this up with direct contacts and were able to recruit several key employees over to their side.

Innovative Marketing

Start-up companies and others that need to find employees in a hurry often speed up their recruitment process by innovative or flash marketing. They find public ways to advertise their companies targeting mass transit like bus shelters in an area where some potential recruits may already be working. They then supplement this by social media buys like Twitter Blasts or ads on Instagram. Others combine a recruiting campaign with a branding exercise if they want to update or refresh their brand name in the marketplace. They see no lines between the company they want the public to see and the organization that employees would like to work for.

Identifying Hidden Candidates

After all normal recruiting measures and methods fall short, many turn to innovation as a necessity. This could include trying to find the hidden candidates that may be deep beneath the surface or right under their noses. One very interesting approach was taken by Google who has having trouble recruiting enough computer engineers. They actually put up a billboard with a complex puzzle to solve. Only those like qualified computer engineers would be able to solve that puzzle. When someone did, they unlocked a code to a secret website link that led them straight into the Google recruiters.

In order to not only survive but thrive in this most competitive marketplace, you must stay well ahead of the pack.