



HIRE the best,
LOWER the cost!

Our quick guide to selecting the best people

Boost your brand

When potential candidates surf your website, social media or literature, what do they see? An attractive, dynamic organization, or a badly designed and uninspiring brand?

Employment is a two-way process and you need to look sharp.

Let technology give you a makeover. Look at a few recruitment videos on YouTube to see how others are doing it. Then check out Sirius, IPAT's recruitment assistant which can make your hiring process slick and put you miles ahead of the competition.

If a candidate has a good experience with your brand they'll let others know – whether or not they actually get the job!



Don't be afraid to **make changes**

If it ain't broke, don't fix it, right? But what if your trusted hiring processes are broken and you just don't know it? Shaking up the way you do things and bringing in new selection methods can deliver a higher percentage of top-notch hires, which means greater ROI.

We're not going to bother...

What we do is already perfect. Honest!

It's too hard. Computer says no.

I'm too busy sorting out the last round of bad hires to think about it!

We need to do something...

Is our current process working? No one knows!

Our assessments are a bit hit and miss.

We fork out a lot to get someone on board... but they don't always deliver.

There really is room for performance improvement.

People think we're stuck in the dark ages.



Commerciality
Innovation
Calm under pressure
Problem-solving



Decide **exactly** **what you're looking** **for** before you start

If you don't know what you're looking for, it's unlikely you'll find it. Starting your search without a proper job analysis that defines the competencies, experience and qualifications needed for the role is like going on a treasure hunt without a map.

Defining what you want needn't be painful, expensive or time-consuming. Online systems such as Sirius can help outline job requirements with accuracy.

Use the right tool at the right time

With more applications than ever before, sorting the wheat from the chaff can be daunting. Everyone uses interviews, but beware of randomly throwing tools such as psychological assessments into the mix. A good selection 'funnel' can help you sift, sort and filter candidates by using effective tools in the correct order.

1 SIFT

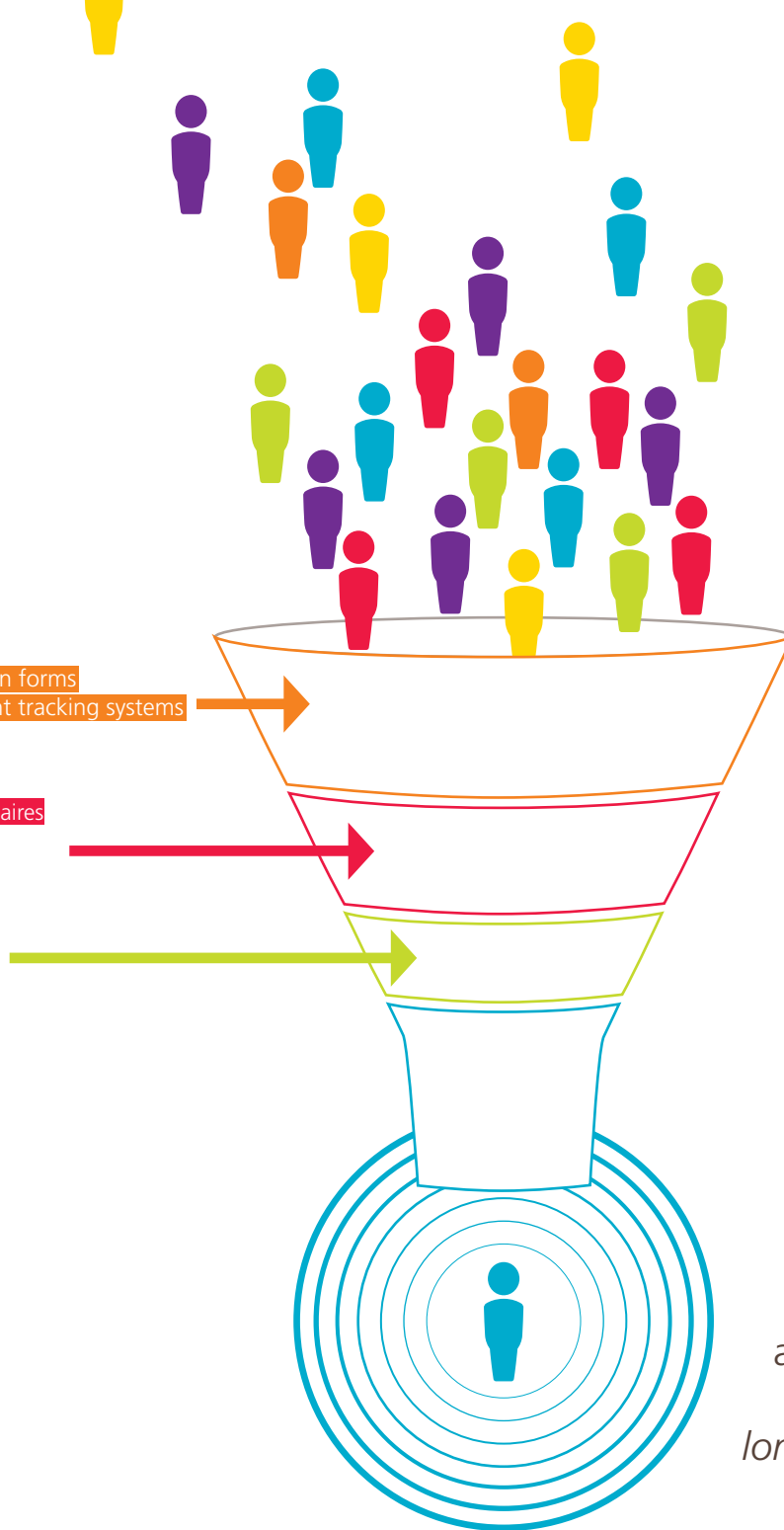
Social media
Scoreable application forms
Automated applicant tracking systems

