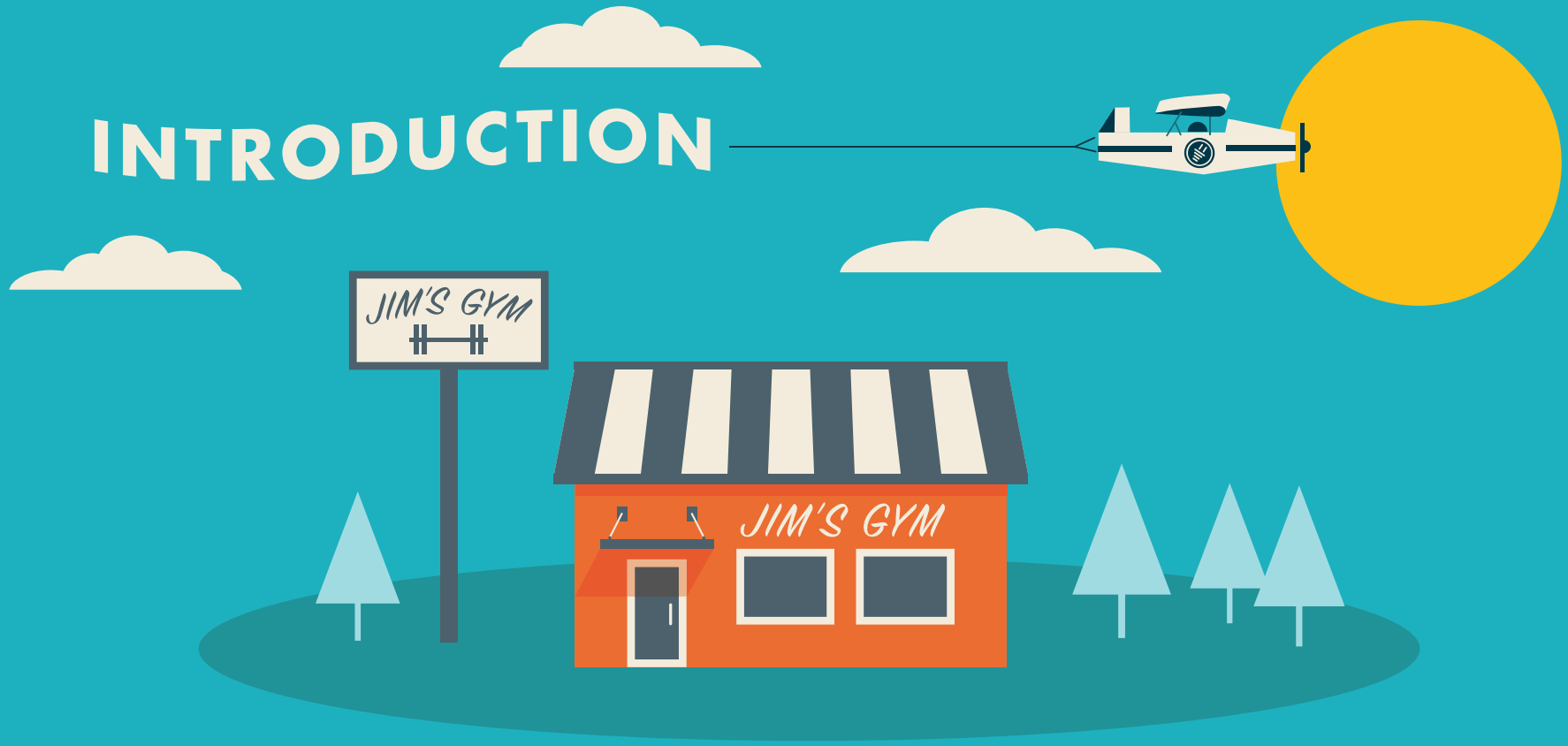
Hire More Superstars

The Four Essentials to building a Hiring Process to identify the Best and Brightest



CareerPlug

INTRODUCTION



Jim's Gym never had trouble making great hires when they had just one location and Jim made all of the decisions. Sure there were some mistakes from time to time, but Jim had a knack for identifying talent. Those early employees were loyal to Jim and stayed with him for the long run. As the gym grew into a multi-unit chain, it became harder and harder to hire great people. Each manager seemed to have their own process (if you want to call it that). Despite spending countless hours on recruiting, these gyms could never seem to hire quality people – and their high turnover was making the problem even worse.

Jim's leadership team knew that something needed to change, but they didn't know where to start.

WHAT GOT YOU *HERE*



Many companies are able to hire Superstars early in the life of a business thanks to the entrepreneurial efforts of the founder and leadership team. They use their networks to attract applicants and evaluate them effectively – often placing more emphasis on their personality, motivation and culture fit than on their actual work experience.

