

RECRUITMENT

Success Framework

timetohire



10 steps
to successful
recruitment



About the framework

Successful recruitment depends on a complete, well-organised recruitment process. We believe that a strategic recruitment plan with an efficient way of working leads to sustainable recruitment. Want to know more about our approach?

We break down the recruitment process into 10 steps. Are you giving each step the attention it deserves? If so, then you're all set for recruitment success!

The steps to success

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A sailboat is silhouetted against a sunset sky, with its reflection visible in the calm water. The sky is filled with large, dark clouds, some of which are illuminated from below by the setting sun, creating a dramatic, high-contrast scene. The overall mood is contemplative and forward-looking.

Discover.

Where does your organisation want to be a few years from now? Start by setting clear goals, creating a strategic recruitment plan for the future and projecting these onto the job market. Embed your recruitment strategy throughout your organisation. After that, it's time to look at the recruitment process in greater detail.

STEP 1

Strategy & Alignment

From a strategic organisation plan to day-to-day recruitment.

Start by understanding what your organisation stands for and which direction it wants to take in the years ahead. Your strategic organisation plan is the first step towards creating a successful strategic recruitment plan. Define how your recruitment plan is/will be an important factor in how your organisation reaches its goals as a whole. You can only successfully attract and retain talent when your organisation's recruitment is linked to its strategy. Make sure your strategy is clear and that everyone within your organisation is fully on board with it. Everyone needs to know how they contribute to the recruitment process. They also need to see that the success of your organisation depends in part on their actions when it comes to recruitment.

STEP 2

Awareness

Raise your profile by working on a strong employer brand and a clear vision.

In step 1, you made sure that everyone in your organisation is aware of the importance of recruitment and a mature recruitment team. Everyone knows the goals that your company wants to reach in one year and in five years, and they see how recruitment relates to those goals. Be sure to communicate these ambitions clearly within your organisation.

The next step is to make sure that this image is also projected onto the job market. Remember, your employer brand is the first impression that potential candidates have of your organisation. Think carefully about the signals you're sending to the outside world. What are your organisation's values? Are these reflected in your external communications? You only have one chance to make a first impression. Your organisation's existing employees must also do their part to convey this message. After all, they are the ultimate ambassadors for your organisation's employer brand.

Interest

Attract attention by sharing your vacancies through the right channels and focusing your marketing strategies specifically on your target group.

After steps 1 and 2, recruitment is an important part of your organisation's success. Specifically, everyone in the organisation needs to be fully informed and working together to put the recruitment strategy into practice and project the right image towards the outside world. Then, you're ready to explore the recruitment process in greater detail in step 3.

Define the target group for each job vacancy you want to fill. It takes a different approach to reach each individual target group. Do you have a clear view of who your target group is and where you can find them? If you're looking for recent college graduates, then you'll be dealing with millennials. They have a different way of approaching the job

market than someone who's working on the C-level, for example.

Lower your costs by using the right methods at the right times, such as job boards, social media or partnerships with specialised external suppliers.

Make sure that all the information you receive from candidates is well organised. Are you still using a folder full of Excel spreadsheets and individual CVs in your office? If so, then it's time to professionalise. In fact, under the latest privacy protection laws, you actually don't have a choice. Most applicant tracking systems are designed to comply fully with all the latest legal requirements. They also make the application process a lot easier, more efficient and structured. Then, everyone involved in recruitment has access to all the correct information, which makes it easier to keep everyone on the same page.

Engage.



Your plan is in place. Now it's time to start using recruitment the right way. That means getting started with building a talent pool and working towards a sustainable recruitment process.

Consistency

Build a talent pool and fill vacancies faster, now and in the future

Where do things stand right now? Your organisation is aligned with the job market. You've identified your recruitment channels. And you have efficient, secure access to your candidates' information. Step 4 is all about adding continuity to your recruitment process. You do this by building a talent pool and setting up referral recruitment.

Did you know that referrals are often the best candidates? They stay the longest and are the most successful. Be sure to set up your recruitment process in a way that motivates and encourages your existing employees to refer new candidates who are a good match.

There's no need to randomly source potential candidates from LinkedIn. It's not about quantity. Focus your search and approach your candidates personally. It may seem obvious, but our experience shows that the reality within organisations is often very different. You'll save time if you only start talks with qualified candidates.

Are you speaking to multiple qualified candidates but unable to hire them all right now? Make sure you keep closely in contact with those candidates. Building talent pools helps you do this in a structured way. And that means you can fill future vacancies even faster.

STEP 5

Application

Make sure that candidates have a positive application experience, and remember to integrate feedback.

After completing steps 1 through 4, you've already come a long way. Now, we're reaching the core of the recruitment process: the application procedure. After your organisation has made a good first impression, a candidate decides they would like to come to work for you. How can you make sure not to lose this candidate? Even if their application doesn't land them the new job, you still want to make sure that this candidate will continue to serve as an ambassador for your brand.

