

System for effective recruitment

Stage 1:

Advertise and find 10 hot prospects

Sit down and think about the qualities of the new employee you want. Think attitude and mindset more than skillset (you can train skills, but you can't train attitude).

Advertise the vacancy in as many relevant places as possible. For non-specialised staff think recruitment websites like totaljobs.com. Local newspaper websites can sometimes be a good idea, but avoid print adverts.

In your advert say there will be a recruitment event and give the date and time.

It can also be advantageous to say that interested applicants can phone a named contact for more information. Applicants who do this and ask intelligent questions may go on to be very hot prospects for you.

Set a cut off date and on that day sift through the hundreds of CVs to find the 10 most promising applicants. Invite 10 to your recruitment event. Phone them and confirm the event by letter.

Stage 2:

Recruitment event

Your event should run for 2-3 hours, and needs the key decision makers plus a trusted member of support team to be involved.

The key activity of the day is to observe candidates at all times. The decision maker must have the space to stand back and watch. This system will not work if the decision maker is running around organising the event.

Ideally run it away from your premises; such as a local hotel where you can rent some space. You need 2 rooms.

See page 2 for running event >>

Here's the running order with sample timing:

9.45am to 9.59am

All applicants to arrive. Play some music so they are more comfortable when they arrive. Tea and coffee on arrival. Don't feel the need to engage them in conversation... let them sit together and see who leads conversation and who just sits there

10am

Introduction from the key decision maker. Talk about how the structure of the day; how exciting this role is, why it is so important, and how great it is to work for you!

10.05am

Go round the room and ask everyone to introduce themselves in 60 seconds

10.15am

Play first game. Split them into two teams. This game should be to a) warm them up, and b) get them to work together.

Suggested games are enclosed with this system. You can find others by Googling "team building games"

The decision maker should stand back and watch how people work together.

10.30am

Play second game. This game should force them to work against each other, to bring out a bit of competitive spirit

10.55am

Everyone has a 5 minute interview in the other room with the decision maker and a senior colleague. Don't ask about jobs, CVs etc. Ask them about their life, career, their passions. Just get them talking to see if you connect with them. Never hire someone you cannot connect with.

The rest of the group stays in the other room. Importantly, a trusted member of your team stays with them, to quietly observe. This group will be a lot more relaxed and will start to interact in really interesting ways as the interviews continue in the other room.

12noon

Call in the member of your team, and between the three of you pick the top 2 or 3 candidates. The decision maker should then send the other seven home. This is the worst part of the whole process!!! But a necessary evil.

12.05pm

Now you give each of the remaining candidates a proper 20 minute interview. After their interview they can go home.

1pm

You should be very clear who you are going to hire, or that you didn't meet the right candidate today and need to repeat the process again.