
2017 HIRING PROCESS: A FULL COURT PRESS

WRITTEN BY: ELIZABETH KALAKUNTLA

According to the statistics provided by the U.S. Department of Labor, the unemployment rate in Columbus, Ohio in May 2017 was 3.7%. These all-time low unemployment rate numbers over the last couple years prove that employers need to have their game-face on at all times and tailor their hiring processes to the candidate-driven market we are currently experiencing.

A metaphor that we hear often is ‘a full-court press’. In basketball, a full-court press is an aggressive defense tactic that involves players guarding the opposing team over the entire length of the court. This is no different than putting in a huge effort to accomplish a common goal in the business world. It is essential that employers call a full-court press to attract and retain top talent. It comes down to moving quickly, guarding against the competition and gaining the opportunity to take that game-winning shot!

In 2017, Columbus ranked as #57 on the ‘Best Places to Live’ by U.S. News. That is not only based on the fact that the buckeye state is home to *the* fiercest college football fans in the Midwest, but because it also has a growing economy that attracts professionals across the country and across the world. Columbus is home to major employers that span industries of education, healthcare, retail, information technology and finance. This includes big names such as The Ohio State University, L Brands Inc., JPMorgan Chase & Co., Honda of America, Nationwide Insurance, American Electric Power and Cardinal Health.

It’s not a secret that Columbus is the place to be, but if employers are not catering to the faster hiring processes needed to bring top talent into the major industries, the talent pool and the organizations will suffer tremendously. According to LinkedIn statistics, 50% of companies take an average stretch of 1-2 months to hire talent into their organization. Even more disturbing, 17% of companies are taking 3-4 months to complete their hiring process. This is a habit that needs to be broken before all control of the hiring process is lost.

THE TOP ADVANTAGE OF A QUICK HIRING PROCESS

Attract & Retain Top Talent: Attracting and retaining top talent is the goal of every employer. Who doesn’t want the top talent working within their organization for major projects, initiatives and acquisitions? To be an employer that candidates request to work for is an honor in this day and age. It proves that the employer has a strong reputation, people are speaking positively about the hiring process and other positive aspects of the organization are being recognized in the community. But as we all know, top talent doesn’t stay on the market for long. This is why the hiring process needs to be organized, streamlined and quick. This will allow for an organization to be the first to extend an offer, hire the candidate and retain incoming talent for many years to come. **Recruiter Thoughts:** *“As a Recruiter who has hired candidates on both ends of the spectrum, I know from first-hand experience how a quick hiring process can bring a positive impact to an organization. It keeps the moral of talented candidates high and it demonstrates that the employer has their hiring process well-communicated and streamlined.”*

3 NEGATIVE CONSEQUENCES OF A SLOW HIRING PROCESS

Poor Employer Branding: With the internet at people’s fingertips, there is access to the good,

the bad and the ugly of an organization. Per CareerArc, 72% of job seekers who have had a bad interviewing experience have shared it online or with someone. Talk about poor employer branding! With that statistic in mind, it's time for employers to take note and make changes. Highly skilled candidates can afford to be picky and it's proven that a poor employer brand has rippling effects. A Harvard Business Review survey found nearly 50% of the individuals surveyed would rule out taking a job with a company with a negative reputation. And for those who think money is the key to happiness, a 10% raise would only tempt 28% of those individuals to join such a company. **Recruiter Thoughts:** *“Coaxing candidates into speaking with me in a tight market is difficult enough without having to explain an organization’s shortcomings that are written in the press and online. I want to proudly showcase an organization to potential candidates knowing I am convincing candidates to bring their talent into a strong and stable environment that will respect their time, talent and consideration.”*

Loss of Interest: According to Robert Half, 46% of job seekers say they lose interest in a role if they have not heard back from a company within 1-2 weeks. This is the perfect way to miss out on top talent. Timing and communication is everything. While companies moving at a slower pace aren't able to keep a candidate, the companies moving at a quicker pace will have already extended and offer and have already received an acceptance from the same candidate. The competition in 2017 is real and it's undeniable that it comes down to the speed of the hiring process and the organization's ability to make important hiring decisions under a strict timeline. **Recruiter Thoughts:** *“Keeping a candidate ‘warm’ is one of the toughest aspects of recruiting. The competition is extremely unnerving and timeliness is essential in a hiring process. Days and weeks can pass by without client feedback and as a Recruiter, we are expected to have this information, and many times, it is out of our hands. In turn, our candidates lose interest, move onto another company with more respect for their time and we lose an opportunity to work with a talented candidate.”*

