

HR strategies for HIRING THE RIGHT TALENT

Use these great ideas to beat the hiring challenge.

With a post-pandemic shortage of talent in today's workforce, it's been difficult for HR Professionals to recruit new employees and meet company demands. According to the Bureau of Labor Statistics, there are currently 10.9 million jobs open and 8.4 million potential workers who are unemployed. Yet, filling those jobs has been slower than ever before.

A few ways that HR Professionals can attract the right hire for their company include offering a signing bonus, implementing internships with hybrid work schedules, networking within chapters, organizations and unions, and utilizing applicant tracking software (ATS) that broadens the company's reach while automating the recruitment process from screening to interview scheduling and coordinating an employee referral program.

EXPAND YOUR SEARCH

Traditionally, HR staff have been successful in finding new hires through job search engines such as Indeed and ZipRecruiter. LinkedIn has since gained popularity with its extensive hiring tools to find qualified candidates. Advanced search and AI-based recommendations can help HR reach talent fast and engage them through personalized messages.

HR teams should also consider hiring internally whenever possible. Performance reviews and development programs can be used to see which areas existing employees excel in and then promote or move them laterally within the company into roles which utilize their skillset in the best way. This not only reduces recruitment costs and onboarding times, it also fosters employee loyalty and engagement.

Other areas in which HR can source potential candidates include chapters, organizations and unions that are affiliated with their respective

industry. Since members of these organizations are typically already certified or accredited in their profession, HR staff can be sure that these potential hires have the required education and experience needed for the job.

OFFER INTERNSHIPS WITH HYBRID SCHEDULES

Internships are great opportunities for both employers and interns to 'test drive' their working relationship with each other. Employers can determine which interns are the best match for their organization while interns can see firsthand if the company culture is right for them. Now more than ever, it's important for companies to offer flexible and hybrid work schedules, allowing interns to alternate between working from home and in the office.

If an internship subsequently leads to employment, individuals are already well-acquainted with projects, clients and fellow employees. In the end, this saves HR teams time and money when it comes to hiring and onboarding as the former intern has already received some training and can hit the ground running once hired as a full-time employee.

UTILIZE RECRUITMENT SOFTWARE

Companies are competing for new hires, so utilizing the right recruiting software is important to improve communication between hiring managers and candidates. Applying for jobs can be arduous and the interview process can be daunting for candidates. To ensure potential hires have a positive experience, companies can utilize recruitment software to simplify the application, interview and hiring process, and eliminate communication bottlenecks.

A human resource management system can help HR departments work efficiently and effectively by automating many of the routine



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administrative tasks that come with recruiting and hiring. The ideal HR management platform will give applicants the flexibility to apply online or from a mobile device while HR staff monitors activity in real-time. Making this process as easy as possible will attract top-tier talent and create a good first impression with new hires.

OBTAIN EMPLOYEE REFERRALS

Employee referrals are also an effective means of recruitment. Research has shown that referred candidates are of higher quality than applicants from the general public and are more likely to receive and accept an offer, stay at the job longer and perform better.

To incentivize employee referrals, management and HR staff can offer a bonus that resembles a type of finder's fee. HR staff can also offer perks to employees who share news about company job openings on their social media accounts such as LinkedIn. ■

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