

Winning the Recruiting Battle in 2023



Today's Recruiting Climate

- There are 1.5 job openings per job seeker.
- Shrinking working age population in the U.S.
- Candidates are in the driver's seat!
- Good candidates have more options today than ever before!
- Recruiting must become less HR and more Sales & Marketing.
- Move from post-and-pray to proactive/outbound recruiting.

How to Stand Out on Job Boards

- How can we separate ourselves from looking like the rest?
- Who are you trying to attract?
- Could a friend or family member from outside the industry tell you what the job consists of from just reading the post?

Treating Recruiting Like Sales Leads

- Is there a process in place for when a candidate applies?
- Does someone own this process to hold accountable?
- How often do we try to connect with the applicant?
- Is it similar when a customer inquires about services? If not, why not?

Champion Your Tech Stack

- Are you leveraging your tech stack as a recruiting selling point?
- What tech do you have available for prospective employees to make their job easier?
- How does that tech stack translate into more \$\$\$ for the employee?

01.

SPEED

Do NOT lose the race!

Use Your Tech Stack to Recruit

- Speed-to-Lead with Hatch
- Sales follow-up = Recruit follow-up
- Appointment Reminders = Interview Reminders
- Flex your tech stack while recruiting them. "We used this automated system to follow up with you, just like you'll be able to use with customers."

Evaluate Your Recruiting

- Metrics (Interviews vs. Hires)
- How many touchpoints? How is this tracked?
- ATS / CRM
- Turnover ratio
- Avg. time new hires last
- How much is invested in them?
- How many leads vs cost of leads?
- Possible need to invest in more training

02.

REFERRALS

Get your current team to be proactive. Allow your team to be the first "vetting" with referrals.

Eliminate the Hurdles

- Make it easy
- Pay for the interview
- Does your staff know the story as well as you do?
- What are you looking for?
- Biz cards / handouts / website link(s)

Stay Ahead of the Game

- Recruiting will never be "over"
- Build a consistent recruiting program
- Who leads the program?
- Plan for turnover
- Budget for recruiting on the P&L
- Hiring dates as part of yearly planning
- Have these tie into growth goals