

10 Tips for Boosting Recruiting Success

Improve the Quality and Suitability of Candidates



It's a gut punch when you invest time and energy into sourcing, conducting interviews, building a rapport, and onboarding, only to learn the new hire isn't a good fit after all.

These 10 tips highlight new technologies and best practices to help ensure your recruiting teams get it right the first time.

1.



Determine the attributes you need for the role. Rather than solely using the job description as your guide, have a 15-minute kick-off with the hiring manager to brainstorm the actual experiences, skills, and qualities that are needed to succeed in a new role. For example, are you ultimately seeking trailblazer account executives with a background in B2B sales who have experienced rapid career growth in mid-stage startups?

2.



Consider automation and AI technologies to reach a more precise pool of candidates.

Modern sourcing tools tap into every public database of people-related information so that the attributes you've brainstormed become searchable terms in your recruiting cycles. You'll access a far broader talent pool using attributes than you would using keywords and Boolean searches.

3.



Identify the model employee. Perhaps this new role calls for the clone of someone already on staff or someone in your network. Some recruiting technology enables you to upload a profile of an actual person to automatically identify all matching job seekers and passive candidates.

4.



Interview strategically. In addition to interviewing with the direct supervisor, have the candidate interview with employees in peer positions and adjacent departments. For example, a potential AE could interview with other reps in different territories, with a marketing pro, and with contracts/legal team members who are involved in closing deals and acquainted with what it takes to succeed in the role day-to-day.

5.



Ask the right questions in phone screens and interviews. Rather than spending precious time verifying information on a resume, actively work to develop a more comprehensive perspective of the candidate. Try to ascertain their tangible as well as intangible attributes that aren't generally presented on a resume. For example, has the candidate ever worked for a startup or thrived during and after a corporate merger?

6.



Look for a pattern. Pay close attention to the length of time in each role and if the candidate repeatedly changes jobs at similar intervals. In some cases, this could indicate a valid accrual of new skills or promotions, but this could also be a red flag that's worth investigating.

7.



Location matters. The pandemic has forever changed the workforce and some great employees may be uncomfortable working in an office environment for the foreseeable future. Likewise, others may be keen to collaborate with colleagues in person. Before extending an offer to a candidate, double check they will be happy with the work environment that comes with the role.

8.



Harness your network. A candidate's references might not present the most objective or comprehensive view of the individual. With the burgeoning use of LinkedIn and similar professional networking platforms, it is now possible for recruiters and hiring managers to poll a wider range of people familiar with the candidate. Check to see if you know people in common and then find out what they have to say.

9.



Review their online contributions. Look for things like open-source contributions for software engineers, a Dribbble account or portfolio for designers, and websites for content writers. Likewise, review their contributions on professional platforms like LinkedIn to confirm you are comfortable with the sentiments and subject matter of their posts.

10.



Be specific. Make sure the role is well defined and the success criteria are clear and attainable. Even superstars can fall short when expectations are unclear.