Bidding Wars & Unnecessary Costs: The last situation any two competitors want is a bidding war on behalf of one talented candidate. In many cases, a bidding war will force an organization to pay up to 25% more by the end of the hiring process for the same talent they could have locked down weeks in advance. Expediting the hiring process is necessary for organizations to save money and stay on budget. **Recruiter Thoughts:** *“A bidding war may sound exciting for people outside of the business, but there is not a worse situation to be in as a Recruiter. Weeks of conversations and hard work turn into two organizations competing for the interest of one candidate. It's almost like we have gone on multiple dates, it's time to decide if there is a future between us and it's down to the final rose...wait. Sorry-- this isn't The Bachelor, it's a bidding war. It's just a tough situation overall and even when you win, you still lose in some aspect due to unplanned costs that hit the organization.”*

HOW TO SPEED UP THE PROCESS

Remove Unnecessary Interviews: Candidates are run through the wringer when it comes to interviews. Usually, it begins with an initial phone screen, then an initial in-person interview is conducted, followed by one more panel interview and possibly yet another interview to finalize the process. This interview process is not only lengthy, but also unnecessary. Glassdoor statistics show that on average, a phone interview will add roughly 8 days to a hiring process, in addition to a one-on-one and a panel interview each dragging out the hiring process another 5-6 days

each. Although each step of the interview process is meant to create efficiency, it's creating the exact opposite. In recent studies conducted by Robert Half, 33% of job seekers say that delays to set up interviews were the most aggravating part of applying for jobs. So, what are the options? A popular go-to is a Skype video call. It's personable, informative and convenient for both a candidate who is currently employed and a hiring manager that may have a busy travel schedule. According to Korn Ferry, 75% of companies say that a video is the best way to interview a candidate. Another way to speed up the process is by simply removing unnecessary interviews. If a phone screen is required, cut down on the following on-site interviews. One on-site interview, if handled properly by the organization, should be plenty. Otherwise, the more drawn out the scheduling process is, the more likely top talent will be dropping out, forcing an organization to start their search over. **Recruiter Thoughts:** *"The statistics say it all. In my experience, a long interview process can make the candidate doubt the organization. Questions start to flood into my inbox such as 'Are they pulling the position from the organization?' 'Does every decision within the company take this long?' 'Are they doubting my abilities to handle the responsibilities?' Honestly, this starts to mess with the candidate's mind and they ultimately decide to take an offer from an organization who saw their talent from day one. My advice to organizations is to not take talent for granted and to go with your gut and make that offer sooner rather than later."*

Final Thoughts? As Richard Branson has stated, *"An exceptional company is the one that gets all the little details right. And the people out on the front line, they know when things are not going right, and they know when things need to be improved. And if you listen to them, you can soon improve all those niggly things which turns an average company into an exceptional company."* So, get out there and run a full-court press! Put a huge effort towards change, attract and retain top talent in this competitive market and turn your organization from average to exceptional!

About Dawson

Dawson, a family-owned staffing and recruitment agency, is celebrating 70 years establishing careers. Operating in Columbus since 1946, Dawson places professionals in temporary, temp-to-hire, and full-time jobs in the fields of administrative, call center, skilled trades, accounting & finance, creative, information technology, engineering, legal, and healthcare. The acquisition of Atrium Personnel in 2016 added administrative and light industrial staffing operations in Mount Vernon, Heath/Newark, and Strasburg/New Philadelphia, OH. Dawson is committed to the community with strong philanthropic and volunteer initiatives and has been honored with multiple "Top Workplace" awards by *Columbus CEO* magazine and "Best of Business" awards from *Columbus Business First*. Learn more, or find your next job today at dawsoncareers.com.

Dawson is a preferred partner with the OSCPA's. For additional information or to take advantage of your member benefit, contact Emily Costanzo, CSP at (614) 255-1316 or ecostanzo@dawsoncareers.com.

To view what we have to offer: <https://www.ohiocpa.com/membership/ways-to-save/affinity-partners/dawson>