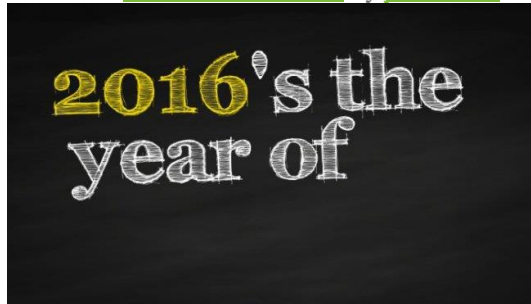


Recruitment Resolutions: Getting Ready for the New Year

Source; <https://acetechontarioblog.wordpress.com/2015/12/15/recruitment-resolutions-getting-ready-for-the-new-year/>

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I'm not a huge fan of resolutions however I do value the inspiration and fresh outlook a new year can bring to business. So I say—forget getting a gym membership and resolving to drink less coffee—for a real change in 2016, look for opportunities to revamp and refresh your recruitment! **What changes will you make to your recruitment process in 2016 that will have a measurable impact on your company's business?** A little reflection and a few changes now can get you off to a great start and working toward big results in the New Year: better hires, faster time-to-fill metrics, improved retention, and a **positive impact on revenue**.

Here are five suggestions to get you started:

1. **Review your Recruitment Process:** Time to take a step back and ask the hard questions. Is your recruitment process really working—and are you satisfied with the results? Does your process meet the needs of candidates? Are there steps that you can tweak or remove to get the same or better results? Do you have the tools you need to make good hiring decisions? Only by digging down into what's working and what's not can you begin to create a plan to make 2016 your best year ever. Consider taking this time to map out your current process identifying areas of waste and brainstorming on ways to improve and save time. This process will help you make room for new ways of doing things better.

2. **Refresh Your Referral Program:** Your employees are going to be super active and social over the holidays—make sure they're always recruiting! You'll want to have planted those seeds when employees' friends start thinking about finding new jobs. Now's also a great time to review where your referral program succeeded and fell short over the past year—do you notice any patterns? Are your incentives working? Referrals should account for 20% or more of your hiring. If you're not there—how can you give the program greater corporate visibility in 2016? Consider giving your program a name or kick starting the New Year with double the bonus for referrals to make sure you don't miss Q1 hiring targets. A little planning now can help transform your referral program into a candidate-generating powerhouse.
3. **Conduct an EVP Survey:** Your unique Employment Value Proposition (EVP) are all the things that make your company a great employer, above and beyond a paycheck. Ask your employees: why did they *really* choose to join the company, and why do they stay? Gaining a better understanding of what your employees value about working for you is a critical step in developing recruitment and retention strategies that really work, and the insights can also be used to better target messaging on your career page, blog, job ads and more. (And CEOs, don't discount this exercise—what your employees truly value is often different than you'd think.)
4. **Add an Assessment Tool:** Reflecting back on your best hires in 2015, do you know what's made them successful? If not, find out! Many assessment tools benchmark and build profiles using the profiles of your current staff. If you are looking to hire more people like those that drive success in your organization, now is a great time to profile and analyze your current teams. We recommend solutions like [Predictive Success](#), a candidate-friendly and highly accurate assessment tool. Also watch out for new tools on the market like [Fortay](#) that help you assess culture 'fit'.
5. **Revitalize Your Social Media:** As the excitement of a new platform wears off, dust begins to settle on our social media presences. Don't let your feeds be ignored! Take a moment to leverage the analytics behind these tools and review what worked and what didn't about your social media outreach, and plan for how you can better use these tools in the coming year to support other aspects of your recruitment strategy. Or, if you're not already using Glassdoor, Facebook or Twitter to promote opportunities to potential candidates and share insights about your company, then now is a great time to build a strategy. It's critical to have an editorial plan, defined roles and responsibilities, and social media guidelines your staff can follow year-round.

Your recruitment resolutions don't have to be super ambitious or disruptive. There is innovation in simplifying processes, getting back to basics and piloting new trends on a small scale to determine what works. With a little strategic thinking and foresight, you can be ready to start the New Year with a bang—and get the jump on your competition. [Think ahead](#) and make recruiting *smarter* your company's key competitive advantage. Here's to an awesome year ahead!

We're TalentMinded! We help companies modernize their recruitment. We audit and assess your recruitment function and make smart recommendations to help move your company forward. And it's not just about the 'shiny' stuff. Contact us for more information about what we do and how we do it – kim@talentminded.ca or visit us at talentminded.ca.

