

Recruiting from the Heart

By Kerry Elam

In your experience have you ever left an interview, not knowing what is next? You ask yourself if you did well enough; are your skills what they are looking for? You wait and wait for a response, hoping that you have your next job lined up.

To recruit from the heart, you must see each recruit as a person and take time to treat everyone with respect. From the very beginning of the interviewing process, ensure you are straight forward about the position, next steps, and probability of a fit for your firm. By building a relationship from the initial interactions and conversations, you not only will find the best talent in the market, you will also build your network. Even though one person might not be a fit for your firm, they have contacts they can refer to you. They will want to refer people to you as they believe you to be honest and forthright.

After the initial interview, either let them know on the spot that they are not a fit or tell them exactly what the next steps are in the process so they have expectations versus wondering if they will ever hear from you again. As you continue through the process, ensure your recruits know they can reach out at any time with questions. In many cases, an interviewing process to make a hiring decision can take time, so ensuring a continuous stream of communication helps to keep their interest in your firm. If you know one portion of the process is going to be delayed due to someone's schedule, then email the recruit to let them know.

At the end of the process, when the decision is made, if you decide to hire, then immediately ask for referrals. If not hiring, let them know they are not a fit at this time and keep them in your database to contact in the future for referrals and perhaps they may be a fit down the road. Develop a program in which you will offer incentives to your network if they refer and you hire candidates. You can even offer small incentives such as gift cards for sending resumes. Many times, an incentive referral program works best when you have a key hire you are looking for as your firm will be willing to allocate additional funds to recruit the right candidate.

In general as a recruiter, keep your job postings fresh on the social media sites and your firm's website. Use LinkedIn and Facebook to continuously post positions you are looking for. You can also form an email distribution list of your recruits in your database to send key job needs out. When you send the message, ensure you ask how they are doing and where they are working and also if they have any referrals.

By following these guidelines you will have your own personal network that you can always reach out to find the talent you are looking for. Long gone are the days of feverishly searching the job boards. Build a talent pool that works for you, your recruits will think of you and send you referrals when they know of someone looking for a job. Sit back, and allow the resumes to flood your inbox. All will be a win/win situation as you will have a strong network and your network will feel a connection with you and your firm as a place that cares about others.

Take Away Points:

1. Treat every recruit with respect
2. Be honest with recruits from the beginning, if they are not a fit, let them know immediately, don't keep them waiting.
3. Build a trusting relationship with all recruits
4. Be accessible to your recruits by always following up
5. Promote referrals and offer incentives to build a network that works for you

Bio

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