

HOW ARDCO

RECRUIT • DEVELOP • LEAD

How To Attract And Retain The Best People For Your Business



HOW TO ATTRACT AND RETAIN THE BEST PEOPLE FOR YOUR BUSINESS

“People are not your most important asset....the right people are” James C. Collins

In his book *Good to Great*, Collins says that to build a great organisation you need to get the right people on the bus, in the right seats (and the wrong people off the bus). People can be the greatest asset for any business but the wrong people in the wrong job can be a burden that weighs your business down.

So how do you get the right people on to your bus and most importantly how do you keep them? From our experience in helping businesses grow here are the Howardco Top 9 Tips for Hiring Successfully the first time:

- 1. Know what you are looking for.** It may seem obvious but unless you have a clear profile of your needs you will end up screening far too many misfits. Things you need to be clear on include: types of experience you are looking for (look for transferrable skills); prior skills and training required; personal qualities (such as pro-active; customer focused; problem solver etc.). You can use our [30-point recruitment checklist](#) to guide you.
- 2. Communicate expectations with a clear Job Description.** A succinct job description prepared before you go to market will return its value many times over. It should cover the essentials including role purpose; responsibilities; reporting relationships and key results as well as a personal profile of skills; attributes and experience required. The [Job Description](#) is the cornerstone for your advertising, interviewing and on-boarding campaigns and helps position the role to benefit your business.
- 3. Promote your Employer Brand.** You need to be upfront about why your organisation is a great place to work. In a competitive market, candidates are looking for their needs to be met. What can you offer that others can't? Great teamwork, flexible hours, work from home options, opportunities for development are all in demand. And you don't have to be a big corporate to provide these benefits. You can be the business that people want to work for. It's amazing how good news spreads. The best way to find good people and keep them is to have your people say good things about you. That way you'll attract good people to your business.
- 4. Conduct an effective interview process.** Be prepared. A well-structured interview will help bring out the best in your candidates and show your business in the best light. Prepare your questions in advance in an [interview guide](#) and focus on the key selection criteria for consistency. Always interview with someone else so you can listen and observe too. Ask open questions and use behavioural interviewing technique to ask the candidate for examples of how they have approached different situations in the past.
- 5. Prioritise cultural fit.** It's easy to be seduced by a dazzling CV. But what will this person be like to work with? How will your people respond to them? How will they deal with your customers? There is a saying that goes “Train for skills and Hire for fit”. Someone who is willing to learn and is adaptable with the right attitude can often be a better fit than someone who technically, on paper appears to have all the right skills and training. To learn more use behavioural and aptitude testing to dig a bit deeper as well as checking with referees to find out if this person will be a good fit for you.
- 6. Map out the first 90 days.** Don't take a set and forget approach. The first three months in any job are the most critical to both employer and employee. Take a programmed approach to orientation and induction. By providing a [roadmap for the first 90-days](#) with key milestones to achieve, you will have a massive impact on productivity, job satisfaction and most importantly, retention.
- 7. Provide regular and constructive feedback, as well as training.** Otherwise known as performance management and development, feedback and training are key to getting the best out of your people. Provide regular, structured as well as impromptu feedback on progress and performance and, have an [annual training plan](#) to develop growth in the job. By investing in your people, you will reap the rewards.

- 8. Deliver on the promise.** A slick recruitment campaign is no substitute for your employee's experience in the job. What you promise you must be able to deliver. Does the culture really match the PR? Your systems and processes need to deliver the right employee experience from day 1. And especially in the first 90 days while your new employee is deciding "is this the right place for me"? Decide what you want your employee experience to be, then design it into the way you work, every day.
- 9. Avoid costly mistakes.** It can cost between 1 to 2.5 times annual salary to replace someone especially when you take into account lost time, advertising, retraining and distraction - the cost to productivity cannot be underestimated. So, avoid the temptation to skip steps even if it might save time up front, it will cost you in the long run. Better to consult the professionals, people who have proven processes that guarantee results and save you time so that you can concentrate on what you do best.

Our Services and Resources are here to help you:

- General Recruitment
- Executive Recruitment
- Implementing best practice Recruitment Processes
- Induction and Onboarding
- Job Descriptions
- Employment Contracts and Salary Reviews
- Interview Guides
- Performance Reviews
- Learning and Development Plans
- Exit Interviews
- Career Monitor - Retention Interviews
- Behavioural and Aptitude Testing - DiSC and PxT Select
- 30 Point Recruitment Checklist

To discuss how Howardco can assist you attract and retain the best people for your business contact us on 0417 594 760 or warren@howardco.com.au or visit our website www.howardco.com.au.