

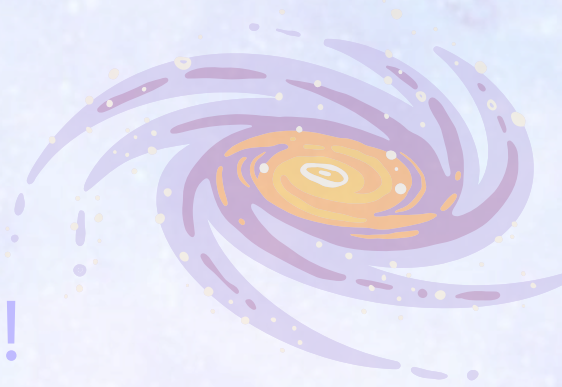
The **RECRUITER'S** Guide



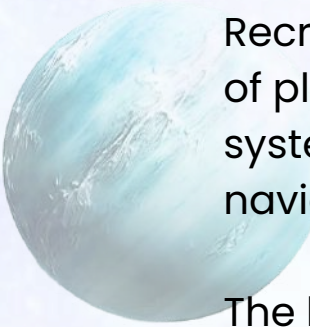
To the Galaxy



WELCOME TO THE RECRUITING UNIVERSE!



Welcome, recruiters, to the wild, unpredictable, and occasionally perilous universe of recruitment. If you are here, it means you're either in the process of recruiting, looking to recruit, or simply want to understand the complexity of the hiring process. Either way, we've got you covered.



Recruiting is like an intergalactic adventure. There are plenty of planets (companies), spaceships (recruiters), and star systems (job roles) out there, and you've got to know how to navigate them all to find the right candidates.

The key to success? Having a good map, the right equipment, and, of course, the right team (that's where **Corporate Navigators** comes in!).

In this guide, we'll walk you through the important recruiting terms you need to know, from the basics of sourcing to advanced strategies for recruiting top talent, but without the pretension or jargon associated with other "easy" how-to guides.

Because no matter how you slice or dice it, recruiting qualified talent isn't easy. It's hard work, but the quest is complete faster with teamwork.



Recruiting Metrics – The Key to Continuous Improvement

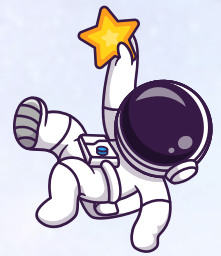
What are Recruiting Metrics? Recruiting metrics are data points that help you measure the effectiveness of your hiring process. Without data, you're just sailing the stars blindly, hoping your efforts are paying off. But with the right metrics, you can optimize your process, track progress, and refine your strategy for better results.

Why Metrics Matter: Recruiting is a science as much as it is an art. Metrics give you the hard data to assess whether your strategies are working, what areas need improvement, and where you can invest your time and resources for the best return.

Key Recruiting Metrics to Track:

1. **Time-to-Fill:** The period it takes to fill the position from posting the job to making an offer. This can help you spot bottlenecks in the hiring process.
2. **Cost-Per-Hire:** What's the total cost to recruit and hire a candidate? This includes job board fees, recruiter fees, and any other associated costs.
3. **Candidate Quality:** This is often assessed based on performance metrics post-hire. High turnover might indicate poor hiring decisions. Identifying more qualified candidates initially can improve this metric.
4. **Offer Acceptance Rate:** This measures how often candidates accept the offer you extend to them.

The Candidate Experience – The Journey Matters



What is the Candidate Experience? Candidate experience is everything a potential hire encounters during their recruitment journey with you. From the first touchpoint (email or call) to the final interview (or rejection), how candidates feel during this process will directly affect your ability to attract top talent.

A bad candidate experience can hurt your employer brand, whereas a positive experience builds trust and excitement around your company. Even if a candidate isn't selected, if their experience was good, they'll speak positively about your company.

Why It's Important: A positive candidate experience is critical, not just to fill a position, but to protect your employer brand. A bad experience could leave candidates and their networks with a bad impression, which can affect your ability to attract future talent.

How to Improve the Candidate Experience:

- 1. Employ Clear Communication:** Be responsive and respectful at all stages. Let candidates know the timeline and next steps.
- 2. Respect Their Time:** Don't keep candidates waiting too long for feedback or interviews.
- 3. Be Transparent:** When benefits and pay are not transparent on the job listing, candidates can lose interest.
- 4. Provide Feedback:** If a candidate doesn't get the job, give them constructive feedback to help them improve in the future.

