To receive codes for the recertification credits, plan to attend all 60 minutes of this webinar.

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thread Insight

Recruiting & Hiring Great Employees

Presented by
Marisa Stoll, SPHR

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What do we mean when we say "recruiting and hiring?"
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Agenda
Pre-Recruiting
Attracting Talent
Tracking Applicants
Screening Applicants
Preparing for the Interview
The Interview
Following Up
Q & A
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Pre-Recruiting

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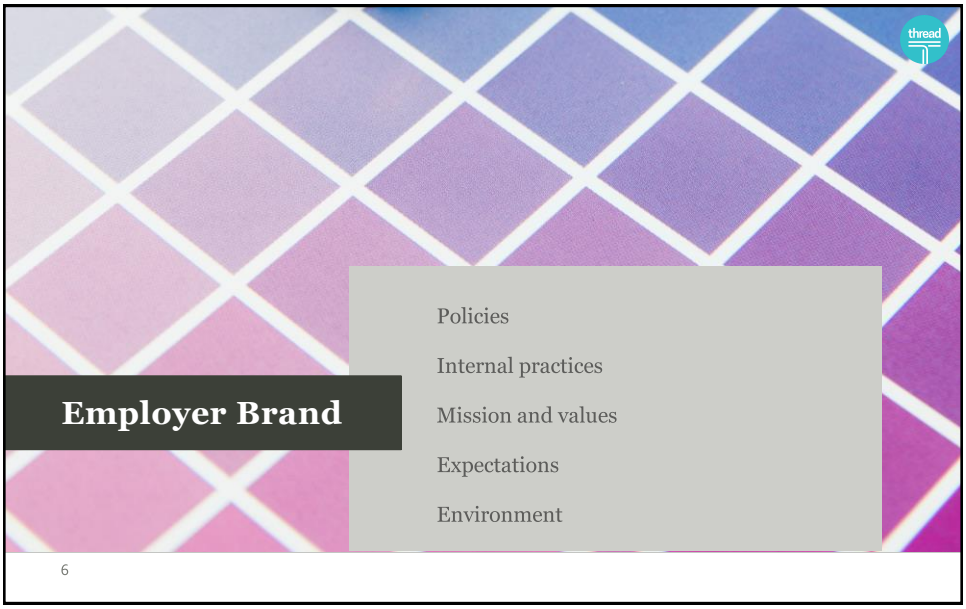
Employer Brand
Policies
Internal practices
Mission and values
Expectations
Environment
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6

Consider Your Talent Pipeline

- Your current employees
- Getting involved with industry groups and activities
- Getting the company name out to the public

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Needs Assessment

- Evaluate necessity of position: new positions vs. vacancies
- Consider impact on the duties of other positions
- Review the strengths and weaknesses of the manager and team
- Determine budget guidelines

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Components of a Job Description

- Primary roles and duties
- Other essential functions
- Minimum requirements
- Physical requirements
- Employer protections (EEOC statements, at will, etc.)

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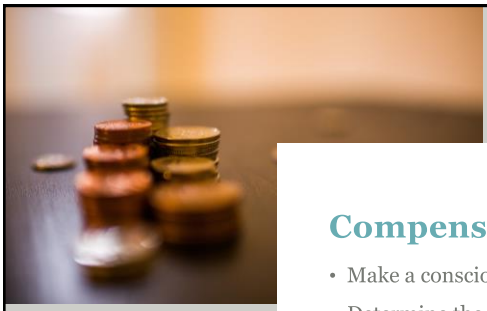

Compensation

- Make a conscious decision to lead, match, or lag
- Determine the market: industry and location
- Remember compensation is not just salary

