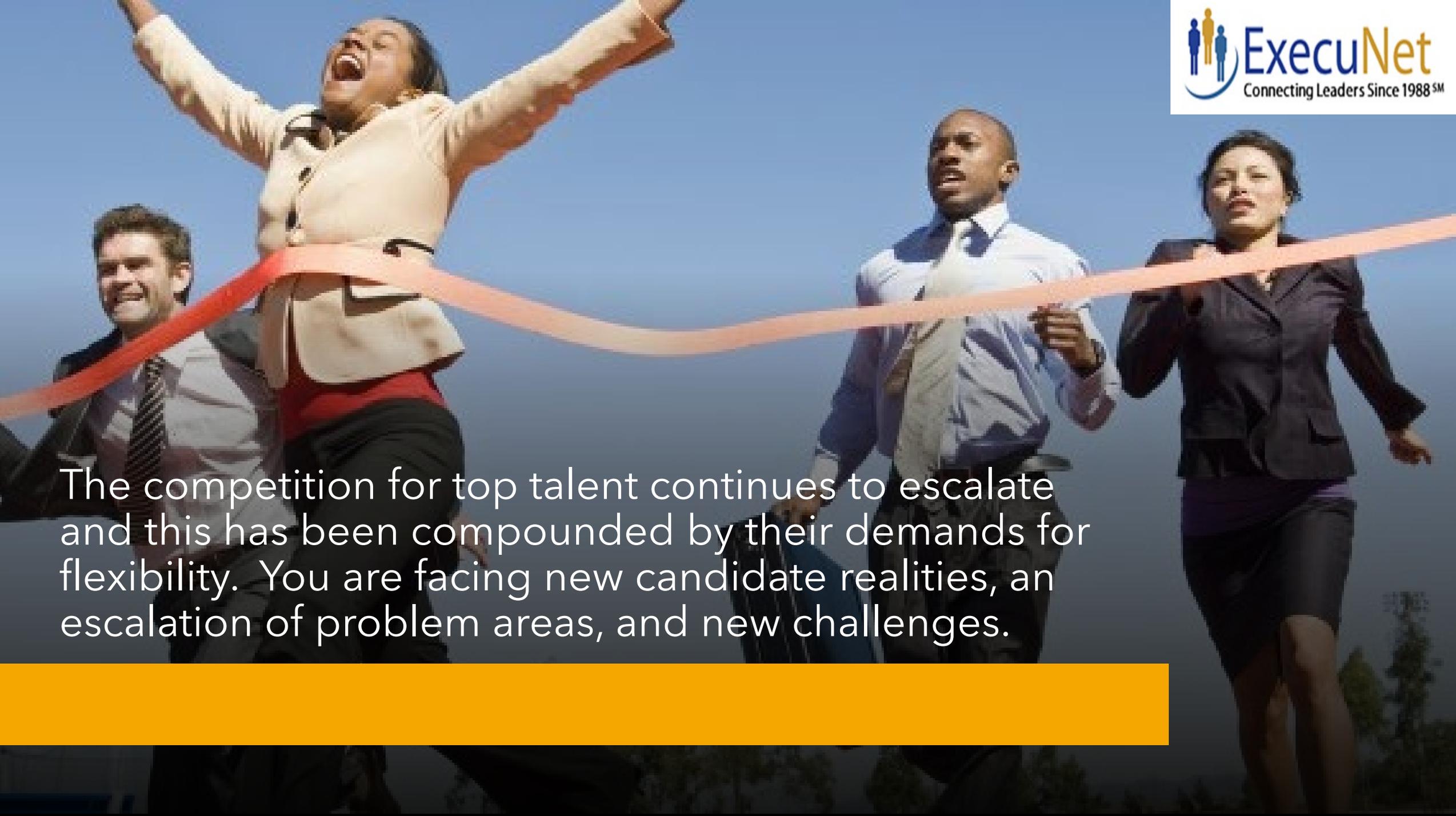


challenge

7 TOP RECRUITING CHALLENGES RIGHT NOW AND HOW TO OVERCOME THEM

Presented by Barbara Bruno, CPC, CTS



The competition for top talent continues to escalate and this has been compounded by their demands for flexibility. You are facing new candidate realities, an escalation of problem areas, and new challenges.



You cannot control what candidates do or say, but there are actions you can take to drastically reduce these gut-wrenching occurrences.

