

# Recruiting the right staff



*Hiring new staff is costly and time-consuming, but it is worth investing the effort to get it right. Here are some tips on recruitment...*

Without good people your business cannot succeed, and for a growing business, making the right recruitment decisions can be the difference between long-term success or failure. Consequently, you need a structured process for recruitment. Here are some things to consider:

## **Identify exactly what you are looking for**

Avoid getting swamped with piles of CVs. Talk to existing staff and define the vacant role that needs to be filled. Then build a picture of the ideal candidate, and find which applicants most closely resemble this picture.

## **Can you promote from within?**

Promoting an existing staff member to fill a vacancy can save enormous cost and risk compared to external recruitment. But make sure that the employee has sufficient ability to cope.

## **Recruit people who are good with people...**

If staff do not get on with each other, or worse, the customers, it can only harm your profitability. Make this a key priority when recruiting.

## **... but make sure that you are objective when interviewing**

Structure your interview process, take notes and be consistent. Liking the person is not enough; you need to discover how competent they are. Open-ended 'behavioural' questions are good for determining this; you can ask candidates to describe real-life situations at work when they solved problems similar to the ones they might encounter in your business.

## **Offer staff recruitment incentives**

Existing staff might know good people who would be interested in the job. Offering a financial incentive can save you a fortune in recruitment agency costs.

## **Have an effective induction procedure**

Ensure that all new staff have a formal induction programme, intended to make them familiar with their new job. This will pay great dividends in the long term.