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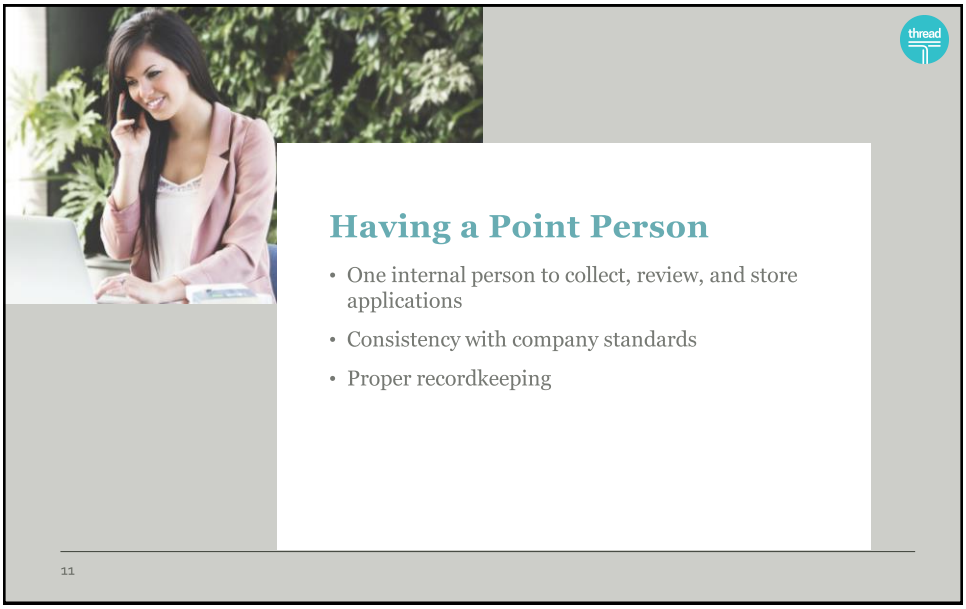
Having a Point Person
• One internal person to collect, review, and store applications
• Consistency with company standards
• Proper recordkeeping
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Attracting Talent

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Job Postings
• Identify why someone would want to work for you
• List minimum requirements and essential functions
• Decide whether to post pay
• Link to job description
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Additional Methods
• Professional Recruiter
• Staffing Agency
• PEO/ASO
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FOR HIRE
thread
Considerations For Where to Post
• Costs
• Response volume
• Response quantity
• Past recruitment outcomes
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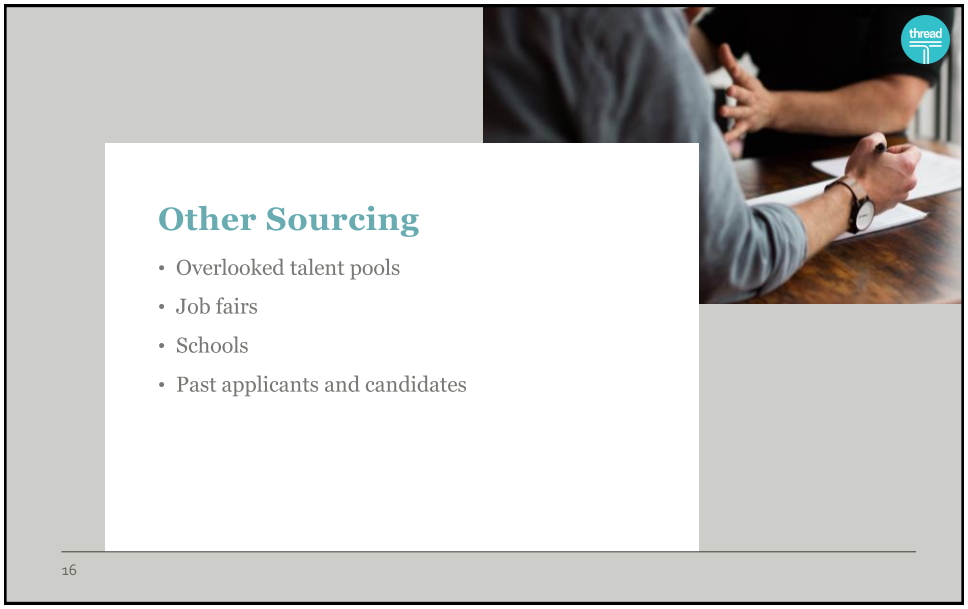
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Other Sourcing
• Overlooked talent pools
• Job fairs
• Schools
• Past applicants and candidates
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Benefits

Core:

- Insurance
- Retirement contributions
- Paid time off program

Fringe:

- Flexible hours
- Telecommuting
- Commuter benefits
- Discounts

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Tracking Applicants

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Recruitment Software

- Useful tool to accept and sort applications
- Consider the application questions in conjunction with the position
- Unable to screen for personality and company culture fit

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Screening Applicants

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Verifications

- Education
- Certifications and licenses
- Dates of employment
- Position title
- Accuracy of candidate-provided information

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Preparing for the Interview

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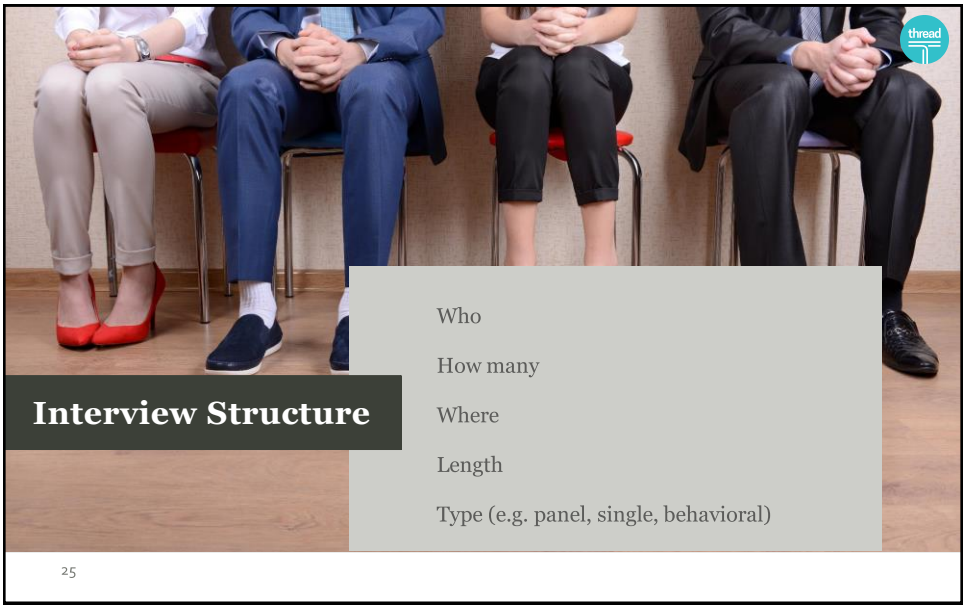
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Interview Structure
Who
How many
Where
Length
Type (e.g. panel, single, behavioral)
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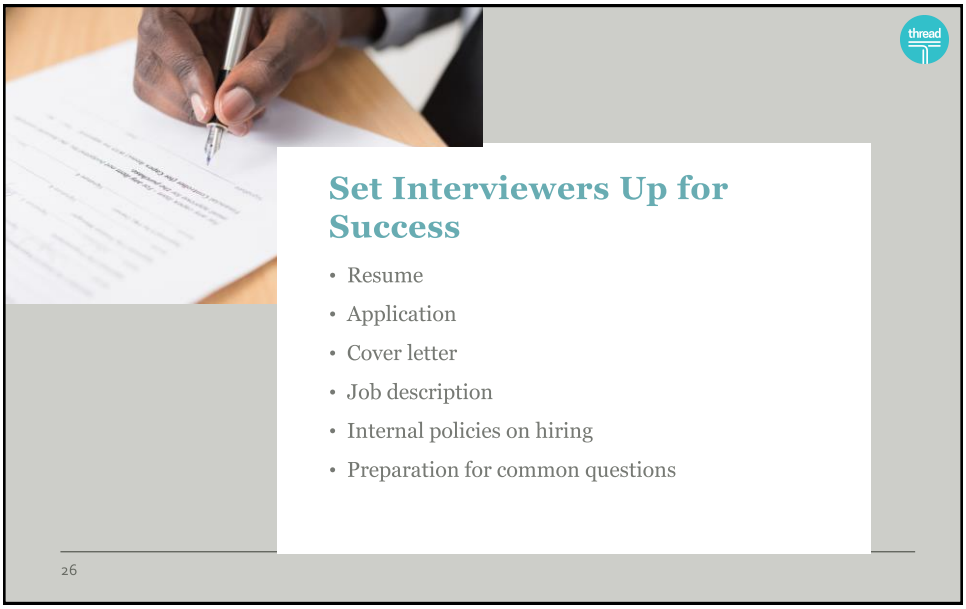
thread
Set Interviewers Up for Success
• Resume
• Application
• Cover letter
• Job description
• Internal policies on hiring
• Preparation for common questions
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Questions that Focus on the Job

Avoid unintentional discrimination. Don't ask:

- "Do you have reliable childcare?"
- "How old are you?"