2 SORT

Ability tests
Personality questionnaires
Work sample tests
Structured interviews

3 FILTER

Group exercises
Work simulations
Presentations
Assessment centers



Need to keep things simple? An ability test, a personality questionnaire and a structured interview might just do the job – as long as they are all relevant.

Don't be
tempted to
use **social
media** to spy
on candidates

How would you like it if you found someone spying on YOU?

Don't use social media as a cheap and trashy way of eavesdropping on candidates! There's no reliable evidence that the info gathered predicts job performance... so why bother?

Whenever you're tempted to dip in, ask yourself: will checking out a candidate's Facebook posts or tweets add anything useful? Bias and subjectivity are constant dangers to the ethical recruiter.

If you decide to use sites like LinkedIn to make these checks, keep records of any searches you carry out, to prove that your hiring decisions were objective, fair and job-relevant.



Instead, make social media work for you!

There is a huge pool of potential recruits out there. Getting future candidates on your radar and filling vacancies from this pool can save you a small fortune in recruitment fees.

Set up company Facebook and LinkedIn pages. Encourage people to interact with you online – build up informal portfolios of Facebook contacts, LinkedIn group members and Twitter followers. Use social media like you would a dating site. Talented candidates will be looking for a 'match', so practice your best chat-up lines!



See the end of the process as just the start

The process doesn't end with the job offer. Getting the successful candidate on board once they start work ensures you get maximum return on investment and it begins as soon as the new recruit enters the building.

Almost half of all new hires are unsuccessful or leave their new roles within the first 18 months.*

Onboarding isn't the same as induction – it's not about a list of statutory courses from HR and instructions on how to make coffee and adjust the office chairs. It's about helping an employee get off to a flying start, by coaching the individual and their team, which will make them feel supported, valued and inspired. You could even use the results of psychological assessments used during selection to help develop new employees.



(*Source: McNeill, Jane, Onboarding and induction, Keeping Good Companies, Vol. 64, No. 11, Dec 2012: 687-689)

Figure out if it worked!

So, your recruit is on board.

How does it feel?

Do you feel duped? Has the new employee turned out to be as good as predicted?

Did you play fair, and abide by the latest laws? After all, the company's reputation is at stake.

Did you go over budget? Could you have saved money with online tools/phone/Skype, and less recruiter/interviewer time?

Assessing, following up and getting it right next time are vital.

It's not just about BETTER selection. It's about better RESULTS – better RETENTION rates, better ROI, better REPUTATION for your brand, and a better EXPERIENCE for your candidates and employees. All this seems worth spending a bit of time evaluating.



IPAT and selection tools

The **16PF® assessment** gives a complete picture of a candidate by measuring personality in both the professional and personal spheres. It predicts behaviour and potential accurately, providing businesses with insights that boost confidence in staff selection and steer the development of newly hired recruits.

Sirius incorporates the 16PF® Questionnaire and is a unique online tool that streamlines the candidate selection process. It helps you to define a role by specifying the competencies you're looking for, which brings the requirements of the vacancy into sharp focus. For smaller companies, Sirius fulfills an HR function. For larger organizations, Sirius empowers managers throughout the organization to take a hands-on approach to hiring.

For more information visit
www.ipat.com/sirius



Sirius

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