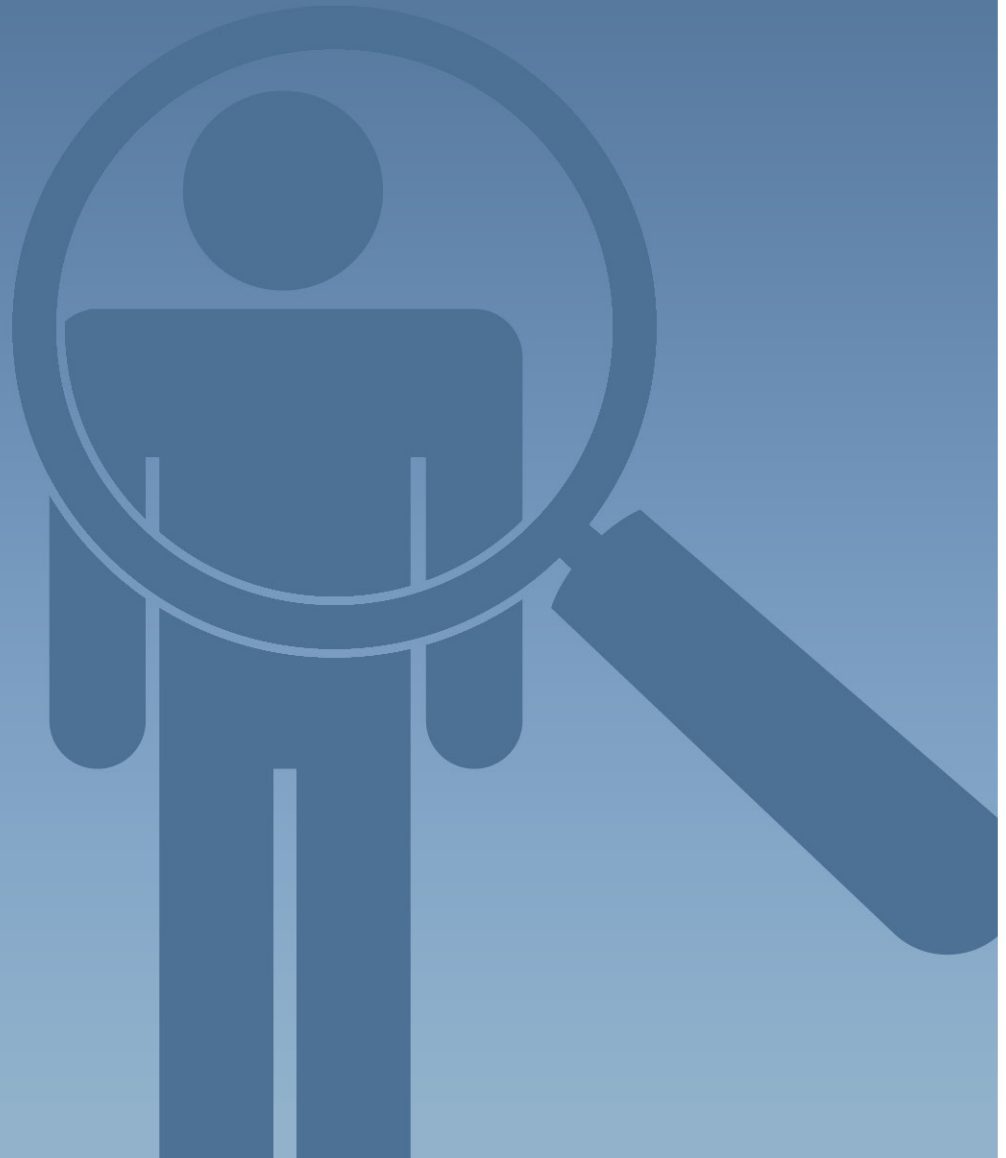


# How to Recruit the Best Talent



## Finding Top Talent

If you want to find highly-qualified candidates, recruiting takes a lot more than simply posting a job. Finding high-quality talent takes time and resources. You can embark on a search yourself or you can align yourself with the right help by enlisting the services of professional recruiters.

### Why Should Someone Want to Work For Your Company?

You've probably spent many hours conceiving and developing your business. Likewise, it's just as important that you develop your employer brand. The ability to differentiate yourself from others in your industry as an employer is critical to attracting the best candidates. Recruiting professionals can help you craft an effective recruiting program, which should include:

- ▶ An internal job posting program
- ▶ A background check program
- ▶ An employee referral program
- ▶ A sourcing strategy

“Yes, we can always fill jobs,” says Allison Tinkham, director of recruiting services at Insperity™. “But where we're the most valuable is taking over the entire recruitment process for clients.”

