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15 Effective Ways To Improve Recruiting And Find Good Talent



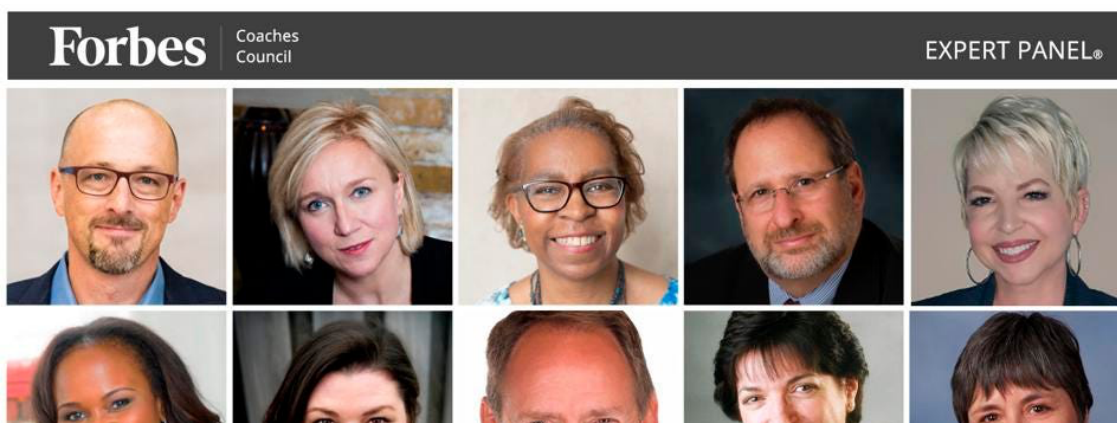
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Leadership

When companies publish job opportunities, they sometimes forget that the interview process goes both ways. People with a great deal of talent and ambition know what they're worth, and they won't settle for mediocre positions or work for companies that don't measure up to their high standards.

If you've been having trouble attracting good talent, it may be time to step back and consider the reasons why the most talented job seekers are not prioritizing your business as an employment option. Below, 15 members of **Forbes Coaches Council** share their expert opinions to help you figure out what your company can do differently to attract the best candidates.





Forbes Coaches Council members share effective ways to improve recruiting and find good talent. PHOTOS COURTESY OF THE INDIVIDUAL MEMBERS.

1. Create A Stronger Culture

Despite the shiny “employer brand” you present in your recruiting materials, it’s not hard for candidates to dig around and get the truth about what it’s like to work there. So, get serious about creating a stronger culture, because once the market is aware of that, talent will be more attracted. - [Jamie Notter, PROPEL](#)

2. Reflect On Your Internal And External Brand

Good talent is not hard to find, but it is hard to compel someone to change jobs. If you have trouble attracting great people, it is important that you reflect on your external and internal brand, the conditions for success for the leader and your reward/recognition system and its alignment with what is currently on the market. - [Edyta Pacuk, MarchFifteen Consulting Inc.](#)

3. Have A Succession Planning Strategy

Companies should have a succession planning strategy that incorporates “feeders” from multiple sources so that multigenerational talent is available at all times. When a company waits until there is a vacancy, they tend to rush and try to find a fit for an immediate need, not a long-term fit. - [Sandra Hill, New](#)

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4. Develop Competent Leadership And Maintain High Standards

The race for talent is won by attracting high performers rather than by finding them. Companies that exhibit and develop competent leadership and maintain high standards are more likely to get noticed by people who have a bias toward accomplishment. Such companies consistently make room for this level of talent by making it clear that mediocrity and incompetence are unacceptable. - [Philip Liebman, ALPS Leadership](#)

[Forbes Coaches Council](#) is an invitation-only community for leading business and career coaches. *Do I qualify?*

5. List Only The Nonnegotiable Skills

As the workforce continues to change, the delicate balance between searching for employees with experience and those with extended education but less experience becomes more important. Rather than listing a skill set of the “perfect” employee, list only the nonnegotiables. This broadens the field of applicants and

provides the flexibility to hire good talent and build toward the ideal employee. - [Deborah Hightower, Deborah Hightower, Inc.](#)

