



Powerful Staff. Powerful Solutions

## HIRING THE BEST TALENT

TALENT: A *recurring* pattern of thought, feeling or behavior that can be proactively applied.

**EXCELLENCE IS IMPOSSIBLE WITHOUT TALENT**



Companies are not just seeking employees, but are searching for the **TALENT** that can help to grow and improve their business. There is a real war for talent and the competition is fierce. When a company is unable to hire the talent that is needed, the following problems arises:

- a. **Employee morale diminishes.** This occurs significantly in two groups. The first group is the human resources team. When a potential employee drops out of the process after weeks of interviews, the entire cycle restarts. While this is an expected occurrence, a company must evaluate their interviews to hire ratio to determine how often this occurs and why. The second group is the team at the store or department that is managing additional workload for an extended period of time because of employees' shortage. These employees also go through a consistent shifting of dynamics when new employees are not retained.
- b. **Higher cost per hire.** If the department is unable to minimize the number of first and second interviews to offer percentage, the cost of hire increases. Additionally, manpower hours are extended, including the cost of interviews, such as travel and career fairs.
- c. **Company's reputation bruised.** If a company is unable to hire and retain the right talent, it quickly acquires a reputation for turnover, making it less desirable to top talent. This, in turn, weakens the company brand.

**Below is a list of elements and strategies that, if utilized cohesively, will assist in hiring better talent.**

1. A clearly defined job description detailing the responsibilities and requirements for the position.
2. Build your ideal employee profile. Locate your top performers and determine what qualities and characteristics are needed. There are several utilities available that can also assist in building your company profile and testing applicants against this profile.
3. Disclosure of key elements of the position, such as a new or troubled store, multi-location position where an employee must contribute to several stores, out of state training requirements, etc.



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4. Partnering with a well known recruiter for your niche and market. Your recruiter should know all the key players in the market.
5. Complete a salary survey every two years. We recommend a comparison check on compensation packages compared to competitors every two years; rounding out the compensation package with great benefits such as 401K matching, medical, vision and dental insurance.
6. Updating the company website with information about working for your company, employee testimonials, employees' day in the life, etc.
7. Removing filled positions from job boards and corporate website. Similar to number 2 above, a company that always has the same opening, for the same position in the same market, is unappealing to talented employees. It has been stated that most serious applicants will view a company website before choosing to send a resume. Many applicants also monitor the opening.
8. **YOUR RESPONSE TIME IS CRITICAL.** Without hampering the quality of your interviewing cycle, it is essential to contact candidates that apply within 24 to 48 hours. It is also imperative to keep in communication with your recruiter and candidate updating both parties on any changes with availability or the position.
9. **Interviews are bi-directional.** In as much as the company is interviewing the candidate, the candidate is interviewing the company. All members involved in hiring should present a good image, show sincere interest in the candidate, keep promises and meet deadlines. The candidate may also visit the site, so it is essential that a good impression is always made.
10. **Complete all checks and balances.** The interviews are just one tool that helps to determine if the candidate is a fit for your organization. Complete professional reference checks, comprehensive background checks, psychological and performance testing to determine if there is indeed a match. Inviting the candidate to a mock day on the job is also a great tool to see if the candidate will integrate well with the team and environment.
11. **Present your best offer.** Even after discussing money on the first interview, a candidate may have situational changes during the interviewing cycle. We recommend discussing salary at multiple stages, and being prepared to make the candidate the best offer – your competitor's will. The candidate should also be educated on how to calculate an offer, using all factors such as distance to the job, benefit package, bonus potential, hour requirements, paid days off and growth potential. This can be done by either a member of HR, an operational manager or utilizing your third party recruiter.
12. **Prepare to offer incentives.** This can include sign-on bonuses, relocation assistance, company car etc. Perks and incentives are especially needed to attract middle to upper managers.

Hopefully, the tips mentioned above have provided further insight into how to attract and hire the best talent. Pioneer Staffing is a specialized outsourcing agency that provides employment and staffing services in the restaurant, retail and hospitality industries. We are able to outperform our competitors by providing quality staffing solutions at competitive rates. You can learn more about our company by visiting our website at <http://www.pioneerstaffing.com> or contacting our sales department by calling **866-727-2548 x107**.