



8 Essential Components of an Effective Recruiting Machine Recruiting Made Simple



OUR RECRUITING FRAMEWORK & APPROACH

Our recruiting framework & approach

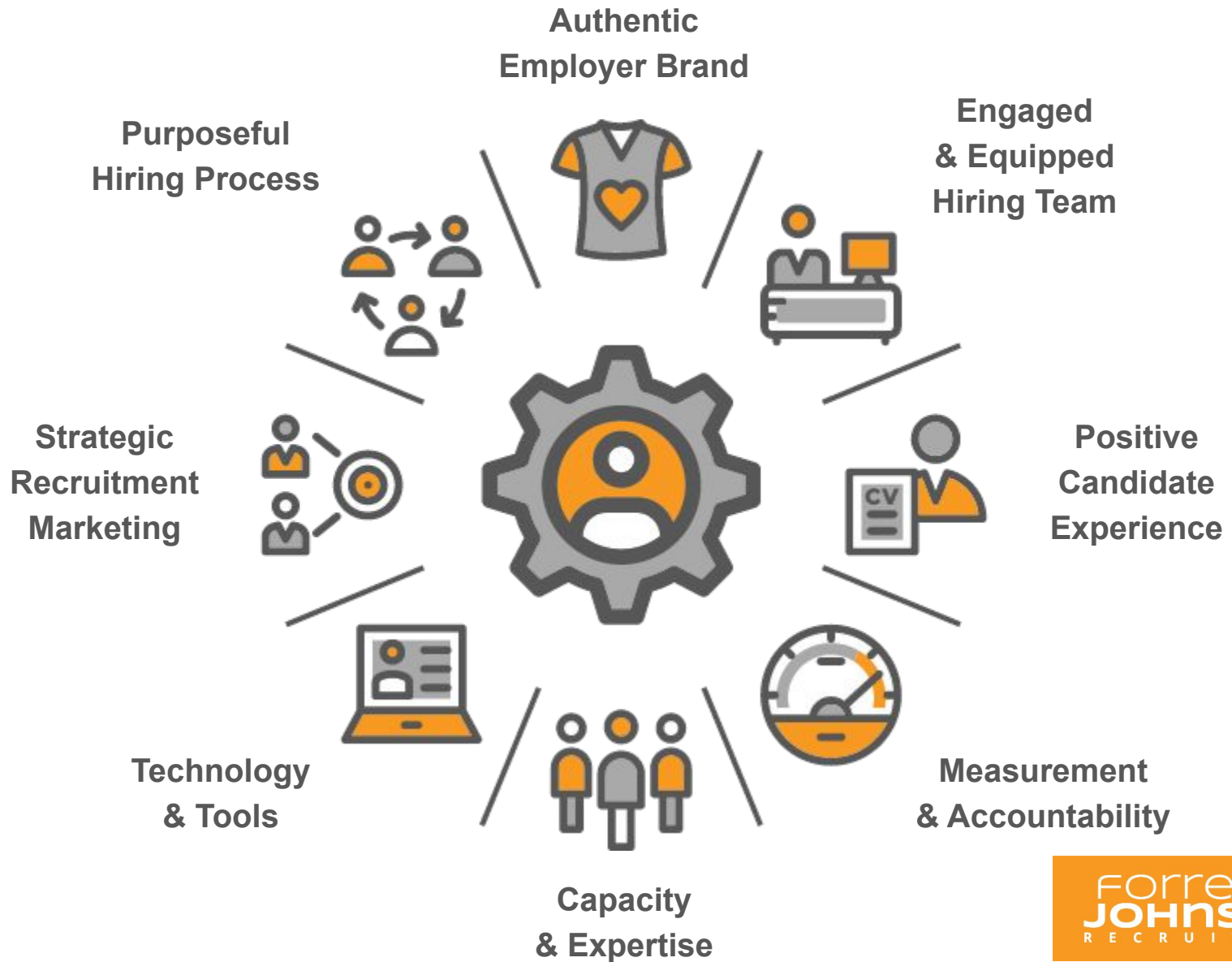
It's not enough to have a great service and an effective sales & marketing process. Attracting the right talent is an imperative if you want to grow your business. Which is why **recruiting has become a must-have skill** for organizations at all stages of growth. From startups to large enterprises, companies winning the battle for talent are investing in the people, processes, and systems needed to build an effective “**recruiting machine**” that consistently delivers the talent they need today and in the future.

Our recruiting framework & approach

We help our clients build and manage their **recruiting machine** through **Recruiting Made Simple**, which is a turn-key, private label, managed recruitment solution for small businesses who want and need a partner who can help them solve their recruiting challenges, not just a headhunter with access to a resume database.

There are **8 essential components of an effective recruiting machine**, and these form the framework for our approach.

8 Essential Components

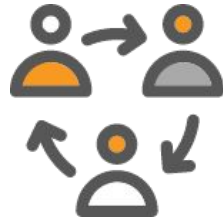


8 Essential Components



Authentic Employer Brand

If you haven't already, it's time to realize that you have customers who are interested in buying something other than your products or services. These customers are prospective candidates, and they want to "buy" your career opportunities. An authentic employer brand has taken the time to develop their employer brand story as well as their employee value proposition.



Purposeful Hiring Process

Of course your hiring process should ensure your business is compliant with applicable laws, but your hiring process should also be purposefully designed to ensure your hiring team is effectively evaluating talent and effectively selling your employer brand story and your employee value proposition.



Engaged & Equipped Hiring Team

Successful hiring managers take ownership of hiring for their team. They cannot do the heavy lifting alone; rather, they have to work in partnership with their recruiters to identify and attract top candidates. To do this effectively, hiring managers need to be equipped for success and engaged with the recruiting team, providing timely and objective feedback.



Strategic Recruitment Marketing

Recruitment marketing generates the flow of candidates into the top of your recruiting funnel. To reach the right people at the right time, you have to develop the right recruitment marketing strategy, consistently execute your plan, measure your results often, and adjust as needed. This also helps you avoid wasting money on recruitment marketing fads.

8 Essential Components



Positive Candidate Experience

Delivering a positive and memorable *customer* experience is critical for business success. The *candidate* experience is just as important to recruiting success. Candidates are customers who are engaging with your employer brand at each step of the hiring process, and what that experience looks like can have a profound impact on your recruiting.



Technology & Tools

Having the right tools and technology to enable your business processes can be the difference between success and failure. Selecting the right recruiting technology and tools enables your hiring team to standardize and streamline the process, collaborate with each other more effectively, and communicate more quickly with candidates. You don't have to spend a fortune, but the right technology and tools are essential for recruiting success.



Measurement & Accountability

How do you know you are making progress if you don't measure? Whether it's the number of inbound applicants for a specific job ad, or the number of new hires made last week, we use data to measure the success of the recruiting effort. However, data alone won't provide accountability. You also need consistent touch points as a hiring team to quickly identify and resolve issues.



Capacity & Expertise

Larger companies with full-time recruiting resources have a leg up on startups and small businesses. Recruiting and hiring is not rocket science, but it does take functional expertise and capacity that not all companies possess within their existing organizations. You must have someone who knows how to drive your hiring process with the time to do it.



**HOW EFFECTIVE IS YOUR
RECRUITING MACHINE?**

**WANT TO LEARN MORE ABOUT
RECRUITING MADE SIMPLE?**

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