



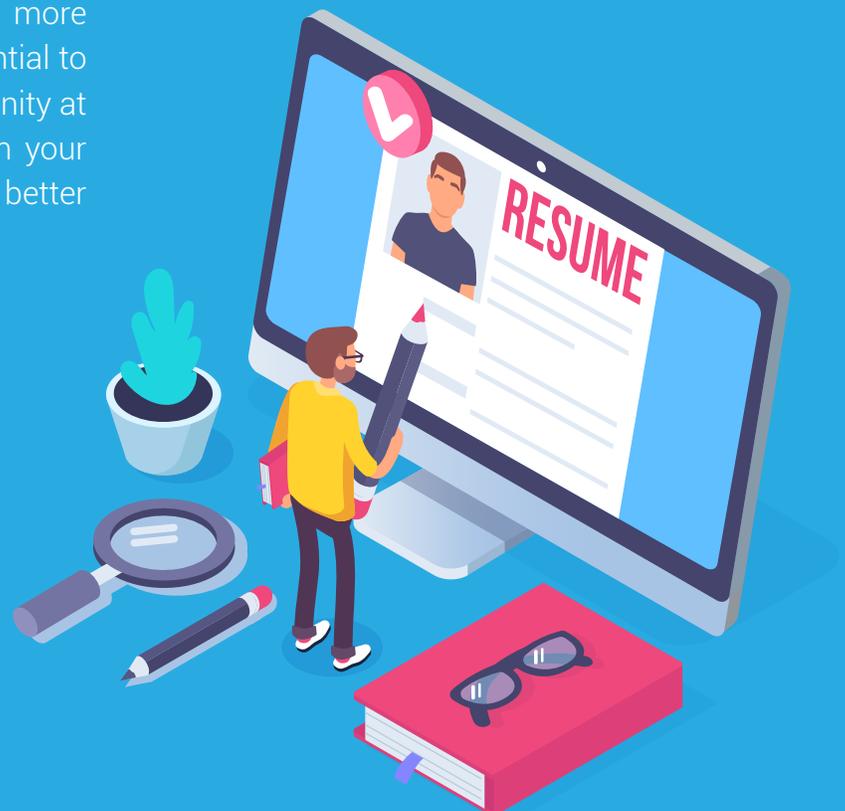
NEW IDEAS ON CONQUERING THE TALENT SHORTAGE

Most companies, regardless of size or industry, recruit similarly and most have similar frustrations and challenges in sourcing and hiring the best employees. Often recruiters and hiring managers become frustrated and hire inferior employees, which creates potential disasters for the entire company. Inferior employees will eventually cause the deterioration of your current employee retention, engagement and productivity, and this cannot happen in today's competitive world. Fortunately, there are numerous excellent ways to attract potential candidates that require very little money or time.

The following ideas may just put you ahead of your competition:

- Offer your current employees an incentive for sourcing candidates who are hired. Many large companies utilize this technique and it works amazingly well. The incentive doesn't have to be money; it can be gift cards, sports related tickets or simply a recognition award from management. This is a very effective way to ensure that your hires will be great employees. Current employees who recommend others are well aware of what "it takes to do the job" and they realize that they have a vested interest in finding the best employees.
- Most employees are on various social media sites. Try asking them to place messages of job openings on their personal social media sites. Saying something like "If you're a developer, we need you at the great company I work for." This can attract people who are not actively looking for a job. And, your current employees can also get an incentive out of doing this.
- Recruiters mostly utilize LinkedIn to search for employees, but there are other sites where talented potential candidates "hang out" on the internet. Scope out sites such as Twitter and Facebook and start commenting on popular blogs and forums. Employees can help also since they know the languages used by these various groups and can communicate with your targeted audience much easier than you probably can.
- Try using Facebook targeting features to advertise in the feeds of people who match your needed skills and region.
- Make friends with several college counselors, deans and local professors and ask them for advice on their top students. They will be more than happy to recommend the best students and will usually personally contact the students and suggest that they call you. Also, most colleges have Job Opening Bulletin Boards in which you can post your job openings and, many have student placement resources to help students find jobs. It's also a good idea to help the colleges, whether counselor or professor with suggestions on adding particular data to courses or invite them for a tour of your company. A visit to your company will likely result in the sharing of a list of the best graduating students who may be a perfect fit for your company.
- Offer to assist college-related professional groups and organizations that are likely to have members with your needed skills. Sponsoring one of their meetings at your company impresses students and professors. The same is true for offering to speak at one of the meetings. The members will gladly share ideas, resumes and assistance with helping you in your job searches.

- Contact local non-college related professional chapters and organizations and offer to help by getting involved in a couple of their events and meetings. Bring a list of your job openings and share them with members. Most will know of great candidates or will nominate themselves for one of your jobs.
- Contact your past candidates. Try emailing past candidates and ask if they are interested in your job or know of someone who might be interested in the job. If you have an ATS system, this is incredibly easy to do, or just plow through your stack of old resumes to find a job match.
- Share your job openings list with current employees and ask them if they have an interest in one of the openings. Often employees are interested in other jobs and may be taking classes to get up to speed on a particular job. Or, they may be interested and have the needed skills but have been previously overlooked during the interviews. And, if a current employee needs more classwork or training, but has the potential to succeed, why not give them an opportunity at the new job. You'll get accolades from your workers for doing so. This also creates better retention and engagement.
- Contact your local radio and television stations and volunteer to be interviewed on your job openings. You can also discuss other topics, such as "how to apply for jobs and interviews." You could also include some of the important details on how to get your needed job skills.
- Search your competitors for possible candidates, then contact them through LinkedIn. They will likely be passive candidates, so it may take some "gentle" persuasion. They may know of other possible candidates and will happily share their names if they are not interested in your job.



- Create paid internships for soon-to-graduate college students. Internships are important to all college grads and paid internships are more likely to win long term employees because they appreciate the opportunity to learn and get paid in real time. You can also offer a job before graduation with the agreement that the job begins right after graduation.
- Create a "hiring page" on your website. List all your jobs, include your benefits and potential opportunities to train both vertically and horizontally. Millennials normally look for this when they are job searching.
- Link the hiring page to a web page that includes head shots of some of your employees in groups. Then, add in short comments from employees about what they like at your company, what they enjoy, positive comments about their manager and why they chose your company.

The above suggestions are easy and simple to do. And, the suggestions that your current employees can help with will create a much more positive environment, aid in retention and improve employee engagement. Most people enjoy helping others, and when employees see that you need help, they almost always volunteer to help the employer who is always there for them.