Employer Branding – Be the Company Everyone Wants

What is Employer Branding? Employer branding is the foundation of the candidate experience. It's the image your company projects as an employer. It's how current employees view your company, how potential hires perceive it, and the overall reputation you have as a place to work. A strong employer brand attracts top talent, enhances employee morale, and fosters a positive company culture.

Why Employer Branding is Critical: In today's job market, employer branding can make or break your ability to hire top talent. Candidates often do research on companies before applying, and they're looking for more than just a good paycheck—they want to work for a company with values they align with, a positive culture, and growth opportunities.

How to Build Your Employer Brand:

- 1. Showcase Company Culture:** Share employee testimonials, behind-the-scenes glimpses, and stories about your company's mission and values.
- 2. Invest in Employee Development:** Show potential candidates that you value growth and development. Offer learning opportunities, mentorship programs, and career advancement paths.
- 3. Use Social Media:** Use LinkedIn, Glassdoor, and even Instagram to show the world what it's like to work for your company. Highlight your positive workplace culture, diversity initiatives, and team accomplishments.



*Light Speed
Recruitment
Facts:*

*59% of
applicants
research a
company's
reputation
and brand
before
applying for
an open
position.*

Recruitment Marketing – The Art of Attracting Talent



What is Recruitment Marketing? Recruitment marketing is the practice of promoting your company as an employer of choice to attract top talent. It involves using various channels like social media, email campaigns, and job boards to market your employer brand, advertise job openings, and engage potential candidates before they even apply.

Why It's Important: In today's competitive job market, recruitment marketing allows you to stand out and capture the attention of the best candidates. It's about creating a relationship with potential employees before they even step foot into your hiring process. The more attractive and engaging your recruitment marketing efforts, the more likely candidates will consider working for you.

How to Ace Recruitment Marketing:

- 1. Leverage Social Media:** Use platforms like LinkedIn, Twitter, Facebook, and Instagram to post job openings, company news, and employee stories.
- 2. Create Engaging Content:** Develop blogs, videos, or even podcasts that highlight your company culture, team achievements, and industry expertise.
- 3. Nurture Candidates:** Engage with potential hires long before they apply. Build your email lists, send relevant content, and keep the communication flowing.

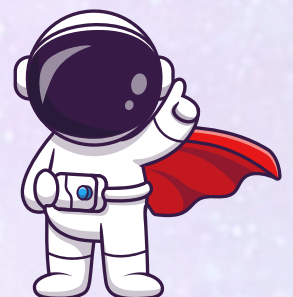
The Job Description – The Key to a Successful Search

What is a Job Description? A job description is the treasure map that guides candidates to your company. It's more than just a list of responsibilities—it's a tool to attract the right talent. Crafting an effective job description is key to ensuring that the candidates who apply are not just qualified, but truly excited about the opportunity.

How to Write a Great Job Description: To create a compelling job description, be clear about the responsibilities, required skills, and qualifications. But also, highlight what makes your company unique. Why should someone join your team? What's the culture like? What benefits are there? Make it exciting! Let the job description be your first opportunity to sell the role.

Components of a Great Job Description:

1. **Title and Overview:** Make it clear, concise, and appealing.
2. **Responsibilities:** What will the person be doing day-to-day? Be specific, but don't overburden the list.
3. **Qualifications:** List required skills, experience, and any must-have certifications.
4. **Company Culture:** Share why working at your company is a great experience. Be authentic!
5. **Call to Action:** End with a strong CTA like "Apply Now" or "Let's Connect."



Recruiting Research – The Brain Behind the Brawn

What is Recruiting Research? It's like your recruitment GPS; an essential to kickstart your talent search. Recruiting research identifies and develops prospects for a role on behalf of a client. It can also include gathering market intelligence to assist companies with important business decisions.

In this process, researchers dig into a company's organizational structure, track competitors, and create lists of potential prospects who can be good fits.

Many of these people who could fill a specific role are **passive candidates**; currently employed and not actively looking for roles but are open to change.

The best way to get this kind of research is through a recruiting research firm like Corporate Navigators. Our researchers will map out the landscape to find where the best talent is hiding – whether they're in a competitor's team, a hidden niche market, or even a related field that could bring fresh perspectives to the table.