Use open-ended questions. Try asking:

- "How would your coworkers describe your work style?"
- "How do you best manage your time and priorities?"

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The Interview

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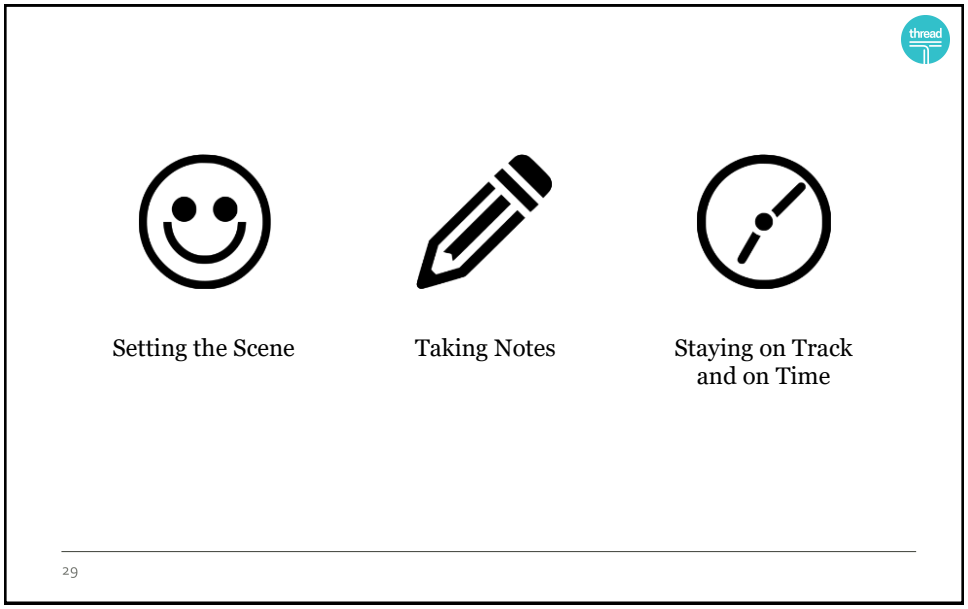
Setting the Scene
Taking Notes
Staying on Track and on Time
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Discrimination in Interviews
• Focus on the essential functions of the job
• Work with interviewers to restructure potentially dangerous questions
• End or redirect answers that are out of line
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KEEP
OUT
Common Interview Biases
• Stereotyping
• First Impression
• Halo/Horn effect
• Contrast effect
• Cultural Noise
• Similar to Me
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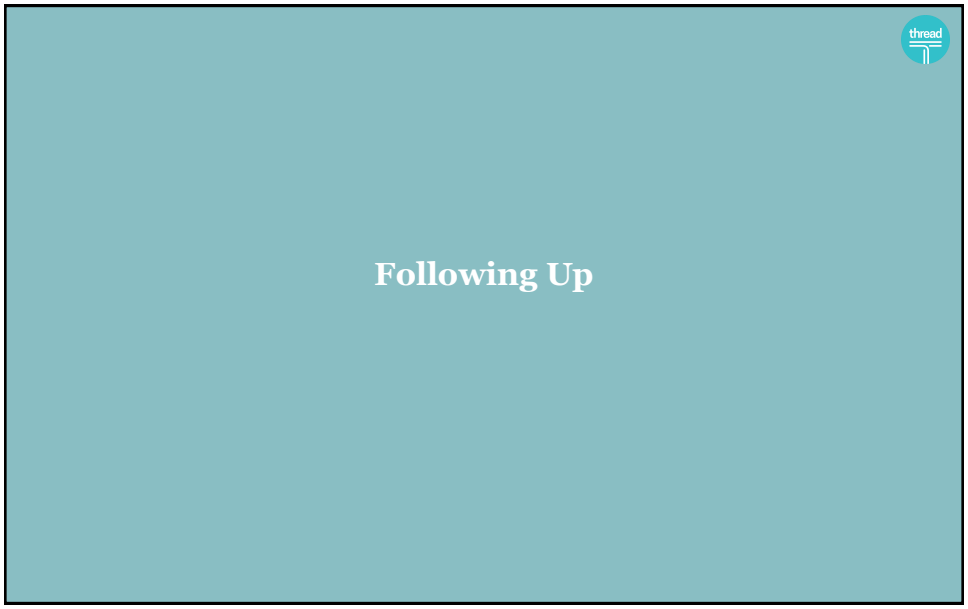
Following Up