That means you need to give every candidate the attention and respect they deserve. Standardise your recruitment process, but don't lose sight of your candidates' needs. By keeping all stakeholders well informed and maintaining a speedy process, you boost your chances of successful recruiting. Are you keeping the candidate journey and candidate experience in mind? You may be surprised by what an important role you have in shaping these. Whether you hire them or not, ask your candidates for feedback after the procedure is finished, so you can get even more out of the process.

STEP 6

Select

Select the right people for the right jobs by carefully crafting job descriptions.

Now, it's time to select your candidate. Recruitment is never a one-size-fits-all process. Each job position has its unique set of recruitment requirements. Are you measuring the right skill-sets and qualifications for the position you're trying to fill? For example, quantitative analysis skills may be more important when hiring a consultant than when hiring a new HR employee. Assessments come in all shapes and sizes. It's a proven fact that the best way of predicting a candidate's skills is to combine assessments with structured personal interviews.

Start by determining what you're looking for and what really matters for the position you're trying to fill. Remember that everybody (yourself included) has biases that stand in the way of making an objective evaluation. Train your interviewers on interview techniques and topics like diversity and inclusivity. Be sure to also think in terms of 'culture-add' and not just 'culture-fit'.



Optimise.

You've selected your candidate. Now, it's time to wrap up the process effectively. Make sure that every candidate feels welcome. Also remember to analyse where things could have gone better, and start implementing the feedback you receive.

STEP 7

Hires

Congratulations! You're nearly there. Ensure that everyone within your company is working together effectively to coordinate the recruitment process with each other.

After successfully wrapping up the application process, there are still a few steps left to go. You'll need to work out the employment conditions with the candidate. Take our advice: manage expectations when it comes to the employment conditions, from the very beginning of the process. This will help you to avoid disappointments and wasted time.

It's interesting to explore what actually motivated the candidate to choose to work for your organisation or not. This is useful input to incorporate into your future recruiting activities. For example, what's the reason behind a candidate's choice to take a different job after receiving an offer from your organisation? You've already invested a lot of time and energy into a candidate by that point, so you don't want to lose them. How can you make sure that doesn't happen again in the future? At this stage of the recruitment process, it's important that the roles within your organisation are clearly defined. After all, you're now working at the cross-section of recruitment, business and HR. Excellent teamwork is essential. Who is responsible for what? Be sure to clearly assign roles for tasks such as contract negotiations, drafting the employment agreement, discussing employment conditions, etc.

STEP 8

Pre-/onboarding

Make your new colleagues feel right at home.

After signing a new contract, it sometimes takes a while before your new employee starts working in their new role. It's important to keep in contact with them during this period. Coordinate with the hiring manager to determine who's in charge of maintaining contact and in what form. Your newly hired employee will be very curious to get to know their new co-workers. Why not start including them right away in activities such as team get-togethers?

To make them quickly feel at home, it's important to have a clear onboarding process in place, starting with their first day on the new job. Who can your new employee turn to in case of any questions about practical matters? Who is in charge of meeting and greeting your new employee on their first day? Remember to plan introductory meetings and training sessions in advance. Everyone must work together to make sure that your new employee is quickly up and running.

STEP 9

Data-driven feedback loop

**Do you know what you need to be measuring?
And are you measuring what you really need to know?**

At all times, remember to continually focus on how you can improve your recruitment process. Don't rely on emotions to steer your recruitment activities; instead, take a data-driven approach. Monitor important indicators such as lead times, conversion, cost per hire, reasons for rejection, reasons for withdrawal, the success of advertising channels, candidate experience, etc. Be sure to also measure specific targets such as diversity. Social topics like this are vital to any organisation. It's also important to keep track of the reasons why an employee might choose to leave your company after just one or two years there. Are there drivers that you could have addressed sooner?

By keeping your eye on metrics, you sharpen your focus on quality. For example, a data-driven approach enables you to identify and focus on the advertising channels that bring you the best results. This greatly lowers your costs, because it enables you to spend more effectively. By managing your recruitment budget wisely, you get a better return on your investment.



Success.

Success

When your organisation as a whole devotes enough attention to each of the previous steps, you're sure to achieve success. Of course, we understand that you've got a lot on your plate as it is, just keeping up with day-to-day business. You may not have the time to work on thoroughly putting each of these steps into practice. Or you may not have all the expertise you need in-house. We are here to help. We'll sit down with you to talk about the challenges you're facing and come up with an action plan. Are you in need of expertise on a specific topic, or are you struggling to keep up with a heavy recruitment schedule? Working on a temporary basis with one of our interim recruiters may be just the solution for you. Are you unable to fill your own vacant positions, or is it simply taking too long to find a suitable candidate? Leave the recruiting to us with our recruitment process outsourcing (RPO) service.

In no time, we'll build a solid talent pool for you and help you establish a sustainable recruitment process

Our team is made up of experts from all different job markets. No matter what your recruitment needs, we have exactly the right specialists to help you succeed.

Ready to start making your recruitment more successful? Please come visit our office at Van Ruysdaellaan 55 in Leidschendam, or give us a call on +31 85 105 41 11. Hope to see you soon!

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The Recruitment Success Company