

# Casting a Wide Net – Recruiting in a Red-Hot Economy

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**Attracting** – What’s your brand “really” – do you know what it is? How do you communicate it? Can you influence your brand? What does it take to do so? Are you selling your brand daily, what you do and how you act?

- We have a candidate centric market. Organizations will need to work hard to attract and retain talent.
- Make the job ad as personal as possible. What makes your organization? Why would I want to work for you? Glassdoor...pages up to date....what are they saying...who are you targeting?
- Website – is it user friendly with as few clicks as possible? Mobile platform?
- Send a personalized message to a candidate. The standard “reply all message” or electronic response message does not show your authentic interest. If you see a candidate in the job market, how are you personally connecting to them?
- Ensure all discretionary benefits are highlighted. Health care and personal time off may be more important as the base salary.
- Be able to define a career path and advancement opportunities. The upcoming workforce want to know what their future looks like.
- Is your workplace digitally attractive enough to attract talent?

**Recruiting** – Are you reactive/passive or are you doing continuous recruiting?

- Social Media – **“Get over it”** - Engage on the platform they use the most. FB and FB Messenger, Instagram, LinkedIn.
- Most candidates are using a mobile device to complete business activities and job searches. Ensure that your job ads are easily readable and are mobile friendly.
- The interview experiences! What is yours?
- Interview questions in written for 2018
- Connect with local universities/colleges to post for entry level positions.
- Connect with a recruiter

**Compensation** – Employees Seek Fair Wages as Organizations Struggle with Hiring and Retention. What is the Solution? Labor costs are one of the most difficult challenges for organizations in today's dynamic employment environment, trying to find the balance between costs as well as balancing competitive salaries to retain and attract top tier talent.

- National unemployment rate at 3.9%
- Do you have an effective Compensation & Salary Administration Program?

Compensation & Salary Administration Program Overview:

- Evaluate fairness, competitiveness and effectiveness of pay programs
- Survey employees on reward program effectiveness
- Conduct job evaluation and job analyses
- Conduct internal equity analyses, including adverse impact analysis by race and gender for each job family
- Conduct external equity market analyses with benefits surveys
- Determine base pay and total compensation philosophy
- Determine cost impact of implementation
- Develop flexible and effective salary management programs that ensure external completeness and internal equity (Be aware of expected 2019 Federal Exempt changes)
- Develop compliant job descriptions
- Develop base pay plans with pay grade and range structures
- Develop market reference guides
- Develop documentation to support reasonableness of base and total compensation.

**Retaining** – Engagement starts day one!

- Onboarding comes out of the dark ages
- Leadership stop buys not meetings.
- The next generation of continuous feedback

Simply stated, to recruit in a red-hot economy you need to find out what the candidate wants and then do the hard work to be ready as an organization to explain why they should join you.

