



Montage[®]

Virtual Connections, Real Hires

10 FREE WAYS TO

BOOST YOUR HIRING SUCCESS

With all the recruiting technology, sourcing alliance partners, employment branding programs, and subscriptions or licenses available to recruiting teams nowadays, you'd think that budgets would be expanding to include many of these essential solutions. But despite hiring volume increases, most talent acquisition budgets are the same as last year. As part of its Third Annual Global Recruiting Trends survey, LinkedIn asked more than 3,300 talent acquisition leaders in 19 countries about their global hiring budgets for 2013 compared with the prior year. Twenty-eight percent said the 2013 budget has increased, 48 percent reported that the budget remained the same, and 24 percent reported a budget decrease.¹

So considering the same old story is true — do more with what you have — here are 10 free things any talent acquisition department can do. No project plan, no committee, no budget, no RFP necessary. They're at your fingertips to employ anytime, like right now.



1. SMILE

Talk about free and easy! Your job is to woo. Between an overloaded schedule and harried hiring managers, it's too easy to let candidates feel the brunt of your frustration. Relax, slow down, and warm up your approach. Let your personality and underlying love for your company shine through. You are your organization's concierge. If candidates don't find you personally engaging and authentic, it will carry over to their interest in the organization and you'll lose them.

2. STRIVE FOR TRANSPARENCY

Hiring is a series of games and strategic maneuvers. The candidates play it, and you do, too. Telling it like it is will earn you points with savvy candidates who appreciate the truth. Listen to their questions and answer honestly: *How long will this hiring process take? Am I a top contender for the job?* Straightforward communication wins at the end of the day with your top candidates as well as the many who will not get the job offer. Those finalists outnumber the winners by 2 to 5 times. The best recruitment departments create a fan base from the many rejected candidates while earning loyalty from the victorious few.

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3. BE HONEST

Overselling the position or the company will create problems from the moment the candidate joins the team. Experienced employees know every workplace and team has its idiosyncrasies. While it's not advisable to focus on the out-of-control bureaucracy or the demanding vice president, when you acknowledge the challenges and the distinctive team culture, you help candidates make an informed decision.

4. BE PUNCTUAL

We recently asked 200 active job seekers if tardiness by an interviewer matters. Eighty percent agreed that if the interviewer arrives more than 10 minutes late, it creates a negative impression of the company. When you are booked with back-to-back meetings and interviews, just keep this finding in mind. Any interview could lead to the next best hire you make, the next company leader, or the next rainmaker. Make candidates wait and they will likely hold it against you.

¹<http://www.slideshare.net/linkedin-talent-solutions/global-recruiting-trends-2013-global-final>



5. BE PREPARED

Even the most experienced recruiters need decent prep time to conduct a good interview. Try to wing it and candidates will see right through you. Our survey of 200 active job seekers brings this fact to light. When we posed this statement: “If the person interviewing me is not well prepared, I can tell within the first few minutes of an interview,” 75 percent readily agreed. Be ready to make the most of your time during the interview, for your benefit and theirs. Top candidates expect the right questions, a comfortable pace, a basic understanding of their background, and a recollection of the ground already covered prior to the interview.

6. KNOW YOUR STUFF

As a representative of your organization, you should be able to answer all sorts of questions. Top talent will be inquisitive and selective. Can you discuss with confidence the company, division, road map, mission, and future vision? Certainly you can defer some questions to the hiring manager, but you still must be a competent representative of the organization, its direction, and its many selling features.

7. KNOW YOUR CANDIDATES

Speaking of selling features, if you are lucky, your organization has a lot to offer a new hire; however, those perks are not viewed equally by all candidates. The better you know your candidates and their hot buttons, the better you can tailor your delivery. Will the candidate react most positively to the well-supported volunteering program, the flexible summer schedule, monthly lunches with the CEO, or the fully stocked break room with free snacks and beverages? Remember, it's all about courting top talent. Focus on the right perks to incent your candidate to join the team.

8. ORGANIZE THE AGENDA

Talented individuals have options. Thirty-nine percent of U.S. employers report having difficulty filling jobs, according to ManpowerGroup's 2013 Talent Shortage Survey.² You're not the only one pursuing this candidate. When you do have their attention for an on-premise or virtual interview, make the most of that agenda and get all key decision-makers involved. Bringing a candidate back again and again for multiple rounds of interviews just builds a negative impression, especially for more experienced candidates.

41%

of active job seekers think being called back more than twice is too many times

We asked 200 active job seekers how many times is too many, and the largest group — 41 percent — responded with “more than two”: If a potential employer brings me back for more than two rounds of interviews, it gives me a negative impression of the company. This response doubled to 82 percent for those making more than \$75,000 annually. The takeaway? Be sure your agenda is complete the first time so you can act decisively when the right candidate is in hand.

9. USE YOUR LEADERS WISELY

Candidates are impressed with power. When you are working to engage top talent, use every lever you have, including the hiring manager's boss and other senior leaders. Their time is not yours to capture *all* the time, but try for that friendly, casual pop in. It shows they are invested in the hiring process,

²http://www.manpowergroup.com/wps/wcm/connect/587d2b45-c47a-4647-a7c1-e7a74f68fb85/2013_Talent_Shortage_Survey_Results_US_high+res.pdf?MOD=AJPERES

interested in the department or project, and approachable. When the interview is virtual, it couldn't be easier to ask your leader to click on a link and introduce himself or herself briefly at the beginning or end of an interview.

10. EMBRACE THE TWO-WAY CONVERSATION

The experience you create for candidates matters, and it's all in your mindset. Is this a one-way evaluation where you hold all the power? Do you make the candidate feel they need to impress you or you'll hit the eject button on their future? That attitude won't cut it when wooing top talent. The experience during the entire process matters. When we surveyed active job seekers, 75 percent agreed that their experience when interviewing or applying for a job influences their decision to work there. Not surprisingly, even higher agreement (92 percent) emerges from the \$75,000 and above income brackets.



Many of these pieces of advice have a common theme:

- Tailor your approach to fit the candidate. It's no different than what any good sales professional would do, and, really, that's what recruitment is.
- Treat each job candidate like they are the next big catch. Their experience with you personally and with the entire hiring process matters.

 **75%**

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CONCLUSION

Montage's purpose-built video interviewing solution delivers the hiring advantage you need to compete for and win top talent. Our video interviewing applications give candidates a great experience while giving recruiters the chance to get to know them better with the power of face-to-face interaction. Video interviewing not only gives you a time and convenience advantage, it also allows candidates to get to know a potential employer on a more personal level, faster. We offer organizations an innovative way to engage candidates and communicate their employer brand much sooner in the hiring process.

ABOUT MONTAGE

Montage offers the most mature video interviewing solution available, purpose-built to transform the hiring experience one smile at a time. Our proven leadership, clear vision, enterprise strength technology, and superior experience make us the solution of choice for companies pursuing a hiring advantage. Find us on the Web at www.montagetalent.com.