Galactic Recruiting

Tip: 

Did you know that Recruiting Research encompasses all the foundational tasks of recruitment, like gathering market intelligence, identifying candidates, calling them, and maintaining a talent pipeline? If you can interview candidates and market in-house, this can be a cost-savings option for your team.

Recruiting Research – The Brain Behind the Brawn Pt.2

Why It's Important: Recruiting research ensures you identify the most prospects who fit for the role. By knowing your industry inside and out, and understanding your target candidates' behaviors, preferences, and motivations, you are positioning yourself ahead of the competition. It's an essential tool to ensure your search doesn't end up a wild goose chase.

Types of Recruiting Research:

1. **Organizational Charts:** Identifying competitors, their talent, and any organizational shifts that could signal potential departures and disruptions.
2. **Recruiting Research/Name Generation:** Using databases, LinkedIn, and other tools to uncover hidden gems who might be the perfect fit for your role. At Corporate Navigators, we take this a step further, calling into companies and engaging with live sources to verify these individuals have the experience our clients are seeking. Real-time and detailed information is our key differentiator.
3. **Candidate Sourcing:** After building a targeted prospect list, researchers will contact the prospects to develop interested candidates. These screening calls save companies a lot of time by delivering a list of qualified and interested candidates to contact.
4. **Competitive Intelligence:** Research pertaining to competitor salary and benefit offerings to uncovering skill demand, and geographic trends per industry. This helps you set realistic expectations with clients and candidates.



Where to Find Candidates? – The Art of identifying the right ones

Where should you start? To find the right candidate for a job, one shouldn't merely post job ads and hope for the best. That could lead to dead ends and off-target applicants.

Ideally, sourcing is a search across various platforms, including job boards, LinkedIn, which can include passive candidates. In essence, sourcing is like a treasure hunt for qualified candidates in every possible location.

Why It's Important: Without talent sourcing, you might get lucky, but you're more likely to end up lost in the cosmic void of surprise job applicants. And let's face it, you don't want to waste time in space!

Common Sourcing Channels:

1. **Job Boards:** While websites like Indeed and Glassdoor are the usual suspects, don't ignore niche boards that target specific industries.
2. **Social Media:** LinkedIn is a classic, but don't forget about Twitter, Reddit, or even Facebook for special interest groups.
3. **Outsourced Firms:** Instead of doing all the hard work, hire recruitment professionals like **Corporate Navigators** to deliver you a list of qualified candidates.
4. **Referrals:** Employees, candidates, and clients often know someone who may be the perfect fit. Tap into your network!

Diversity and Inclusion – A Modern Standard in Hiring

What is Diversity and Inclusion in Recruiting? In recruitment, diversity and inclusion are important factors. According to a survey by Glassdoor, 32% of candidates wouldn't apply to a company that lacked diversity.

These days, diversity and inclusion (DEI) are critical elements of a modern, successful hiring strategy, especially if you want to recruit Gen Z, which is the most racially and ethnic diverse generation yet. D&I refers to not only having a diverse workforce in terms of gender, race, ethnicity, and background, but also creating an inclusive culture where everyone feels valued and supported.

How to Foster Diversity and Inclusion:

1. **Expand Your Sourcing:** Reach out to diverse candidate pools. Use inclusive job boards, networks, and community outreach.
2. **Reduce Bias:** Implement blind hiring practices and use structured interviews to reduce unconscious bias in the hiring process.
3. **Hire Recruiting Researchers:** These pros (such as the ones you'll find at Corporate Navigators) are experts at identifying candidates that have the diverse profiles you need for your upcoming role. They will do all the legwork and present you with a list of potential candidates to call.
4. **Support Inclusivity:** Ensure your company culture and policies promote inclusion. This includes everything from language to support for employee resource groups.

Screening Candidates – The Detective Work



What is Candidate Screening? Screening is the detective phase of recruitment. You've got all the clues (resumes, applications, profiles), but it's up to you to piece them together to figure out if a candidate is the right fit. You're searching for patterns in experience, skills, and personality traits that match the job requirements.

Think of it like being Sherlock Holmes, but instead of solving crimes, you're solving the mystery of "Who is my perfect hire?".

