



How to Hire the Right People

BY LABOR FINDERS



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So you've decided it's time to take your business to the next level and hire more people. Before you start shelling out money for Indeed posts and Facebook ads, it's important to note that hiring the right way is just as important as making the decision to expand your staff. Making the wrong hire can hurt your business more than not hiring at all.

Here are some stats to think about:

\$14,900

This is the average amount of money businesses lost on each bad hire according to a Career Builder survey*.

43%

The percentage of respondents in a 2012 Career Builder survey* said they made a bad hire because they wanted workers right away.

80%

The percentage of employee turnover due to bad hiring decisions according to Global HR Research**.

All of the money, time and resources you spent finding and hiring a bad fit affects your bottom-line. But did you know it could have a profound effect on other employees? While you may have fired the worker who did a sloppy job, you're still left with work that needs to be done. Until you can find a replacement, your current crew has to carry the workload. Overworked employees can dampen moral and increase your turnover rate, putting you deeper into a business bind.

That's why we created this guide so you can hire the right people for your crew.



It All Starts With A Detailed Job Description

Like your sales copy and marketing brochures, your job openings have to attract the right person you want on your team. Advertising an opening that's too vague can bring in the wrong candidates, or worse, no one at all.

Let's start with the job title.

Think of it as the headline that will grab your perfect worker. It should be clear and descriptive. Potential job seekers should be able to glance at it and know exactly what kind of worker you're looking for. It should describe the main parts of the job, using the terms candidates would naturally use to search for your job on Google. Speaking of Google, according to a study by Indeed^{***}, they suggest that job titles that are either too long or too short won't rank well on the search engine.

Now on to the job description.

An effective job description has three parts:

Job Responsibilities: Unlike the job title, you can get as lengthy as you want when it comes to listing job responsibilities. Provide a comprehensive list of the day-to-day job tasks along with whatever equipment or tools your new worker may use. It will give job seekers the information they need to help them decide to apply. If it's been awhile since you've done the job yourself or it's an area that you aren't familiar with, ask your current employees for their input. You also should include the type of working conditions your new worker may experience such as a noisy factory or inclement weather.

Job Requirements: Certifications, years of experience, licenses, preferred skills, soft skills – include all the traits and qualities you want in a perfect hire. This will also weed out unqualified job seekers before their application hits your inbox. Just be sure that you don't include any language that could set you up for a lawsuit.

Company Overview: With unemployment at record lows, it truly is a job seeker market. People these days want to work for a company they know, share their values, and have room for professional growth (yes, even in the blue collar industry!). Include a brief but engaging section that lays out your company history, mission, and values. It can go a long way in helping your job ad stand out.



Don't Skip the Interview Process

Even if you're looking for low - level workers, interviewing potential hires should be part of your hiring process. While an application may give you an idea of their experience, sitting down with them one-on-one you can truly vet them. Verifying past work experience, getting references, and evaluating them on whether they would fit in with the rest of your crew can all be done during an interview.



Ask the Right Interview Questions

Interviews can be time-consuming so to make the most out of this part of the hiring process, it's important to ask the right questions. Here are a few to get you started:

- Why do you want to work here?
- Do you work better alone or with a crew?
- What does hard work mean to you?
- What are the top three skills you would bring to this job?
- What else do you want to know about this job?
- Do you have any certifications or licenses?
- If you could change one thing about your last job, what would it be?
- What was a tough work situation you were in and how did you handle it?
- Where do you see yourself in 5 years?
- Do you have any questions for me?



Employer Branding in the Hiring Process

EMPLOYER BRAND

The commonly used term to describe your reputation as an employer, and its value proposition to its employees, as opposed to its more general corporate brand reputation and value proposition to customers.

The reputation you have with potential workers is more important than ever. With unemployment at record low rates, the fight for workers is extremely competitive. Future employees are also our customers. Everyone, from HR to CEOs, must be invested in creating a favorable employer brand that is consistent across the company. According to a Universum report, 60% of the 200 senior executives they surveyed concluded that CEO's are responsible for a company's employer branding.