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thread
Reference Checks
• Obtain a reference check for every candidate
• Contact at least one manager and one coworker
• Refrain from gossip—stick to the job duties
• Ask about work style and attitude
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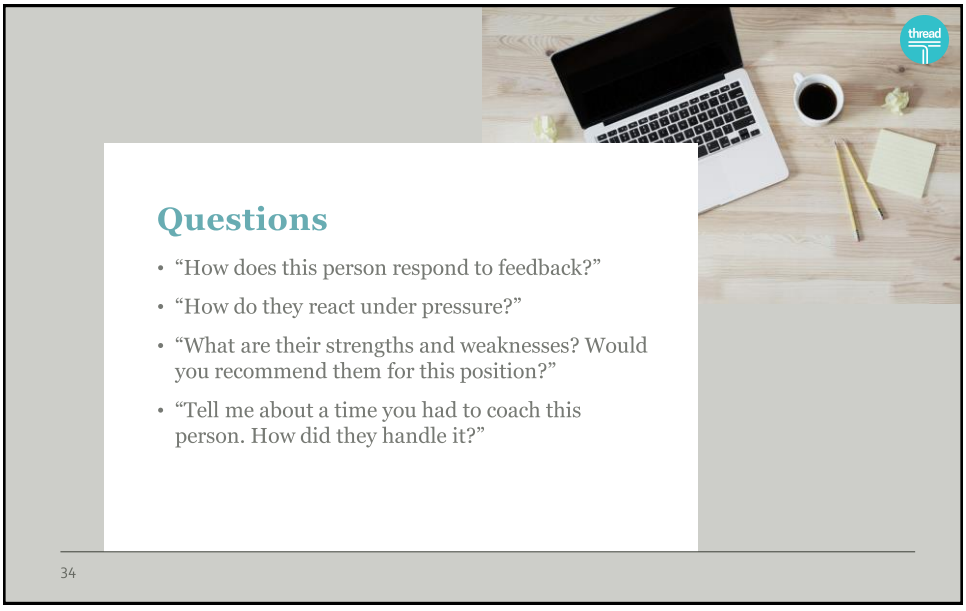
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Questions
• "How does this person respond to feedback?"
• "How do they react under pressure?"
• "What are their strengths and weaknesses? Would you recommend them for this position?"
• "Tell me about a time you had to coach this person. How did they handle it?"