Why Screening is Crucial: Screening ensures you're not wasting time on unqualified candidates. It helps you focus on those with the potential to succeed in the role. By screening effectively, you are reducing the risk of a bad hire, which could lead to wasted time, money, and possibly even a loss of reputation.

Screening Methods:

- 1. Resumes and CVs:** While not a be-all, end-all source, they are excellent starting points. You're looking for relevant experience, accomplishments, and skills that align with the role.
- 2. Pre-Screening Interviews:** This can be a short phone call to clarify the candidate's qualifications, interest, and basic cultural fit. (This is also done through Candidate Sourcing at Corporate Navigators.)
- 3. Online Skills Testing:** Using tests to assess specific technical skills (e.g., coding tests, language proficiency tests) is a great way to verify claims made on a resume.

Talent Pools – Your Future Lifeline

What are Talent Pools? A talent pool, also known as a candidate pipeline, is a database or list of potential candidates that are either already sourced or might be a good fit for future roles. These are individuals who have shown interest in your company or have the right skills but may not be immediately available for a current job opening. Think of it as your “bank” of candidates to draw from when the right opportunity comes up.

Why Talent Pools Matter: Building and nurturing talent pools saves you time and money in the long run. Instead of scrambling to find candidates when a position opens up, you can go to your pre-vetted pool and quickly identify the right fit. It’s also a great way to ensure you have diverse and qualified candidates ready to go.

How to Build a Talent Pool:

- 1. Engage Passive Candidates:** Reach out to people who may not be actively job hunting but could be interested in future opportunities. At Corporate Navigators, we can do this on your behalf in our premium service, Candidate Sourcing.
- 2. Create Meaningful Relationships:** When you gather enough interested candidates, stay in touch with them for future job openings. You can do this by checking in periodically to keep them engaged. This is also a part of Candidate Sourcing in which Recruitment Researchers check in via email or phone at specific intervals.
- 3. Use LinkedIn and Job Boards:** These platforms can be great places to find candidates to add to your talent pool. But also think outside the box—local meetups, industry events, and referrals are excellent sources as well.

Recruiting Technologies

– Fueling The Process



What Are Recruiting Technologies? Recruiting technologies are tools and platforms that help streamline and improve the recruitment process. These include applicant tracking systems (ATS), artificial intelligence (AI) for candidate screening, and video interviewing software. Essentially, recruiting technology helps you automate the mundane parts of hiring, freeing up your time to focus on the most important task—finding the best candidate.

Why It's Important: Recruiting technologies help reduce the time spent on manual tasks like resume sorting and initial candidate screening. They also help enhance the candidate experience, provide better analytics, and allow recruiters to focus on more strategic aspects of hiring.

Popular Recruiting Technologies to Consider:

- 1. Applicant Tracking Systems (ATS):** These systems manage the hiring process from job posting to final hire, keeping everything organized.
- 2. AI-Powered Screening Tools:** AI can quickly scan resumes, rank candidates, and even conduct initial video screenings, saving recruiters a lot of time.
- 3. Video Interviewing Platforms:** Tools like Zoom, HireVue, and others allow for faster, more convenient interviewing—particularly for remote positions.
- 4. Job Boards and Aggregators:** Use tools like Indeed, LinkedIn, or Glassdoor to post jobs, search for candidates, and track your outreach efforts.

Interviewing – The Quest for Qualified Hires

When should you interview? After you narrow down your candidates to the top contenders, you can then invest more time in getting to know the individuals who look more on-target for the job.

How to interview successfully: Once you've screened candidates, it's time to interview. This is your chance to dig deeper into their background, skills, and overall fit.

Humor: Interviews are like first dates. If you don't ask the right questions or keep things interesting, you will quickly discover you have both wasted your time. Ask the right questions, keep the conversation flowing, and remember – it's a two-way street. You're not just selling the role, they're selling themselves!

Top Interview Tips:

1. **Behavioral Questions:** Ask candidates to share examples of how they handled challenges or solved problems in the past.
2. **Culture Fit:** It's important to assess whether they will mesh with your team and the company's values.
3. **Offer Transparency:** Be clear about expectations, timelines, and the work environment. This ensures there are no surprises later on.





