

WEBINAR

RECRUITMENT FAUX PAS

DON'T MAKE THESE RECRUITMENT
MISTAKES!

SCOUT TALENT
SEE PEOPLE FIRST





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WEBINAR

HOUSE KEEPING

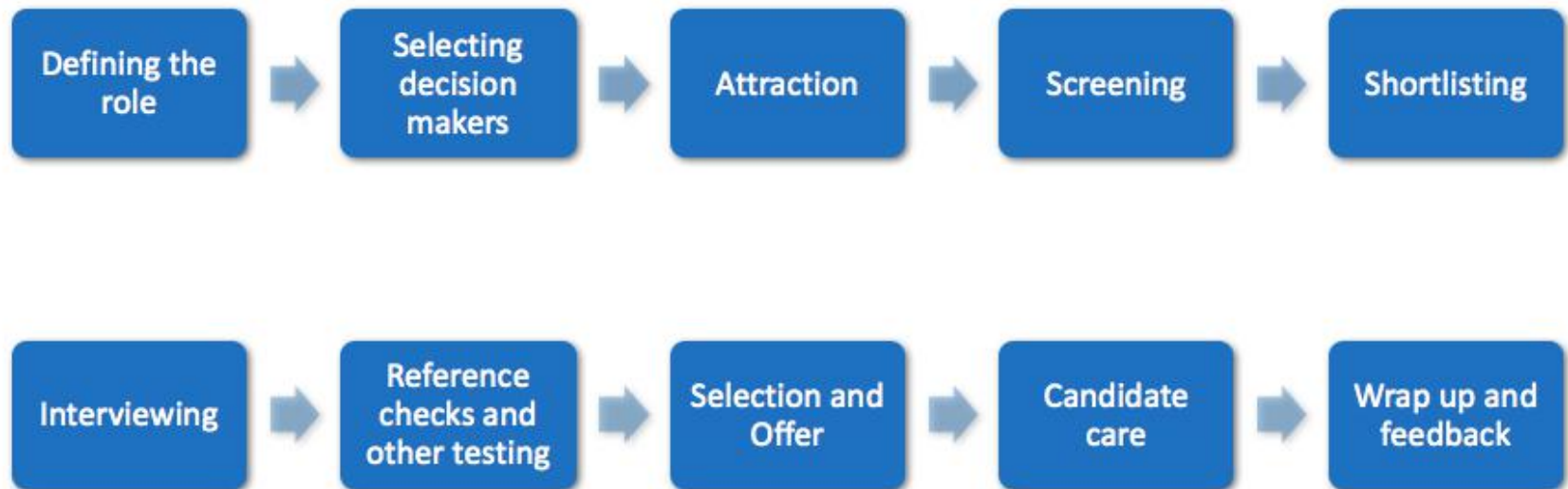
- Your microphones are on mute and we can't hear you, however we absolutely encourage your participation!
 - If you have any questions or comments please type them in the GoTo Webinar Action Pane on the right side of your screen.
 - We will try to address these throughout. We will also leave time at the end to go through your questions and share our contact details.
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- Duration: 30-40 mins
 - If you experience any technical difficulties at all, please let us know via the GoTo Webinar Action Pane and we'll happily help.

WHAT WE'LL COVER TODAY

- Why it's important to understand what can go wrong, and how small things may be affecting your ability to attract and retain top talent
- Each part of the recruitment process and what the most common recruitment faux pas are of each
- How to avoid some of the easy mistakes to make and robust out your process
- Questions

WHY?

THE PROCESS





QUICK POLL

Do you have a clearly defined recruitment process that is always followed?

Yes we have one and it's always followed

Yes we have one, but it's not always followed

No we don't have one

Unsure as to whether we have one or not.

DEFINING THE ROLE & DETERMINING WHO IS INVOLVED

- Make it creative and inclusive
- Dry and generic job descriptions could very well chase away great candidates
- Clearly define the specific qualities and qualifications
- Describe the culture and goals of the company and how the ideal candidate would fit into that
- If you were describing a position to a friend, would it be different to how you write a job description?



LinkedIn's head of recruiting, Brendan Browne says one of the most common recurring mistakes hiring managers make is setting unrealistic expectations.

ATTRACTION: FINDING YOUR CANDIDATES





QUICK POLL

When it has happened in the past, why do you think you've failed to make a successful hire?

We take too long to hire

There aren't enough candidates in the area

Poor salary and benefits

I have no idea

Other

ATTRACTION: FINDING YOUR CANDIDATES

Saying what everyone else says

Not targeting your desired candidates

Not being specific enough

Only recruiting through active strategies

Only advertising on one job board

Skipping the 'what's in it for them'

Making the application process too hard

Not understanding how you are perceived in the candidate market...or what people are saying about you

73% of the candidate market are passive job seekers



QUICK POLL

**How honestly do you think your job descriptions
portray your company and role?**

Very honestly

Somewhat honestly

Not honestly at all

MARKETPLACE COMPARISON



"Becoming number one is easier than remaining number one."

Bill Bradley

Company Perception

- What do our consumers think?
- What do people say on Glassdoor?

Salary

- How confident are we that our salary is “competitive”?

Benefits

- How do we compare?

Culture

- Company turnover
- Employee surveys

SCREENING AND SHORTLISTING

- Unconscious BIAS
- Waiting for the perfect 'on paper' candidate
- Making assumptions
- Taking too long



Time is everything.....

Research indicates the top 10% of candidates are often gone from the marketplace within 10 days

INTERVIEWING



INTERVIEWING

How many rounds of interviews?

Transparency

Length of interview

Video interviews

The candidate experience

Interview Questions

Information sharing

Style of interview

WHAT IS YOUR BIGGEST
WEAKNESS?

REFERENCES, TESTING AND OTHER CHECKS

- Reference checks
- Skills Testing
- Behavioural Testing
- Criminal History Checks
- Financial Background Checks



SELECTION AND OFFER

- Don't assume a verbal acceptance is official
- Make an appropriate offer
- Confirm housekeeping items
- Timing is important



CANDIDATE CARE - MORE COMMUNICATION

The number one pain point for candidates is hearing nothing once an application is submitted



CANDIDATE CARE AND WRAP UP

- 78% would tell friends and family of a bad experience
- 42% of candidates said they would never seek employment at that company again
- 22% said they would actively tell other candidates not to work at that company
- 9% said they would go so far as to tell others not to purchase products or services from that company

Feedback: What were the results, what worked, and what didn't?



QUESTIONS

THANK YOU!



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