



Pathway to success!

When customer service, productivity and teamwork are the key to the success of your business, hiring the wrong staff who don't stay the distance can really hurt your business.

Following a recent national recruitment survey, Australian employers say 44 per cent of their hires are bad.

Having the wrong people can undermine teamwork and the active engagement of other staff in the workplace. It can damage morale, reduce productivity, affect customer service and lower the overall profitability of your business. And, on top of all that, there is the lost opportunity of having an employee who could have brought growth, effectiveness, engagement and commitment.

Many employers say they want personal qualities – commitment, leadership and being a self-starter – but in the recruitment process there is too much focus on non-personal issues such as references and formal qualifications.

“Finding staff with the right qualities is something difficult to determine from just resumes and reference checks alone. Assessing a candidate's cultural fit is also more likely to guarantee a positive long term relationship between employer and employee. People are more inclined to stay longer in jobs that satisfy and challenge them.” Says Gary Beesley, Managing Director of Edge Recruitment.

Here is your pathway to securing the right talent:-

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- Create a two-year recruitment strategy, divided into what you need in the next six, 12 and 24 months.
- Ask for referrals and candidate suggestions from people you respect, and use social networks such as LinkedIn to find candidates from the right fields.
- Make sure your branding is strong, and accurate: you have to convince candidates of reasons to want to work for you.
- Don't create false impressions about the work and workplace.
- Use sophisticated metrics to select appropriate and high-performing staff, and do not rely too much on CVs and references alone.
- Concentrate on the cultural fit of the candidate to the organisation and to the position
- If you use recruiters, strengthen your relationship with them.

Vital retention strategies

- Have strong career advancement opportunities for all staff, and facilitate promotion and variety to keep them engaged.
- Ensure that promises made in the recruitment process are honoured in the workplace.
- Be prepared to offer training and development to support the elevation of staff in the company.
- Have really good induction or welcome programs in first weeks.
- Make sure staff feel included in the company.
- Establish ongoing mentoring and reward programs and make a policy of recognising and acknowledging good work.

Source: The Australian