



Recruitment & Selection - What's Your Story?

Recruitment and selection involves thousands of dollars and hundreds of hours spent creating and distributing marketing and branding, interviewing potential employees, and ultimately selecting the best candidates. What would individuals say about your organization after they have gone through the recruitment and selection process - even if they are not chosen for the job?

Our ILS team members are experts in mapping out, developing, and integrating each step in the new employee process, and ensuring that each step reflects *your* culture and values.

Marketing and Branding

The marketing your organization uses to attract customers is also making an impression on potential employees. What is your marketing saying about how you treat your employees?

Recruiting

Potential new employees look for employment opportunities in newspapers, on the radio, and on career finding websites. How are your employment ads representing your organization? Are they representative of your values? Do they differentiate your organization from all other organizations in your industry? Do they inform potential employees of what your organization can offer them?

Pre-Application Video

The pre-application video is an excellent tool that most organizations neglect to use, or use poorly. Before potential applicants even fill out an application, they should watch a 8-15 minute video about your organization: your organizational values, what you expect of your employees, and what you offer to your employees. This gives applicants a chance to “self-select” out if their values are not aligned with yours.

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407.859.2826

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Interview

Are your interviews consistent from one applicant to another? Do the questions you ask in the interview really get to what you want to know about the potential employee?

Job Offer

When you finally make the decision to hire the applicant, is a specific process followed? How is the applicant contacted - a phone call or a letter? What wording is used? Do you congratulate them?

New Employee Orientation

Now that the applicant is a “new hire,” they need to be indoctrinated into your organization’s culture and, most of all, they need to feel welcomed. When your new employees leave orientation, do they feel welcomed? Or are they suffering from information overload?



Day 2 Orientation

Traditionally, day-2 orientation is the facility or department orientation. One of the ultimate goals of day-2 orientation should be to communicate to new employees how the organization’s global values are localized to that facility or department.

On the Job Training

Firstly, when new employees show up for training, are they expected? Or do they receive a typical response of, “Oh, we didn’t know you were coming”? Additionally, is on-the-job-training consistent for all employees, engaging, and taught by qualified trainers?

30, 60, and 90 Day Reviews

Are new employees consistently reviewed at 30, 60, and 90 days? Since this is their “probationary” period, they need this regulated feedback ensure they are fitting in with your organization.

Ongoing New Hire Support

New employees need a support system, whether it’s an assigned mentor or a networking system with other employees. In the first 6 months of their employment, at least, having this support systems gives new employees a constant source of helpful information.

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