

HR & Training News

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Developing People
Creating A Competitive
Advantage

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WHAT DOES YOUR HIRING PROCESS SAY ABOUT YOU

ABSTRACTED T&D MAGAZINE MAY 2007

The impressions created during the hiring process will make or break the candidates' decision to come and work for you.

A recent study, Slugging Through the War for Talent: Selection Forecast 2006-2007, revealed that bad impressions during the hiring process lead to negative perceptions of your organization.

Organizations aren't taking the care they need to leave the best impression on potential hires.

The following five strategies are consistently employed by organizations with successful selection systems.

- **Foster Pride.** One of the best strategies is the employees you already have. Your employees are your best ambassadors. Those who are

proud of their workplace will spread that pride, creating a strong statement about your employment brand that both attracts and retains talent.

- **Be realistic about the job.** New hires with realistic expectations are a superior long-term payoff. Communicating your unique benefits as an employer and providing a realistic preview of the position, helps attract and retain the people who are really interested.
- **Turn hiring managers into ambassadors.** The majority of candidates surveyed said that their impression of the interviewer was a top motivator to accept or reject a job.

With your organization's reputation on the line, it's important that anyone who talks to candidates as part of your selection process is properly trained.

- **Set new hires up for success.** The survey showed a correlation between successful onboarding and high retention rates, proving that a little bit of work with a new hire will prevent a lot of work with a rehire.
- **Make room for growth.** The opportunity to learn and grow is the number one thing job seekers want in a position besides salary and benefits. The lack of advancement opportunity is high on the list of reasons people leave.

The Ten Things Job Seekers Want

1. Opportunities to learn and grow
2. Interesting work
3. A good manager
4. Organizational pride
5. Opportunities to advance
6. Promise of stability/job security
7. A creative positive work culture
8. A compatible work group
9. Balance between work and personal life
10. Opportunity for accomplishment



8 Negative Interviewer Habits

1. Acting as if there is no time to talk to me.
2. Withholding information about the position.
3. Turning the interview into a cross-examination.
4. Showing up late.
5. Appearing unprepared for the interview.
6. Asking questions unrelated to job skills.
7. Asking personal questions.
8. Talking about themselves instead of the candidates qualifications.

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Stocking Your Talent Pool Abstracted HR Magazine April 2007

Keeping great candidates hooked until a position opens is a good business strategy.

By staying in continual contact with the high-potential candidates, you create a pool to draw upon when openings occur.

Relationship databases can keep candidates interested and engaged until you need them.

Many of today's applicant management systems contain a candidate relationship module.

Candidate databases are similar to customer relationship management systems.

The beauty of the candidate database systems is that all the resources the company expended to identify and attract candidates, creates a pool of talent that is proprietary. Determining who is database-worthy is determined by each employer. Some automatically screen every applicant or web site visitor who leaves information and meets minimum qualification, others

prescreen, putting in only those that meet certain competencies and levels of interest.

What makes these systems most valuable is their ability to open up proactive communications with top prospects on a regular basis. This might include newsletters, and regular job listings tailored specifically to candidates. Hard to fill positions are especially suited to these systems and way of recruiting.