



1 Brand it

Know your assets to be able to **showcase your employer brand**. Develop an understanding of where you, as an employer, stand in relation to the competition.



2 Make a wish

The right candidates do not only have the right qualifications. They are also the perfect cultural fit. **Produce a detailed check list** – including personality and behavioural traits.



3 Involve the team

43% of skilled workers complain about job adverts not corresponding to the actual position. Ask hiring managers for help in finalising the job description.



4 Be active

70% of permanent employees are open for new challenges. Search your company talent pool or external sources for candidates – and fill your position quicker.



5 Ask for feedback

Forward suitable profiles from your database to your colleagues in the relevant department and ask for feedback. This will help you minimise the risk of making the wrong recruitment decision.



Want the full picture?

We have prepared an e-book for you to guide you through and optimise the entire recruitment process.

Download E-book!

The *Ideal* Recruitment Workflow

Find the best candidates AND save time.

The majority of employers underestimate the effect of the candidate experience during the application process. Here is the example of a smooth recruitment process to simplify your life as a recruiter and enhance the candidate experience.



9 Send a confirmation

53% of applicants would like to receive a personal email confirming receipt of their application. To meet minimum expectations, send out at least an automatic email.



10 Rank candidates

When screening applications, **start ranking candidates right away**: A for top candidates, B for promising ones, C for unsuitable for this position – but potentially eligible for your talent pool.



8 Spread it

Candidates use up to 15 resources to find a job. Analyse your target audience and develop a distribution strategy to generate the best response possible.



11 Meet candidates

Still the most popular among recruiters: **95% use structured interviews.** Consider recorded video interviews as an alternative. Re-viewing the recording can help deciding.



7 Ask for additional feedback

Finalise the posting with the hiring managers – especially if you offer their contact details for questions. Side effect: Eliminate typos - you don't like them, candidates feel the same.



12 Maintain communication

38% of candidates complained that they did not know the current status of their application. Even if the decision has not been taken yet, provide an update and stay in touch.



6 Post it

If steps 4 and 5 did not do the job, go for a classical job advert. Use the ideal candidate profile developed in 2 and 3 – but make sure to **distinguish between 'must haves' and 'nice to haves'.**



13 Make an offer

Send a formal job offer to your number 1 candidate as soon as possible. If he or she is high profile, you might not be the only one... and speed helps to close the deal.



14 Welcome

Retention starts at the first working day. **Well-prepared onboarding measures will keep your new hires motivated** – and may even turn them into ambassadors.