During this Master Class we will address the following:

1

Challenge #1
Current
candidate
realities

2

Challenge #2
No-shows or
ghosting

3

Challenge #3
No-starts or
offer
turndowns

4

Challenge #4
Counteroffers

5

Challenge #5
Engagement

6

Challenge #6
Retention

7

Challenge #7
Flexibility and
Growth

Too often when we experience problem areas, we blame others, but every time you point the finger at someone else, three fingers are pointing back at you.



CHALLENGE #1 - CURRENT CANDIDATE REALITIES

Provide	Provide guarded answers during your interview.
Reach out	Reach out to their personal and professional networks for leads.
Review	Review website postings and job board ads.
Schedule	Schedule multiple interviews.
Consult	Consult family and friends for advice.
Increase	Increase salary demands.
Change	Change their parameters.
Welcome	Not welcome your opinions.

CHALLENGE #1 - CURRENT CANDIDATE REALITIES

Not	Not listen to your advice.
Receive	Receive more than one offer.
Be	Be enticed by their current employer to accept a counteroffer.
Shop	Shop your offer.
Change	Change their demands.
Hide	Hide behind technology to communicate.
Continue	Continue interviewing after they accepted or started a new job.

It is for these reasons that you often contend with:

No-shows or ghosting.

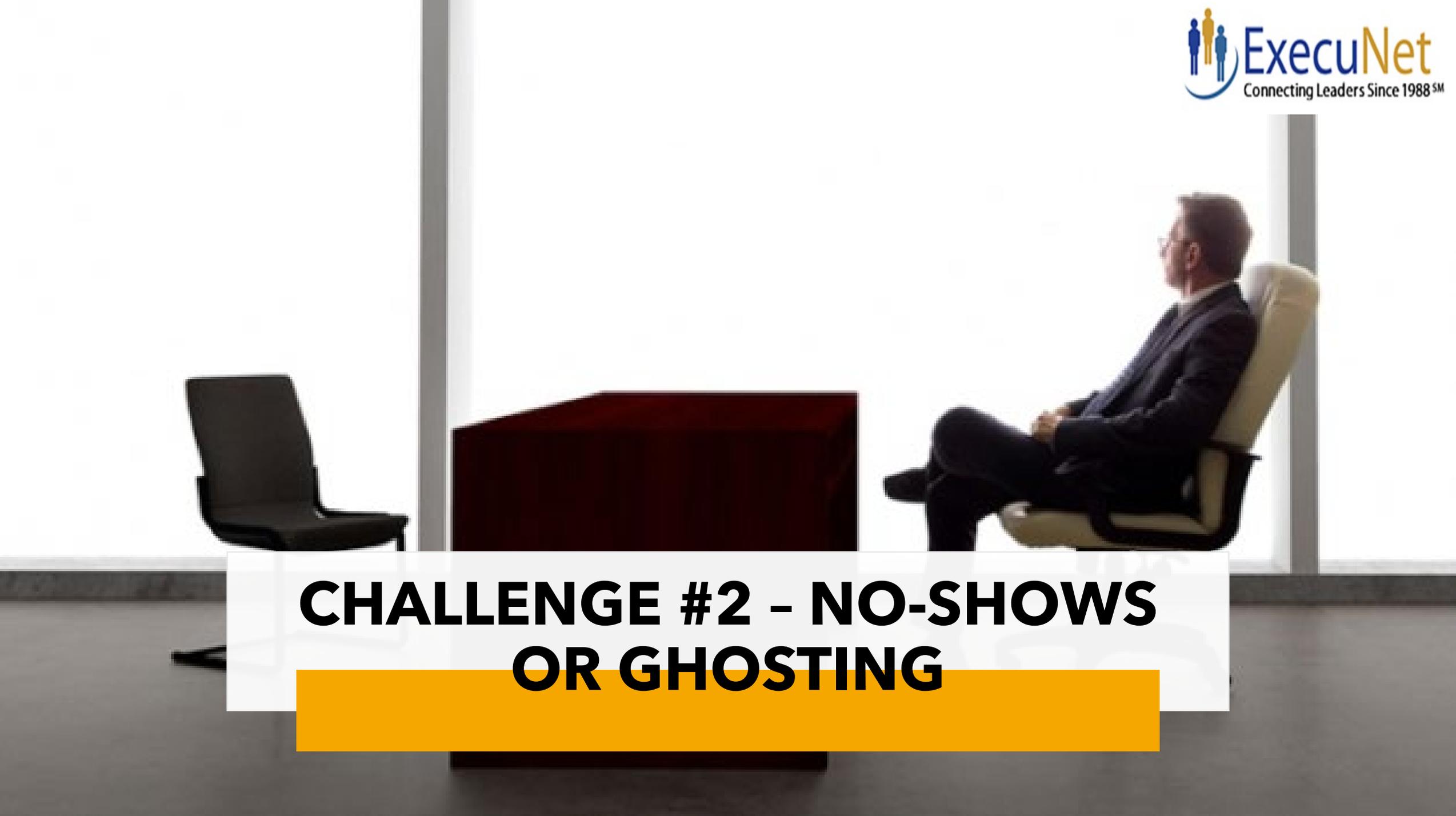
No-starts or offer turndowns.

