

The Science and Art of Recruiting

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Agenda

- ✦ Astrix Technology Overview
- ✦ Science of Recruiting
 - ✦ Recruiting Process
- ✦ Art of Recruiting
 - ✦ Recruiting Finesse & Approaches
- ✦ Discussion & Questions

Core Competence

Provide Staffing and Technology Solutions
To The Scientific Community

Practice Areas

- Staffing & Recruiting
 - Contract
 - Contract-to-Hire
 - Direct Hire
- Business Process Re-Alignment
 - Workflow Analysis
 - Best Practices
- Technology
 - Evaluation of Processes and Requirements
 - Evaluation and Integration of COTS Products

The Science of Recruiting

“The Process”

- ✦ **Identify, Interview & Hire**
- ✦ Recruitment Plan & Strategy
 - ✦ Create a detailed job description
 - Duties/Responsibilities
 - Qualifications
 - Demands of the position
 - Intangibles
 - ✦ Determine mediums to be used
 - Internal and external sources
 - ✦ Develop a timeline and interview schedule
 - ✦ Be flexible
 - Evolve the job description
 - Know skills needed and those desired

Recruitment Sources

➤ Internal Sources

- Current staff
- Promotions
- Employee Referrals
- Intranet postings
- Recruiters

➤ External Sources

- Job Boards
- Newspaper Ads
- Professional Societies
- Recruiting firms

Recruiting Funnel I

- Candidate Selection
 - Sorting qualified resumes
- Phone Screen
 - Criteria for position
 - Criteria for candidate
- In-person Interviews
 - On-campus interviews
 - Site visit interviews
 - Seminar for senior candidates
- Interview committees
 - Managers and Decision-makers
 - Peers



Recruiting Funnel II

- Follow-up Calls Interviews
- Reference Checks
 - Multiple references
- Offer
 - Closing the candidate
 - Negotiation of Salary
 - Relocation
- Pre-employment Screen
 - Start date



Recruitment Strategies

- One of the most (*if not THE most*) important step in the recruiting process
- Why do you need to have one?
 - Focuses efforts on the big picture
 - Allows the recruiting function to meet its stated goals
 - Larger economic impact on business
- All strategies fit into two categories:
 - **“You Find Us”** (*Reactive*)
 - **“We Find You”** (*Proactive*)

The Art of Recruiting “The Finesse”

- Recruiting is a skill; it is learned and perfected
- Complete involvement required from all internal decision makers
 - Hiring Manager, Directors, Peers & Human Resources
- Know your targeted hire – particularly by demographics

Top Five Attraction Drivers Across the Generations in the Workplace

Rank	Ages 18-24	Ages 25-34	Ages 35-44	Ages 45-54	Ages 55 & Older
1	Career Advancement	Competitive Base Pay	Competitive Base Pay	Competitive Base Pay	Competitive Base Pay
2	Competitive Base Pay	Career Advancement	Challenging Work	Challenging Work	Challenging Work
3	Learning & Development Opportunities	Challenging Work	Career Advancement	Convenient Work Location	Convenient Work Location
4	Challenging Work	Learning & Development Opportunities	Convenient Work Location	Vacation/Paid Time Off	Competitive Retirement Benefits
5	Flexible Schedule	Flexible Schedule	Flexible Schedule	Flexible Schedule	Reputation of organization as good employer

“You Find Us” Approach

- Job fairs
- Ads on job boards and in newspapers
- Billboards or “we’re hiring” banners
- College hires at on-campus career events
- Walk-in applications at physical locations
- Corporate career sites
- Employment branding

“We Find You” Approach Relationship Building

- Referrals
- Cold calls
- Temp to hire Mentor recruiting
- Target top performers at competitors
- Recruiting firms
- Technical contests
- Professional association lists
- Internet networking – LinkedIn, Facebook, Google, Naymz
- Boomerangs
- Magnet strategy

You Find Us

Pros	Cons
Attracts the Masses	Lower quality
Easy & Traditional	High Volume
Creates Branding & Awareness	Less Loyalty & Honesty
Quick Response Time	Low Acceptance Rate

We Find You

Pros	Cons
Minimize Quantity, Maximize Quality	Requires Advanced Knowledge
Targeted Recruiting	Time
Individual Candidate Attention	Long Process to Develop Relationship
High Acceptance Rate	Requires Varying Levels of Company Involvement

Key Points to Remember

- Hire better than yourself
- Hire “infected” people
- Ignore the irrelevant
- Double check your intuition
- Check *all* references
- Use all your weapons
- Sell all the decision makers
- Offer should not be the starting point for negotiation
- Don't assume you're done!



Recruitment in Today's Struggling Economy

- Keep recruitment moving forward during times of economic slow down
 - One step ahead when economy turns around
 - Sends a sign of strength to candidates
- Retain employees while simultaneously attracting new talent
- Reduce fixed payroll costs through external resources
 - Payroll New Hires
 - Consulting / Temporary Candidates
 - Temporary to Hire

Summary

- Recruiting top talent is not only about following a process; it's a technique that requires finesse
- There are numerous recruitment strategies a company can put to use. However, all strategies are follow in two approaches: reactive or proactive.
- Successful recruiting strategies use both approaches in order to maximize efforts and attract top talent.

Who said recruiting was easy?

Discussion & Questions