### Precautions to Take When Recruiting

Even in the tightest of job markets, employers should exercise caution when adding another employee to the ranks. A good employee can go a long way toward increasing productivity, infusing new energy into the company and possibly improving employee morale. The opposite is also true if you hire the wrong person. While embarking on your search, here are a few precautions to take when picking the best candidate.

#### 1. Examine the job description.

If you plan to take on recruiting yourself, fine tuning the job description prior to publication can help limit the number of unsuitable applicants. Be specific about job requirements, such as skills and education, as well as tasks associated with the position. Although you will undoubtedly hear from some applicants who don't offer any of the stated qualifications, by clearly articulating the job description and requirements, you can decrease the number of unqualified applicants and reduce legwork.

### Did You Know?

**Insperity Recruiting Services provides a unique fixed pricing plan that aligns your interests and gets results. You don't have to pay us the entire service fee until your new hire is employed for 90 days.**

## 2. Scrutinize resumes.

Resumes are, at best, “creative writing,” says Tinkham, written to enhance the applicant’s skills and abilities. While some candidates’ resumes may merely attempt to present them in the best possible light, others result in outright fabrication.

A CareerBuilder.com survey of more than 3,100 hiring managers indicated that 49 percent encountered lies on a candidate’s resume. However, only 8 percent of candidates admitted to stretching the truth on their resumes.

The survey found the top resume discrepancies to be:

- ▶ Embellished responsibilities (38 percent)
- ▶ Skill set (18 percent)
- ▶ Dates of employment (12 percent)
- ▶ Academic degree (10 percent)
- ▶ Companies worked for (7 percent)
- ▶ Job title (5 percent)

Get down to the facts of a candidate’s resume by verifying education, employment, certifications and accolades. A background screening service can help verify all those factors. Background screening can also verify salary information.

## 3. Analyze the interview.

There is no golden question when it comes to interviewing. Done well, however, a good job applicant interview should mirror an engaging conversation. During the interview, you should gain insight into what candidates are looking for in a career, their personality and whether they have the skills and qualifications to be successful.

Your questions should be tailored to fit your company’s culture. Ask questions that gauge what type of environment the candidate works best in and what type of manager he or she works best with. Make sure to dig deep and ask follow-up questions. Professional recruiters use tools such as behavior-based interview questions that allow them to more effectively learn about the candidate and determine if the person will mesh with a client’s corporate culture.

### How Insperity Can Help

An Insperity professional recruiter can help you create an effective recruitment program at your company. We have discipline-specific teams of recruiters who cover the main functional areas of every organization.

## 4. Conduct pre-employment screenings.

Before extending an offer to a candidate, it’s important to know who you’re hiring. Background checks and other pre-employment verifications can help you formulate a decision. Some background check services can include drug screening, criminal history, driving records, credit checks (although keep in mind that some states prohibit employers from obtaining credit checks unless certain requirements are met), education verification, immigration status, cognitive testing and more. The benefits of knowing your candidates thoroughly far outweigh the potential consequences of hiring the wrong person.

## Working with Professional Recruiters

Professional recruiters can bring a lot to the table in terms of helping you find the best candidate and taking much of the burden of hiring off your hands. Sifting through the applications and identifying potentially viable candidates is a time-consuming process, and separating fact from fiction in submitted resumes can also be an arduous task.

Recruiters have access to a key segment of the candidate pool – passive candidates. These candidates are likely already employed, but may not be 100 percent happy in their current position and may be open to new career possibilities. Contact with a recruiter can be the push they need to submit their resume. Passive candidates can also be a valuable source for referrals. They may know the perfect person from their industry to fill the position.

Professional recruiters work with your company to find the person whose qualifications best suit the job requirements. They also can help ascertain which candidate best fits your corporate culture.

Whether or not you use a recruiting service, hiring new staff can be a tricky process. Be sure to take the time to find the candidates who possess the skills, training, education and personality your company really needs.



**To find out more or learn how  
Insperity can help your company,  
call us at 800-465-3800.**

Visit us at **Insperity.com**

## **About Insperity**

Insperity™, a trusted advisor to America's best businesses for more than 25 years, provides an array of human resource and business solutions designed to help improve business performance. Insperity Business Performance Advisors offer the most comprehensive Workforce Optimization™ solution in the marketplace that delivers administrative relief, better benefits, reduced liabilities and a systematic way to improve productivity. Additional offerings include MidMarket Solutions™, Performance Management, Expense Management, Time and Attendance, Organizational Planning, Recruiting Services, Employment Screening, Retirement Services and Insurance Services.

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