Counteroffers accepted.

Lack of engagement.

Costly turnover.

Demands for flexibility and growth.



**CHALLENGE #2 - NO-SHOWS
OR GHOSTING**

SOLUTION ONE - Listen More

During your recruiting calls listen more; talk less. Know and focus on the priorities and hot buttons of each candidate and they will show up.



SOLUTION TWO - Stay Informed

Explain the WIIFM (What's In It For Me) for candidates to keep you informed of their other interview activities. Stay informed of your candidates' other interviews to know where your opportunity ranks compared with other jobs they are considering.



SOLUTION THREE – Confirm Interviews

Call the night before to prep your candidate, confirm the interview, and answer any questions. If red flags surface, address them or cancel the interview – which is better than a no-show with one of your hiring managers.



SOLUTION FOUR – Multiple Candidates

Let them know you have scheduled interviews for your top three candidates for each opportunity. Explain you only want to send the most qualified individuals who also have the highest level of interest. When determining their level of interest, always use the phrase, “On a scale of 1 - 10...”.



SOLUTION FIVE - Timeframe to Hire

Explain the target date to fill this opportunity. Also explain how your hiring manager does not often reschedule cancelled interviews because of the time frame to hire.



SOLUTION SIX – Review Answers Given During Your Interview

Always ask each candidate to share the five things they would change about their current job if they were their boss. This reveals the reason they are considering a move.