INSTINCT

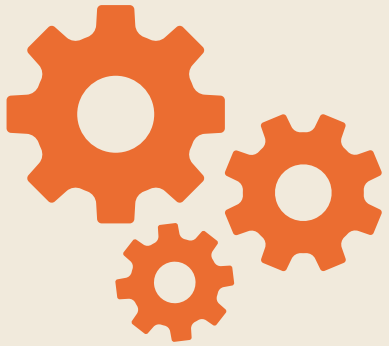


WON'T GET YOU *THERE*



As companies grow into multi-unit chains, many face significant challenges as they rely on newer managers to replicate the "hiring magic" of the founding team. This can lead to disaster unless 1) a hiring process is built to capture evaluation criteria and methods, and 2) it is used consistently across the organization.

PROCESS



GROWTH


#1
Evaluation

BUILD YOUR PROCESS

If your managers are running their own hiring processes, then you will never achieve predicable results.
Here's how you can change that:

1. Start by standardizing job descriptions for each position. An effective job description will help you attract the right applicants, establish the hiring criteria for managers, and show the new hire what is expected.

2. Next, map out the process steps that should be taken by each manager and give them the resources to execute on this process. By creating consistency, you will improve the accuracy and efficiency of your team.

3. Finally, be sure that everyone is using **One System and Process for All Applicants**. This is critical.



Source: Predictive Analysis Times

1 BAD HIRE

- WIPES OUT THE VALUE OF -

~~3 GOOD HIRES~~

DON'T RELY ON RESUMES ALONE

Resumes are not always a reliable indicator of someone's qualifications for a position – especially for entry level roles. They often fail to show you someone's true potential. Plus there is no guarantee that their resume is even accurate!

Use Prescreen Questions Upfront

Think of 3-5 things that you would want to know about an applicant upfront (such as licensing, availability and preferences) that may not be in their resume and include them in the application.

Give Assessments before Interviews

Combine personality & cognitive assessments along with resumes to prepare for interviews. Use the assessment scores of your current team to set benchmarks for evaluating applicants' scores.

64% OF MANAGERS FEAR THEY'RE MISSING KEY INFORMATION ABOUT A CANDIDATE

Source: Development Dimensions International

✕ OLD WAY



✓ NEW WAY



INTERVIEWS ARE "MAKE OR BREAK" MOMENTS

Interviews are way too important to be left to chance. Most managers don't have a set of interview questions prepared or a scorecard based on hiring criteria. This leads to managers evaluating applicants based on how much they like them – rather than if they are the best fit for the position!

All managers should have a standard interview guide with questions and a scorecard that should be completed either during or after the interview.

5x

Organizations that lack a standard interview process are five times as likely to make a bad hire.

Source: Brandon Hall Group

KEY HIRING CRITERIA

1. **ABILITY**
   Are they capable of doing the job well?
2. **MOTIVATION**
   Are they motivated to do the job well?
3. **CULTURE FIT**
   Are they a fit for our organization?

DON'T RISK IT - VERIFY, THEN HIRE

Don't take everything that the applicant tells you as the truth until you have verified it via reference and background checks. Don't skip this important part of the process. It is the most effective way to avoid certain bad hires.

REFERENCE CHECKS

Reference Checks not only help you verify an applicant's employment history, but they also allow you to speak with their manager to learn about their performance and get advice on the best ways to lead this person.

Reference checks eliminate 21% of applicants for companies that use them.

What does this mean for companies that don't conduct reference checks and fail to screen out that 21%?

Source: Office Team

BACKGROUND CHECKS

Background Checks are one of the final steps in the process and can alert you to an applicant's criminal history. It's much better for you to find out at this stage vs while they're on the job.

How many hiring mistakes does it take for you to regret not conducting criminal background checks?

Answer: 1

#2 Efficiency



SALES TEAMS NOW USE SOFTWARE. WHY WOULDN'T HIRING TEAMS?

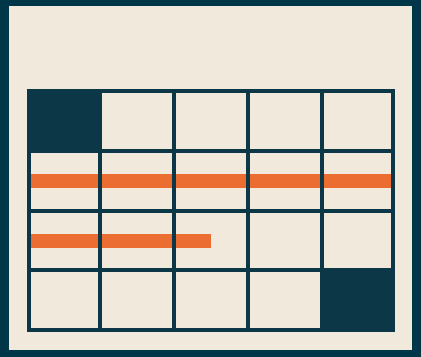
Not long ago, most sales teams managed their deals through Outlook and Excel - not the most efficient process. Now all but the smallest companies are using Customer Relationship Management (CRM) software to capture their leads and manage the sales process. Sound familiar? It should because...

Hiring teams face the same challenges!

