



## HOW TO BUILD A RECRUITMENT STRATEGY THAT ADDRESSES IMMEDIATE AND LONG-TERM NEEDS

More than even the products or services they sell, there's one essential factor that drives the success of companies: people.

Having the right people in the right places at the right times can make the difference between so-so and stellar business performance. For that reason, your company must spend time defining, honing, and tweaking your immediate and long-term recruitment strategies.

Thoughtfully engineered and implemented talent and recruitment strategies are what separate first and second (or ninth) place. Regardless of your industry, you can't move forward, grow fans, or hit key corporate initiatives without a great team. According to BCG research, most CEOs already know this fact: 70% indicated that **sourcing the best people was a top priority**. But identifying priorities doesn't always equate to addressing them.

Merely giving your recruitment efforts a face-lift offers you an opportunity to differentiate your business and potentially increase your organization's growth 3.5 times over. Forecasting your current and anticipated talent needs enables your brand to rise above others. This journey should begin by emphasizing a rock-solid and carefully planned candidate experience — something an agency like **Integrity Staffing Solutions** can do.

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## CANDIDATES ARE PEOPLE — AND PEOPLE TALK

Many businesses look at recruitment from one perspective: “What can we get?” This sort of stunted view can leave applicants feeling cold. A more evolved approach to sourcing, interviewing, and onboarding talent is to flip that mindset on its head: “What can we give?”

Let’s consider how this looks in a real-world situation. A candidate who has an enjoyable and professional interview experience from the first touchpoint will be more likely to see the organization positively. Even candidates who don’t land jobs are apt to try again for other positions at the same organization. Why? They understand the corporate culture and what’s expected, which aligns with their own desires.

Keeping people happy and engaged while they’re in the recruitment pipeline takes effort, which can be augmented by partnering with a staffing agency. You have to ensure your team responds to messages on time, comes prepared for interviews, and remains engaged with applicants. That way, applicants will want to support your business — and maybe talk about it excitedly with peers — even if they haven’t been offered a job.



# KEEP TOP TALENT TALKING (AND IN YOUR PIPELINE)



While having a strong internal recruiting team is preferable, sometimes you need to phone a friend — or staffing agency, in this case — to solve your hiring predicaments. Not all staffing agencies have the expertise and bandwidth to take over all or part of the recruitment process, but Integrity Staffing Solutions does.

We act from a talent-focused standpoint, leveraging innovative tools and techniques to make staffing personal rather than transactional. We believe that if you can wow a candidate, you're well on your way to making a fan.

Eager to dive into overcoming your most significant recruitment and staffing challenges to fulfill your short- and long-term talent needs? Keep these pointers in mind as you work with your internal team members and staffing agency.



## 1. Get everyone on the same page.

Nothing hurts the candidate-employer experience more than misaligned staffing. For each open role, think about how you can be transparent with candidates about what is needed and how long you will need that help.

This will ensure you don't hire a full-time employee to do a task better suited to a contractor or part-timer. Remember that many talented people will apply for short-term jobs; you simply need to present these roles as steppingstones or résumé builders — or perhaps as a launchpad toward permanent positions with your company.



## 2. Map out a path for growth and success.

Job roles and responsibilities tend to grow and morph over time. Do your best to predict where a position will lead in six months, one year, and three years. Talk with your staffing agency about your vision so the agency can use that information as a selling point for candidates seeking growth.

At Integrity Staffing Solutions, we offer incoming talent a **Virtual Job Preview Experience**. This VR immersion allows us to use video to show people exactly what their job will entail on a daily basis while giving them a glimpse of our culture. We're also able to secure further buy-in by showing how what they do now can translate into future positions.





### 3. Communicate with candidates like they're paying clients.

Treat every job candidate with the highest degree of respect — just like you would if they were your best customer. This means setting and meeting timelines that create an engaging but efficient candidate experience. After all, no one wants to endure a 60-day interview process.

How do you know whether your candidate experience is measuring up and standing out? Go straight to the source. Follow up with new hires periodically during their first couple of months to determine whether what they're doing matches how you initially presented the job.

Similarly, survey both candidates and new associates about their experiences with your company. You'll glean essential feedback from people who are just beginning to get to know your brand. Use their perceptions to make any necessary changes in your workflows.

Keep up a consistent dialogue so applicants understand where they are in the process and what they can expect next. If you continuously deliver on their expectations, they'll be more likely to apply again even if they're not a match this time around. Plus, the people you end up hiring will start with an unblemished attitude.



## RECRUIT LIKE YOU'RE ALREADY IN THE LEAD

There's an old saying in business: "Dress for the job you want, not the job you have." The same is true of recruitment and hiring. Essentially, you should recruit for the talent and culture you want and need. This could mean going the extra mile or putting extra measures in place, but those efforts will pay off.

Remember that you don't have to revamp your talent attraction, onboarding, and retention system on your own. Most corporate HR teams have enough on their plates: employee relations issues, safety, payroll, benefits. By working with a staffing agency, you can avoid getting bogged down with the recruiting aspects of hiring. Move initial (or all) interviewing, background checking, drug testing, reference checking, and other services to a staffing agency, and you'll quickly free up your team to focus on onboarding.



Not sure where to get started? Integrity Staffing Solutions can help. Our vast recruitment experiences can assist you in building a strategy that works for you and top-level candidates. Contact our team today to discuss your staffing process and goals.

**Integrity Staffing Solutions is a full-service staffing agency and ranks in the top 2% of agencies across the country for quality service based on ClearlyRated's "Best of Staffing" client survey. To learn more about Integrity or for help with your hiring needs, visit [integritystaffing.com](https://www.integritystaffing.com) or call 833-446-1300.**