Offer

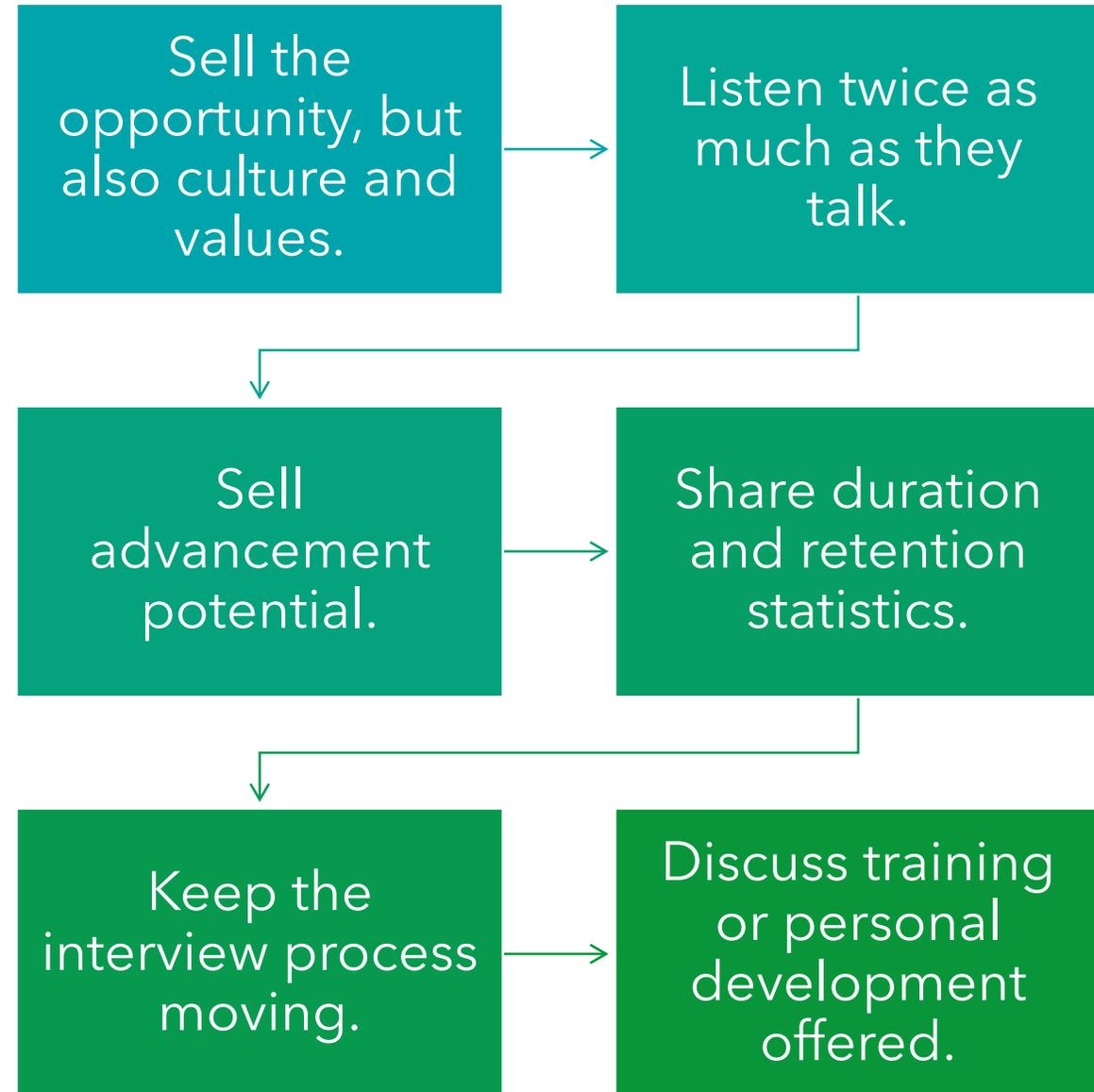
**CHALLENGE #3 - NO-
STARTS AND OFFER
TURNDOWNS**

SOLUTION ONE - General Interview

Conduct a general interview not aimed at one specific opportunity - even if the candidate applied for a specific job. Only then will you uncover the hot buttons of this candidate and what will motivate them to make a career move.



SOLUTION TWO – Stress Importance



SOLUTION THREE – Continue to Update Information Obtained

Obtain information on the other opportunities this individual is considering throughout your entire interviewing process. This information will continue to change during your hiring process. Always inquire, *"Has anything changed since the last time we talked?"*



SOLUTION FOUR - Reinterview Throughout the Process

Remember to re-interview your candidate throughout the process. The answers you received in your initial interview were the best answers this candidate would give to a stranger they didn't know or trust at that time.

SOLUTION FIVE – Red Flags

We often have selective hearing when red flags start to appear during the interviewing process. Check references and eliminate individuals early in the process if red flags are obvious.



SOLUTION SIX - Pre-Close More Effectively

When you master the art of pre-closing, you will reduce the number of problem areas you experience.

My definition of a pre-close is "Determining what will happen, so that when it happens, it happens the way you want it to happen."



Let me give
you an
example.

Candidate: "I'm interested in advancement."

Recruiter: "Are you asking me to present jobs you can grow into vs. grow out of?"

Candidate: "No, I will only accept a management position."

Pre-close throughout your entire recruiting, interviewing, and hiring process. When you have an offer in hand, pre-close one last time before extending the offer. This will ensure that more offers you extend will be accepted without hesitation.



SOLUTION SEVEN – Close to the “NO” on Money

Money demands continue to increase throughout the interviewing process. Salary Ban Laws have prohibited asking questions about past income, but you can ask what range they would accept.



CHALLENGE #4 - COUNTEROFFERS

In the past counteroffers were extended during the two-week notice. Currently, companies often extend a counteroffer after the person has started their new job. This is commonly caused by their inability to replace the person, or the individual they hired did not work out.



SOLUTION ONE – Their Real Reasons

When you are interviewing a candidate and want to uncover their real reason for talking to you, ask them the following question: *“If you were your boss, give me five changes you would make.”*



SOLUTION TWO - Counteroffer

Cover the topic of counteroffer in your initial interview. You will be amazed how many candidates will admit they would accept a counteroffer. Walk away and surface another candidate. Do not waste your valuable time on a candidate you will never place!