Managers who use email or spreadsheets to track hiring activities are burning hours of extra time each week. This is precious time that could be spent with current team members and customers. Hiring software will save you time, plus it will lead to faster hires and fewer hiring mistakes.



15 MINUTES SAVED EACH WORK DAY = 1.5 WEEKS A YEAR!

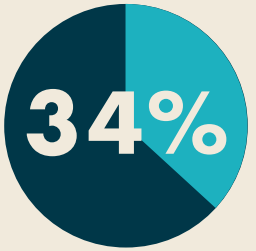


IMPACT OF USING **CRM SOFTWARE** ON SALES TEAMS

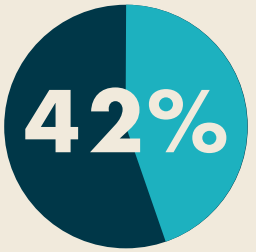
⬆ SALES



⬆ PRODUCTIVITY



⬆ACCURACY



Source: Salesforce

#3
Execution



HOW TO

EXECUTE

A SUPERSTAR HIRING PROCESS

1 USE A CENTRALIZED SYSTEM

If you don't track everything in one place, then you are not setting up your team for success.

2 BUILD YOUR HIRING PROCESS

Ensuring that everyone follows the same process for all applicants will lead to predictable results.

3 TRAIN & MOTIVATE YOUR TEAM

Make sure that they know how to run the process and sell them on the improved results and time savings.

4 HOLD EVERYONE ACCOUNTABLE

Set standards for performance and develop a system to ensure that they are met. **Inspect What You Expect!**

5 MEASURE. INNOVATE. REPEAT.

Look at your hiring process like a funnel (applicants at the top and hires at the bottom) and focus on small changes to move more people through it faster.



"**82 percent** of respondents admit they have limited-to-no ability to hold others accountable successfully. That's especially worrisome because **91 percent** of respondents indicated they would rank 'improving the ability to hold others accountable in an effective way' as one of the top leadership development needs in their organization."

Source: Training Magazine



#4
Experience

EXPERIENCE IS EVERYTHING

If it is not easy, then people will not use it. At least not to its full potential. Not as many candidates will apply. Managers will find ways to work around it. Leaders will not trust it. New hires will be left confused.

But if you get it right, the results will be amazing.



TO ACHIEVE AMAZING RESULTS, YOU MUST HAVE AN AMAZING EXPERIENCE FOR ALL STAKEHOLDERS.

IT STARTS WITH CANDIDATE EXPERIENCE

You could have the best interview questions in the world, but they won't be worth a thing if you don't attract enough of the right people. Superstar candidates have lots of options, and now they can apply to multiple openings within minutes. Recruiting is a form of sales, and a great new hire is almost always more valuable than a new customer.

Think about your hiring process: **Would you want your customers to go through this process?**



ORGANIZATIONS THAT INVEST IN A STRONG CANDIDATE EXPERIENCE IMPROVE THEIR QUALITY OF HIRES BY 70%.

Source: Brandon Hall Group

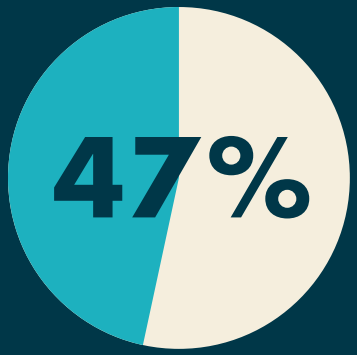
KEYS TO SUCCESS

1. Showcase your career opportunities
2. Make it easy to apply from any device
3. Follow up quickly and keep people updated on their status in the hiring process

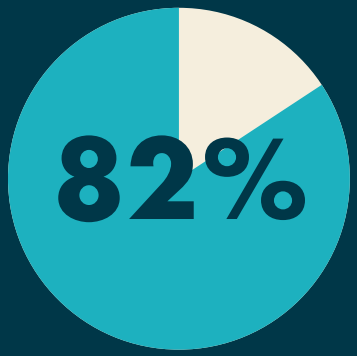
MAKE IT EASIER FOR MANAGERS

Managers are busy, and the ones who are short staffed are slammed and stressed. They don't think they have time to recruit, but they know that it is important. Most managers don't sit at a desk all day - so when they do sit down to work on recruiting it needs to be as easy as possible.

