HR recruitment •••• checklist

What are the strengths & weaknesses of your hiring process?

Everyone knows if you want your business to be a success, you need great staff on board.

But keeping on top of HR and recruitment best practice can prove challenging, even for the most professional and forward-thinking business.

Did you know, employers waste nearly £270million a year on failed recruitment?

*Source: Learndirect

In fact, it would seem many UK businesses are still lacking the basis of a recruitment strategy amounting in £270million per year of failed recruitment plans, according to a report from Learndirect.

A survey by Careerbuilder supported this further, revealing last year alone, 62% of UK employers reported a bad hire, and 27% of these bad hires cost their company over £50,000.

So how do you ensure you don't pay the high price of making a poor recruitment decision?

According to a report by the CIPD, there are a number of factors that UK organisations feel contribute to the failure of their recruitment.

These include:

- length of the recruitment process
- lack of specialist or technical skills
- reduced resourcing budgets

Therefore, as a hiring manager, it pays huge dividends to take a step back and evaluate your recruitment process from both an employer's and employee's perspective.

Why evaluate your hiring process?

- Identify your strengths, weaknesses & areas for improvement
- Enhance your candidate experience & and employer brand
- Benchmark the quality and efficiency of your hiring process
- Reduce the risk of making a bad hire

Not only does this help you to identify areas time consuming, but it will also ensure that your business has the right people, in the right place at the right time, doing the right job.

Businesses already evaluating their recruitment process are reaping the rewards in terms of cost, time and quality of hire.

Now it's time you do the same.

Evaluating the strengths & weaknesses of your hiring process

If you want to avoid the cost of making a bad hire, you need an effective recruitment strategy detailing not only who your organisation should recruit, but also when, where and how that hiring should take place.

The following questionnaire has been compiled by Webrecruit's team of experts, and is designed to help you evaluate the effectiveness of your current hiring processes.

Take the time to ask yourself the following questions (honestly) to discover where you can improve your internal recruitment process and build a strategy for successful talent acquisition that is right for your business.

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Recruitment strategy

- Do you know what your main recruitment objectives are?   Yes □ No □
- Do you set KPIs to fulfil your hiring needs?   Yes □ No □
- Is consideration given to internal candidates for your job openings?   Yes □ No □
- Do you have a recruitment budget & is it sufficient?   Yes □ No □
- Are you measuring cost-effectiveness?   Yes □ No □

Sourcing

- Do you use external providers to fill a vacancy? (e.g. agencies, job boards)   Yes □ No □
- Do you measure the effectiveness of your sourcing activities?   Yes □ No □
- Do you use social media sites, such as LinkedIn, as a talent attraction tool?   Yes □ No □
- Does your business have a company page on LinkedIn?   Yes □ No □
- Do your employees have access to your social media platforms?   Yes □ No □

Selection process

- Do you use an ATS (applicant tracking system)?   Yes □ No □
- Do you ensure against discrimination?   Yes □ No □
- Do you use additional interview screening tools, such as telephone or video interviews?   Yes □ No □
- Do you provide feedback to your candidates?   Yes □ No □
- Do you know your interview to fill ratio?   Yes □ No □

Induction of new staff

- Do you have contact with your new hire between offering them the job & their first day of work?   Yes □ No □
- Do you have an on-boarding/induction programme for new hires?   Yes □ No □
- Do you know what this induction process involves and who is involved?   Yes □ No □
- Do you have regular 1-2-1s with your new hire in the first few weeks of them joining?   Yes □ No □
- Is this continued throughout their employment?   Yes □ No □

Employee retention

- Are you aware of your employee retention rates?   Yes □ No □
- Is there a path for advancement and improvement through the company?   Yes □ No □
- Do you have a credible performance appraisal in place?   Yes □ No □
- Are your retention rates higher than your competitors?   Yes □ No □
- Do you provide counter offers should one of your top performers chose to leave?   Yes □ No □

So now you've answered the questions, how do you compare?

Answered yes to 0 – 50 questions

Unfortunately you are still a long way off from implementing a streamlined and effective hiring process. But hopefully by now, you've identified what areas may be holding you back from delivering effective recruitment – whether that's money, time or a lack of direction within the business.

Reflect through your answers given above and write a list of all the things that you feel are negatively impacting your hiring process. Then, one at a time, identify which actions must be taken to overcome this and start doing it.

Answered yes to 51 – 75 questions

While you clearly have put a lot of thought & effort into your recruitment activity, there is still plenty you can do to streamline & improve your hiring process.

Continue building on the activity you already do and ensure you have plans in place to measure their effectiveness. That way, if something isn't working the way you hoped, you're not wasting any more valuable time or resources.

Answered yes to 76 – 100 questions

Congratulations, you're recruitment activity is (or nearly) on par with industry standards meaning you're well-equipped to bring the best talent on-board.

Now, you just have to make sure your new hires stay with the company. A great way to do this is by evaluating your EVP (employer value proposition), and ensuring the perks are worth their while for all the hard work and commitment they bring to your organisation.

Conclusion

Strategic planning by HR has become an integral component of doing business. With HR departments tasked with delivering more for less, it's paramount that you address the changing needs of your recruitment function to ensure you're running the most efficient, cost-effective and timely hiring process.

By asking yourself these key questions, you will gain a clearer understanding of your organisation's strengths and weaknesses, identify where improvement is needed, and ultimately, ensure you're getting the most out of your recruitment strategy.

About Webrecruit

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