



## **Recruitment Strategy - regular reviews are key to successful hires**

When did you last review your recruitment strategy? Do you, as a leader of your business, even know what that strategy is? Who is accountable and responsible for deciding how, when and where you recruit?

Do you regularly meet with your HR and Business Partners to ensure you are all focused on the right goals and outcomes? All questions that indeed may question your whole recruitment strategy and process.

Finding the best possible people who can fit within your culture and contribute in your organization is a challenge and an opportunity. Keeping the best people once you find them is an even greater challenge, but one that can be made simpler if you have the right recruitment strategy in place and follow an effective process.

Here are a few tips to help you improve your recruitment strategy, find the best talent in the market place and hold on to your best people:

### **Improve Your Candidate Pool When Recruiting Employees**

Companies that select new employees from the candidates who walk in their door or answer an advert in the paper or online are missing the best candidates.

They're usually working for someone else and they may not even be looking for a new position.

The best talent is often passive talent; that is, they are not in the active market place, not immediately visible and sometimes do not even know that they may be unhappy in their present role.

- Invest time in developing relationships with university placement offices, recruiters, and Executive Search firms and enable current staff members to actively participate in industry professional associations and conferences where they are likely to meet candidates you may contact in the future.
- Use professional association websites and magazines to identify professional staff in your sector and work with Executive Search firms to establish relationships with potential employees.
- Look for potential employees on social media sites and encourage your Recruitment Partner or Executive Search firm to build relationships and establish a candidate pool that you can approach using their industry sector expertise.

The key is to build your candidate pool before you need it.

### **Look at In-House Candidates**

Providing promotional and lateral opportunities for current employees positively boosts morale and makes your current staff members feel their talents, capabilities, and accomplishments are appreciated. Always post positions internally first.

Give potential candidates an interview. It's a chance for you to know them better. They learn more about the goals and needs of the organization. Sometimes, a good fit is found between your needs and theirs.

### **Be Known as a Great Employer**

Take a look at your employee practices for retention, motivation, accountability, reward, recognition, flexibility in work-life balance, promotion, and involvement.

These are your key areas for becoming an employer of choice.

You want your employees bragging that your organization is a great place to work. People will believe the employees before they believe the corporate literature.

### **Pay Better Than Your Competition**

Yes, you do get what you pay for in the job market. Survey your local job market and take a hard look at the compensation people in your industry attract. You want to pay better than average to attract and keep the best candidates.

## Use Your Benefits to Your Advantage when Recruiting Employees

Keep your benefits above industry standard and add new benefits as you can afford them. You also need to educate employees about the cost and value of their benefits so they appreciate how well you are looking out for their needs.

Flexibility is treasured by employees and the opportunity to balance work with other life responsibilities, interests, and issues is fundamental in today's busy society. You can't be an employer of choice without a good benefits package that includes standard benefits such as medical insurance, retirement, and dental insurance.

These are just a few of the key elements for a successful recruitment strategy that can ensure you are a supplier of choice and employ the best talent in the market place. But there are many more you can include to align with your individual company culture and objectives.

*DSA are experts in improving recruitment strategy through many years of experience with SMEs, family owned businesses and global corporations.*

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