SOLUTION THREE – Their Own Words

If the candidate insists that they will not accept a counteroffer, ask them to give you the reason why – in their words. Draw a square on your application form and write down verbatim what they say. When a counteroffer or extension is offered, read them their own words.



CHALLENGE #5 ENGAGEMENT

SOLUTION ONE – Measure What Matters Most to Employees

Too often managers focus on metrics that don't address a new employee's ultimate performance and psychological needs. Develop a framework that addresses both of these areas and provides a process for taking action to identify and resolve issues quickly.



SOLUTION TWO – Empower Managers to Drive Engagement

Managers should effectively interact with and develop each team member. Engagement is not only an HR function. Engagement required developing human relationships that align employees to the company culture and objectives.



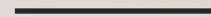
SOLUTION THREE – Make Engagement an Ongoing Process

Engagement should be nurtured throughout an employee's career, not just during and immediately following your onboarding process. Employees need to understand the relevance of their work and how it helps achieve personal as well as company goals and objectives.





RETENTION



SOLUTION ONE- Trust

You must develop a working relationship based on trust with your new hire. A strong rapport leading to trust will encourage them to confide any issues they may be experiencing.



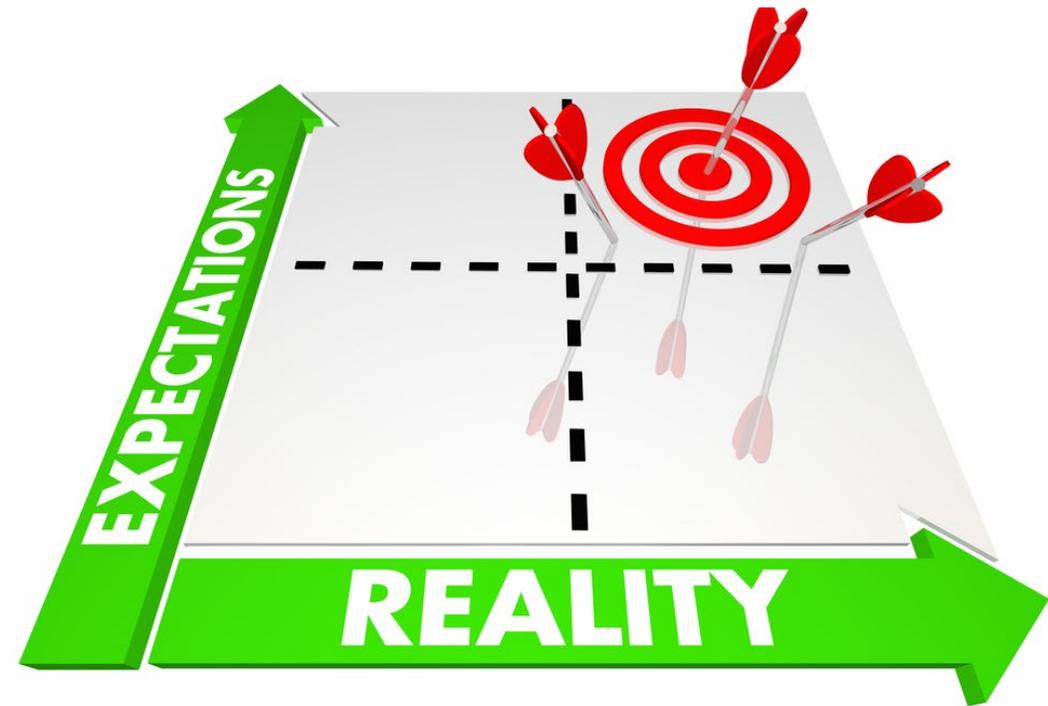


SOLUTION TWO – Set Yourself up as a Negotiator

Candidates need to feel you have their best interest at heart and will negotiate on their behalf when issues arise after they are onboarded and have started their job.

SOLUTION THREE – Realistic Expectations

Often problems arise from unrealistic expectations on the part of your new hire or hiring manager. It is important that you receive clear performance objectives that you share with your candidates. These objectives state specifically how each person's performance will be evaluated.



CHALLENGE #7 – FLEXIBILITY AND GROWTH

Allowing employees workplace flexibility had proven to improve employee satisfaction and productivity. This of course also helps solve the challenges of engagement and retention.