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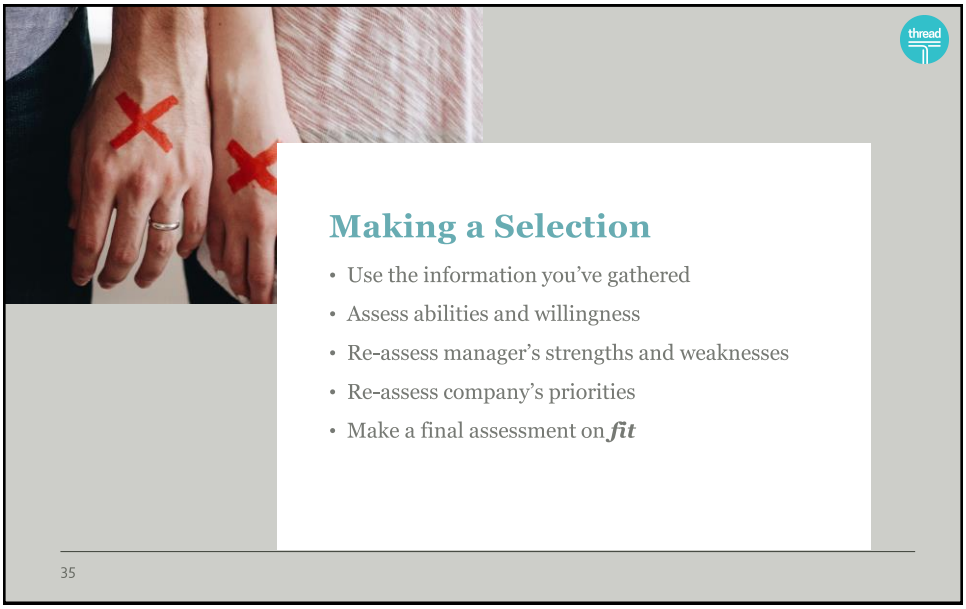
Making a Selection
• Use the information you've gathered
• Assess abilities and willingness
• Re-assess manager's strengths and weaknesses
• Re-assess company's priorities
• Make a final assessment on *fit*
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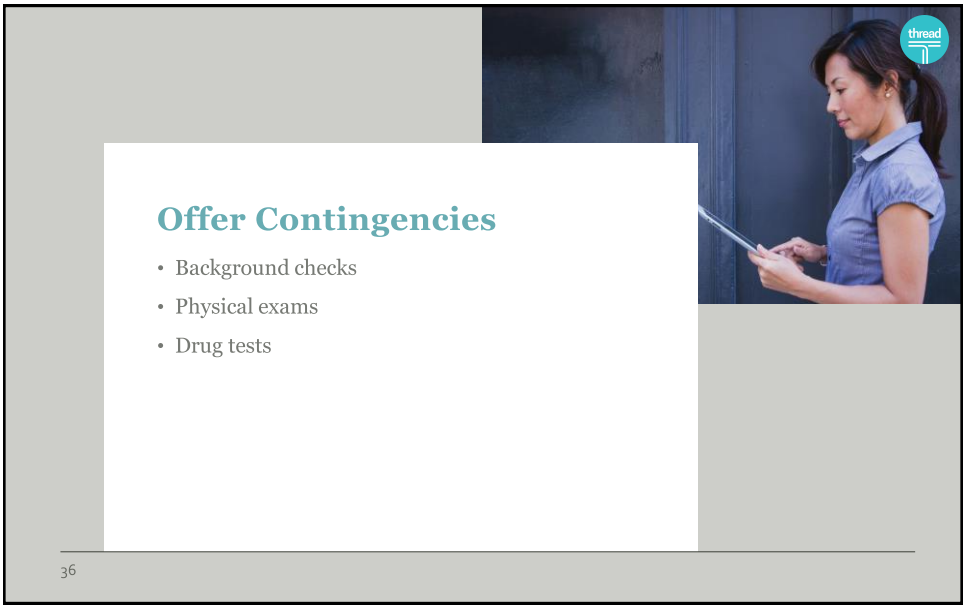
Offer Contingencies
• Background checks
• Physical exams
• Drug tests
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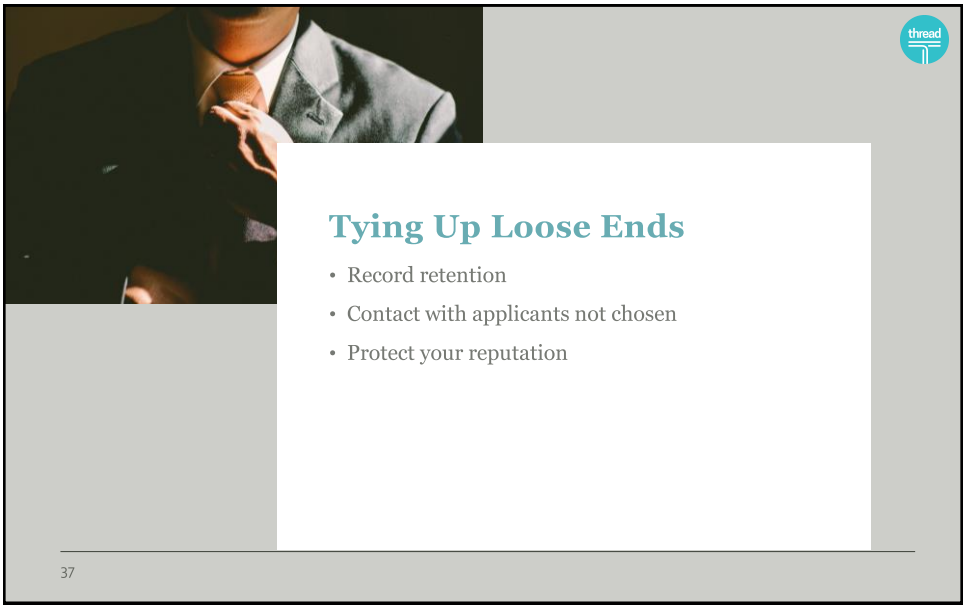
Tying Up Loose Ends
• Record retention
• Contact with applicants not chosen
• Protect your reputation