Give managers the resources they need to run a successful hiring process. Don't make them reinvent it. **Predictable recruiting results come from consistent processes applied across the organization.**



OF MANAGERS MAKE HIRING DECISIONS IN 30 MINUTES OR LESS



OF THE TIME MANAGERS FAIL TO CHOOSE THE RIGHT TALENT FOR THE JOB

Sources: Development Dimensions International & Gallup

KEYS TO SUCCESS

1. Provide a clear process and access to hiring resources
2. Give them the data they need to make the right decisions
3. Make it easy to act from any device

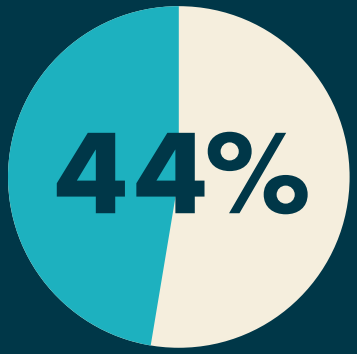
HELP LEADERS LEAD

HR leaders need an easy way to develop a hiring process and make it available to all of their managers. This cannot be a playbook binder that is given out at a training session – it needs to be integrated into the way that managers recruit. HR leaders also need easy access to reporting insights so that they can monitor performance and hold managers accountable to results.

Leaders must be set up for success themselves before they can do the same for their teams.



OF MANAGERS HAVE NEVER HAD FORMAL INTERVIEW TRAINING



RELY ON THEIR GUT INSTINCT TO MAKE A DECISION

Source: Development Dimensions International

KEYS TO SUCCESS

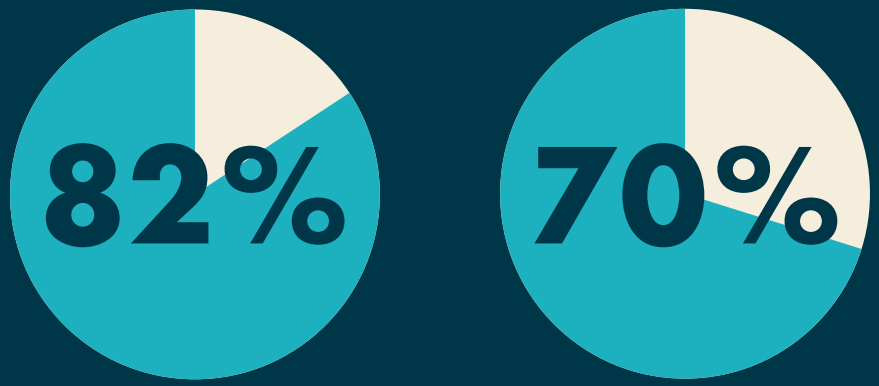
1. Set measurable hiring goals
2. Create standards and train managers
3. Track performance and hold managers accountable to results

WOW NEW HIRES

Managers have gone through the hiring process, done all of the right things and made a great hire. The last thing they want to do now is ruin all of their hard work by failing to properly onboard this new hire into the organization. When companies fail to standardize the onboarding process, performance, retention and engagement suffer.

You only get one shot at a first impression with new hires – make sure that it's a great one.

ORGANIZATIONS WITH A STRONG ONBOARDING PROCESS



IMPROVE RETENTION BY 82%

IMPROVE PRODUCTIVITY BY 70%

Source: Brandon Hall Group

KEYS TO SUCCESS

1. Help them complete new hire forms efficiently
2. Get them oriented with the organization and culture
3. Train them to become proficient at the job quickly

Make Hiring EASIER

WITH



CareerPlug

WE MAKE HIRING EASIER

ATTRACT APPLICANTS

HIRE SUPERSTARS

LAUNCH NEW HIRES

Most our of new clients come to us with turnover issues and inefficient hiring processes.

They have outgrown their current hiring system – whether that is email/spreadsheets or an outdated software platform – and are ready for a change. They love having an easy-to-use Applicant Tracking System to streamline the process and help them make better hiring decisions.



HOW IT WORKS

ATTRACT

Create attractive job postings and distribute them across your network and to top job seeker websites - all within minutes.

HIRE

Use assessments, interview scorecards, and other tools to hire more superstars - and avoid bad hires - consistently.

ONBOARD

Get your rookies ready to perform quickly with a smooth process that takes the pain - and paper - out of onboarding.



TRUSTED BY OVER 7,000 GROWING COMPANIES

CareerPlug specializes in serving decentralized organizations with multiple locations, including franchises. We have helped each of them build an effective hiring process that all of their managers can follow and act on from any device.

"I cannot imagine our business today without CareerPlug. The tool has organized our process, made us have a more professional look and feel, and allowed us to make significantly better hires and lower our turnover by over 25%. The team at CareerPlug delivers a quality product at a price that any small business can afford."

CHAD WESTER
DIRECTOR OF SALES
WIRELESS ADVANTAGE



START HIRING MORE SUPERSTARS TODAY

WHERE DO I START?

Request a free Hiring Process Evaluation. This self assessment allows you to compare your current hiring process with the best practices used by leading companies. We'll provide actionable feedback and help you get one step closer to Making Hiring Easier.



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