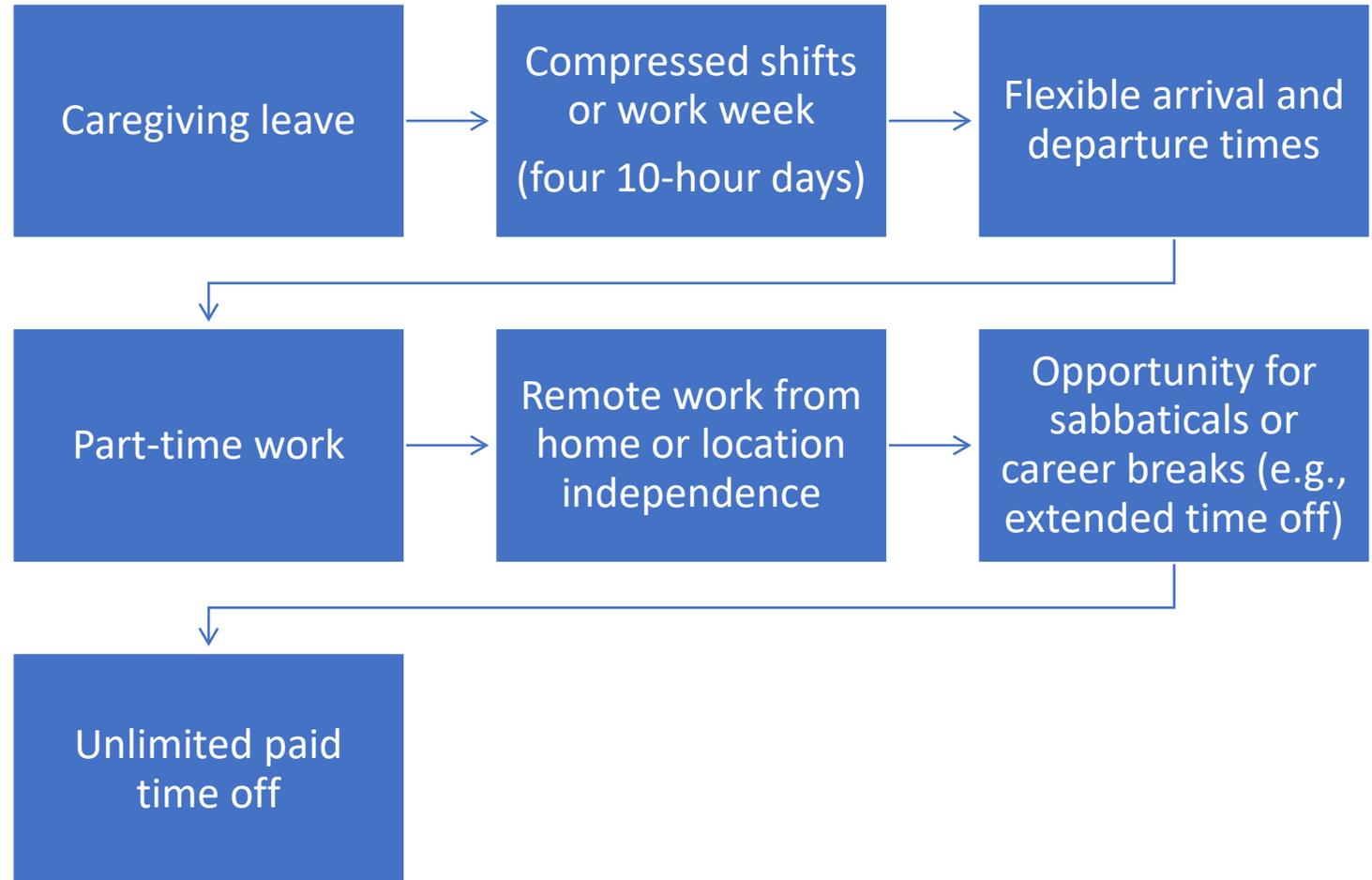


SOLUTION ONE – Offer Remote Opportunities or a Hybrid Model

Remote work can decrease costs of commute, improve morale, and reduce stress levels. It also helps build trust and commitment which ultimately increases productivity.



SOLUTION TWO – Consider the Broad Spectrum of Work Arrangements



Implement these solutions and you will solve the seven top recruiting challenges you are facing right now.

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