ATTRACTING THE RIGHT CANDIDATES IN TODAY'S HIRING MARKET

Why you need a consistent, authentic, & relevant story
Embrace Disruption in the Hiring Market by Thinking Like a Recruiter

In today’s hiring market, disruption is real. There’s an attitudinal shift happening about work that spans generations and demographics.

Not only is good talent scarcer than before, but many workers don’t see themselves at one company for long.

*People no longer choose to work for a company — they choose to work with a company.*

That’s why it’s important to recruit candidates whose goals and talents align as well as possible with your role, team, and organization.

**THE KEY...**

is to have a story that allows you to identify and engage the right candidates. In this e-book, you’ll find out how to think like a recruiter to:

- **Craft the right message about your open position.**
- **Market your job by consistently communicating your value proposition — in the right places.**
- **Identify and select candidates who are a good fit for your organization by asking the right questions during the interview.**

*Over 2 in 5 people see themselves at their current company for less than 2 years.*

Look for those likely to stay longer by learning about their *priorities, goals, & purpose.*

Source: LinkedIn
Telling the Right Story

When you need to fill an open position, do you feel rushed to post a job description so that you can cross it off your list? When that’s the case, it can be all too easy to end up with a compliance-oriented description that isn’t tailored to your audience—and doesn’t get the results you need.

Instead, craft a consistent, authentic, relevant story about your open position. Doing so doesn’t need to take much more additional time—and it can yield big returns in the long run.

“Great stories happen to those who can tell them.”
- IRA GLASS

“People don’t buy goods and services. They buy stories, relations, and magic.”
- SETH GODIN

Aim for the story you tell to be:

☑️ CONSISTENT ACROSS ALL CHANNELS.
☑️ AUTHENTIC AND HONEST.
☑️ RELEVANT TO THE AUDIENCE.
Developing a Compelling Job Statement

The good news is that the right story is already out there; it just needs to be uncovered. **Try this:**

1. Work with your team to find out what language and values are most important to applicants for the open role. Visit online communities to see the "street terms" people use to talk about this type of work outside of your organization.

2. Think about whether the role is trade specific, highly credentialed, or cutting edge and innovative. Does working in your industry yield certain benefits or perks?

3. Using language, concepts, and terms that your audience will easily relate to, create a three-paragraph job statement. Three key sections to keep in mind are:
   - **Intro:** Engage your audience so that they keep reading.
   - **Responsibilities:** What will the employee really be doing from day to day?
   - **Skills:** What skills does the employee need in order to contribute at the level you want?

4. Use and share your statement, tailoring it for multiple channels. It can serve as a script for anyone in your organization to use when they talk about the role—whether it’s in the job posting, while networking, on social media, or in the interview.

**THAT WAS THEN**

Creating a job description and "posting and praying."

**THIS IS NOW**

Letting everyone in your organization take on the role of recruiter by talking about the open position in their own professional networks.
One to Many: Marketing Your Job

Almost everyone is open to your job opportunities—in fact, 90% of global professionals are interested in hearing about them. But people don’t know much about your company or jobs. Once you have the right message, you’ll want to share it in the right ways.

Today, 80% of the information candidates use to make decisions comes from outside career sites. That’s why it’s important to figure out where the right candidates spend time—and then meet them there.

Your colleagues’ networks are more powerful than any one brand. So if you can reach good candidates through social media, trade organizations, or other personal networks, you’ll be one step ahead.

GO FOR REFERRALS

The number one way candidates discover and land a new job is through an employee referral.

Ask a minimum of three people in the department to share the opening with their professional networks.
Where to Share
Identify the Right Sources for Prospective Candidates

**THE TOP THREE SOURCES OF QUALITY HIRES FOR MOST COMPANIES ARE:**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee referrals</td>
<td>48%</td>
</tr>
<tr>
<td>Third-party web sites or online job board</td>
<td>46%</td>
</tr>
<tr>
<td>Social professional networks</td>
<td>40%</td>
</tr>
</tbody>
</table>

*Source: LinkedIn’s Global Recruiting Trends 2017 (Respondents chose their top three hiring sources.)*

**LEVERAGE YOUR CHANNELS**

- LinkedIn
- Customers
- Industry groups
- Alumni groups
- Partners & vendors
- Referrals

**HOT TIP**

Not all candidate sources are created equal. By tracking which hires come from which sources, eventually you’ll be better able to target specific sources for specific roles.
One to One: Selling Your Job

Once you’ve crafted the right message and identified potential candidates, it’s time to think about the conversation you’ll have as you conduct interviews.

Hiring managers often begin qualifying right away in an interview. While this is important, be sure to dig a little deeper and keep an open mind long enough to truly confirm or debunk your initial impressions.

CONVERSATIONS AT THE ONE-TO-ONE LEVEL MUST INCLUDE:

1. Why the work is challenging.
2. What the opportunities are for their own growth.
3. Compensation, benefits, and other value your organization offers.

get real!

People also want to know what’s not great. They want the real story.

And there’s a way to do so without coming across as too negative.
Determining Alignment During the Interview

Here are some top tips for identifying candidates that will be a good fit:

- Describe the position as honestly and specifically as possible. Paint a picture, showing rather than just telling.
- Ask the candidate questions that lead to concrete answers about how they can help you. Ask how they would get things done.
- Define your company’s culture in terms of values, goals, attitudes, norms, and practices. Find out whether the candidate has thrived in similar environments.
- Inquire about the candidate’s professional goals to determine whether they align with yours, regardless of what you might conclude from their resume.
- Evaluate the whole candidate against the whole job. Be sure to learn about each other so that you both understand each other’s short and long term goals.
- Remember, candidates want to work with a company, not for a company.

WHAT CANDIDATES WANT TO KNOW ABOUT A NEW JOB:

How will it affect their career and how fast can they grow?

What are the real-life expectations and workload?

What does a day in the life look like?

What do current employees think about working there?

What does the company do to make lives better — or, what is its purpose?
As we’ve shown in this e-book, maintaining a consistent, relevant, and authentic conversation with potential job candidates throughout the recruiting cycle is the key to making great hires who are aligned and dedicated to your organizational goals, likely to stay longer, and willing to spread the word about why they’ve got a great gig.

ABOUT ANOTHER SOURCE

At Another Source, our model doesn’t fit inside a box—and neither do you. As an organization that puts people first, we foster trust by working hard to understand your unique story and brand, so that we can deliver the best possible recruiting outcomes for your team.

Founded in 1991, we’re a second generation business offering customized industry insights and strategies that help our clients and candidates move forward. Our proprietary programs revolutionize the recruiting process through a time-based, flat-rate approach that creates results.

To learn more, visit: anothersonsource.com