

OVERVIEW: DIFFICULT RECRUITING SITUATIONS

Perhaps the greatest challenge employers face in recruiting is change. Simplistically, the best way to manage change is to be flexible. Methods and techniques are changing to accommodate online resources. The demographics of applicants are becoming very different. Family-friendly policies are more important in recruiting and retaining employees than ever before. Employers recruit globally as well as compete globally.

DIFFICULT RECRUITING SITUATIONS

- ___ 1. Consider non-typical sources of applicants. For example, if your company does not recruit at colleges, vocational schools or high schools, consider adding this source and consider online recruiting.
- ___ 2. Research how you recruited outstanding employees in the past. If possible, duplicate those methods.
- ___ 3. Put yourself in the shoes of the candidate. How would you react to your company? How would you react to your recruiting efforts? Consider how the process can be more efficient and effective.
- ___ 4. Consider creating a focus-like group of recent hires to critique your recruiting efforts. Seek constructive criticism. If new employees are unwilling to be candid, that may indicate significant morale issues. If you wish to recruit a specific group, consider a group of employees from that group and seek their advice.
- ___ 5. Target your recruiting message to a specific audience. Different groups seek different things from an employer and can be reached in specific ways. It is important that an employer know how to recruit a specific group as well as where to recruit.