6. Reassess Your Search Criteria And Practices

Review your search criteria and practices to ensure that your processes are truly inclusive and evolve with the talent pool. If you are still going to the same talent resources you did five or ten years ago, it is time to reassess and make sure that you are keeping up with where the top talent is coming from and what their skills are now. Watch out for internal biases that limit your hiring decisions. - [Tonya Echols, Vigere](#)

7. Be In Constant Networking Mode

Good talent is only hard to find when a company's recruiting strategy is reactive versus proactive. Hiring managers and recruiters should be in constant networking mode—identifying top talent, nurturing relationships and promoting the company—to build an external pipeline. This proactive, relationship-focused strategy would organically attract the right-fit candidates. - [Amy Phillip, Career Certain](#)

8. Pay A Recruiting Bonus For Referrals

Pay a recruiting bonus to current employees for referrals. Generally speaking, referrals from existing employees make for good hiring. One of the big risks in hiring is simply mis-hiring. Listening to those who have had a beneficial experience working with candidates at previous companies can mitigate that risk. - [Evan Roth, Roth Consultancy International, LLC.](#)

9. Define Your Employee Value Proposition

The goal should be to find the right talent, not just good talent. In addition to good skills, people have to believe in your vision and excel in your culture. One of the keys is to define your employee value proposition, then determine who it will resonate with and, finally, identify exactly where to find those people. Where might you find them when they are not working? - [Kathy Bernhard, KFB Leadership Solutions](#)

10. Check Departmental Retention and Turnover Rates

Which departments have the highest retention? Has one team become a “feeder” of talent to others? The managers of these departments are likely your best. Learn from them. Then, look at those with the highest turnover. You will be tempted to make excuses (the work is tougher, more exacting, etc.), but don't. Good performers may have been promoted to be bad managers. - [Leann Wolff, Great Outcomes Consulting](#)

11. Don't Adhere Too Closely To A 'Job Description'

Recruiters may miss good talent because they're adhering too closely to a “job description.” A sole focus on who has the experience to perform a job is myopic. Questions to bring out a candidate's resourcefulness and desire to learn and grow into the role will yield gems. I used to hire servers based on character. If they were hospitality-minded, we could train them to provide excellent service. - [Deborah Goldstein, DRIVEN Professionals](#)

12. Simplify Your Recruiting Process

If you want to attract top talent, you need to ensure your recruiting process is as simple as possible. Top performers are busy. They do

not have the time to complete lengthy online applications that ask for information already on their resume, attend five rounds of job interviews and wait three weeks to hear back. If your process includes these hoops, top talent will refuse to jump through them.

- [Cheryl Czach, Cheryl Czach Coaching and Consulting, LLC](#)

13. Ask Questions That Make Candidates Feel Like VIPs

Smart talent makes decisions based on how they are treated in the interview process because they tend to have multiple options. So, stand out from the crowd by prepping your hiring managers and interviewers to ask unique questions that make the candidate feel like a VIP such as, “What dreams have you had for yourself that we can help you achieve here?” - [Nicole Forward, Center for Creative Leadership](#)

14. Recruit For Potential Instead Of Roles

The key is to not recruit for roles, but rather for potential. The secret is to be looking for those people who are always in growth mode and always looking for challenges and companies that provide purposeful and forward-looking projects. Hiring for a role is looking backward. Recruiting for potential gives the right people the perfect environment to aspire to become a part of. - [Luis Costa, Luis Costa - coach · facilitator · speaker](#)

15. Build Transparent Career Trajectories

Top-talent applicants want to know more than, “What job am I signing up for today?” They want to know what positions, learning and advancement they can receive down the line if they perform well. Companies that build transparent career trajectories for

various tenure lengths, complete with clear opportunities and predictable raises, are most successful at compelling top talent to work for them. - [Natasha Ganem, Lion Leadership](#)

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