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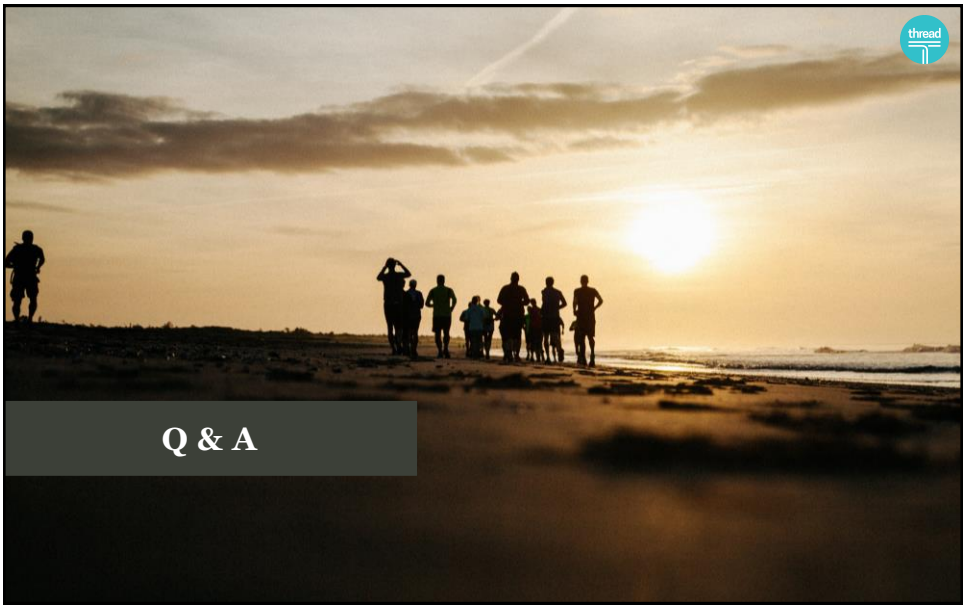
Q & A

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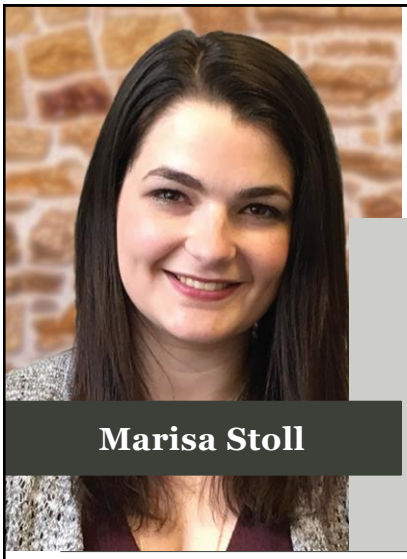

Marisa Stoll

thread Insight

SPHR | HR Specialist

Marisa has experience working in a wide variety of HR areas, including payroll, staffing, and on-/ off-boarding. She has worked at both national and local companies, in a wide range of businesses and industries. Marisa earned her B.S. in Business Administration and Communications from the University of Oregon. She loves watching football and basketball, volunteering and spending time with her two dogs.

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