Behavioral Interviewing – Unlocking the Mystery of the Candidate Past

What is Behavioral Interviewing? Behavioral interviewing is the art of asking candidates to describe specific situations in the past that demonstrate their ability to handle tasks, challenges, or problems related to the job. It is the opposite of hypothetical questions (“What would you do if...”) – you want real examples of past behavior to predict future performance.

The secret here is that people’s past behavior is the best indicator of how they’ll behave in the future. So, instead of asking a generic question like, “Are you a team player?”, you might ask, “Tell me about a time when you worked as part of a team to overcome a challenge. Behavioral interviews give you insights into how candidates have reacted to real-world situations.

How to Conduct Behavioral Interviews:

1. Use the STAR Technique:

- Situation: Describe the context or background.
- Task: What was the task or challenge you had to address?
- Action: What actions did you take to resolve it?
- Result: What was the outcome? How did your actions lead to a successful result?

2. Ask Specific Questions:

- “Can you tell me about a time when you had to deal with a difficult client?”
- “Describe a situation where you had to manage competing priorities.”

3. Listen for Key Behaviors:

- Look for problem-solving, leadership, collaboration, and adaptability. These are all qualities that indicate a strong fit for your role.

Offer Management – Closing the Deal



What is Offer Management? Offer management is the art of extending a job offer to a candidate and handling the negotiation and acceptance process. The goal is to present the offer in a way that excites the candidate, addresses any concerns, and secures their commitment to join the company.

Why It's Important: A poorly managed offer process can lead to confusion, delays, and candidates walking away from an offer they would have otherwise accepted. A smooth, transparent offer process helps to lock in your preferred candidate and avoid losing them to a competitor.

How to Master Offer Management:

1. **Be Clear and Transparent:** Be upfront about salary, benefits, and expectations. Avoid surprises after the offer has been made.
2. **Highlight Benefits:** While salary is important, don't forget about the perks and benefits that come with the job - healthcare, PTO, remote work options, etc.
3. **Negotiate:** Sometimes candidates may try to negotiate terms. Be prepared to address any questions or concerns, and know which parts of the offer you have flexibility with.
4. **Set Expectations for Onboarding:** Let the candidate know what to expect after they accept the offer, including start dates and any preparation they need to do before their first day.

Onboarding – The First Step Toward Retention

Onboarding: An Adventure Awaits: Onboarding is the process that helps new hires get acclimated to their roles and the company. Think of it as the warm-up before the big game. You can't just throw someone into the deep end and expect them to swim—onboarding ensures they have the tools, knowledge, and support to succeed from day one.

Why Onboarding Matters: Onboarding is crucial because it directly impacts employee engagement and retention. If a new hire feels lost, unsupported, or overwhelmed, they might start looking for an exit strategy before they've even settled in. However, a great onboarding experience can lead to increased job satisfaction, higher performance, and long-term retention.

How to Onboard Like a Pro:

1. **Set Clear Expectations:** From day one, let your new hire know what success looks like. What are their key responsibilities? What are your goals for the first 30, 60, and 90 days?
2. **Provide the Necessary Tools:** Make sure they have all the equipment and access they need to perform their job.
3. **Introduce Them to the Team:** A key part of onboarding is ensuring the new hire feels integrated into the team. Introduce them to their colleagues and set up regular check-ins.
4. **Training and Support:** Ensure they have the training they need, whether it's formal education or informal shadowing. And provide ongoing support to address any challenges.



The Future of Recruiting – The Galactic Quest for Talent

So, what does the future of recruiting hold? Well, if the past few years have taught us anything, it's that recruiting is evolving rapidly. With technology like AI, machine learning, and data analytics improving every year, the process is becoming faster, smarter, and more efficient. But at the same time, recruiting remains deeply human. It's about building relationships, creating teams, and helping people find their best career path.

In the future, recruiters will have more powerful tools at their disposal to find and engage with candidates. Companies will continue to evolve to become more inclusive, transparent, and candidate-focused. And the best part? We'll be here for the ride, helping you stay ahead of the curve.

So, buckle up! The recruiting world is changing fast, but with the right mindset, tools, and strategies, you'll be able to navigate it all like a true pro.

Happy Recruiting!





CORPORATE NAVIGATORS



Mitch Golob
President and Founder
Corporate Navigators

 CorporateNavigators.com
(312)-751-2100 • Mitch@CorpNav.com



1929 W. Belmont Avenue, Suite 1
Chicago, Illinois 60657