How important is employer brand?

- **78% of potential workers** judge how a company values its employees by their experience with that company, according to the 2017 Talent Adore report.
- **75% of job seekers** use an employer's brand to help them decide whether to apply for a certain job, as reported in a LinkedIn report.
- A job seeker will read **at least six reviews** about a company before forming an opinion.



WITH A STRONG EMPLOYER BRAND YOU CAN:

Attract the Right People

Job seekers today want to work with companies that share their values, are committed to giving back to the community, and are able to help them get further along in their career. If what they're looking for in an employer aligns with your brand, you may have attracted the right candidate to fill your open position. In a report from LinkedIn, employer branding results in 50% of more qualified applicants.

Improve Employee Retention

A strong employer brand shapes the culture of your workplace as well as sets the goals and expectations for everyone that works for you. The more your employees feel like their work contributes to the overall vision of your company, the more invested they become in their job. In turn, it will make them less likely to leave and look for work elsewhere.

Improve Employee Engagement

A big part of retaining employees is keeping them engaged with their job, co-workers, and company. How does employer brand contribute to this necessary engagement? It provides the motivation they need to stay productive. Productive workers mean more growth (and more revenue) for your business. It also makes your company more attractive to potential job seekers.



Cut-down on Recruiting Costs

Creating and maintaining a strong employer brand reduces the need to spend time and money on active recruiting. Your stellar reputation in the workforce community is already working hard to attract the people you need to fill open positions at your company. Instead of having to find workers, workers are already finding you, keeping your talent pool full.

Implement Social Media Into Your Recruiting Strategy

Social media has become an integral part of everyone's life, including the workers you're trying to hire. With social platforms like Facebook and LinkedIn making it easy for people to look and apply for jobs, it's more important than ever to make social media a part of your recruiting strategy. So how can you incorporate social media into your recruiting strategy?

Create and Maintain Your Employer Brand

Whether your company is B2B or B2C, any business can benefit from having a presence on social media. Facebook and LinkedIn Pages as well as Twitter and Instagram accounts provide the perfect platform for showcasing your brand to potential candidates. Ways you can display your brand online include sharing your company values, behind the scenes images of your offices and job sites, and getting your current employees on board with sharing their work experiences.

Be Where Your Potential Workers Already Hang Out

As of December 2018, there are 2.32 billion active users on Facebook and 1 in 4 of those people are looking for a job. What about LinkedIn? They boast over 500 million active users. Having a strong and consistent presence on these platforms increases your chances of reaching and hiring the workers you're looking for. These social media giants have tools and features just for recruiting people already actively using their platform.

Monitor Your Online Reputation


Reviews can make or break businesses. According to a BrightLocal Survey, 86% of people read local business reviews. Job seekers are no exception. Sites like Glassdoor exist so candidates can get the third-party scoop on the companies they're thinking of working for. By having an online platform you can not only monitor what people are saying about your brand but ask your current employees and clients to share their reviews as well.

Did you know.....



79%

of job seekers use social media to find a job according to Glassdoor.



82%

of businesses use social media to recruit passive job seekers according to Marketing Sherpa.



59%

of job candidates use social media to research companies they want to work with according to Talent Works.

Work With Your Candidates First

Sometimes you won't know if a worker is a good fit for the project until you see them in action on a job site. We've already seen the costs of hiring the wrong person. However, we don't want to spend the time and expense of recruiting and hiring someone if we don't know for sure that they are a good fit. That's where staffing agencies can help.



How Staffing Agencies Can Help You Hire the Right People

- ✓ They have an extensive network of workers at all career levels that they've already vetted.
- ✓ They provide workers you can have on a temporary basis before deciding to hire them full-time.
- ✓ They handle time-sucking tasks like writing job descriptions, advertising positions, and weeding through resumes.
- ✓ They act as your personal HR department, handling the payroll, worker's compensation and other associated costs, and the paperwork of every contract worker they send out to you.

Hiring the right people for your blue collar business can be time-consuming but you don't have to do it alone!

Click to connect
with a local recruiter!

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