How to Avoid 7 COMMON FLAWS of Recruiting!

By Bud Haney

Feel like your human resources department is falling behind? It's time to make some changes for the new year. You may be following HR strategies that are bringing your company down. Here are seven of the worst and what you should be doing instead:

Hiring Only People Like You

Among the most tempting hiring traps is hiring clones: you know you've succeeded at your organization, so you seek out similar people. When you hire only people like you, your company will either fill up with a lot of yes-men or turn into a zero-productivity zone from all the friction. Be wary of hiring too many similar personality types. Each job has a different function and requires separate skill sets. Hiring clones doesn't build a strong team. Diversity will give your company a variety of viewpoints, leading to greater creativity and boosting productivity. A diverse company will also have wider appeal and help you better serve a variety of demographics.

Losing Touch With Qualified Candidates

Finding qualified candidates doesn't always overlap with having open positions. It's a common tale, for which HR often bears most of the blame. But nurturing candidate relationships can be difficult, especially when qualified candidates accept outside jobs or internal openings come about unexpectedly. Keeping the pipeline full of potential candidates is one of the ways that marketing is influencing human resources—never stop recruiting, even when you're not hiring! Use tools like iCIMS Connect and LinkedIn company pages to build talent pools and keep candidates engaged in real time.

Hiding The Purpose of Multiple Interviews

Candidates often experience frustration at recruitment practices that drag them through several rounds of interviews, especially when their purpose is unclear. Advancing to the next round often signals a narrowing candidate pool, but some companies simply don't have enough recruiters to match the number of qualified candidates. Be honest about the purpose of multiple interview rounds so that your candidates can prepare well and give you the interview you're hoping for: is it an interview with potential coworkers to gauge teamwork abilities, a vetoing-power interview with senior management, or another round in the selection process? Keep candidates on their toes, but tell them enough in advance so that the interview doesn't waste your time.

Breaking Employee Confidentiality

Perception often overpowers reality when it comes to issues of confidentiality. A perceived risk carries the same weight as if you have already betrayed employee confidentiality. You might feel like HR is a good place for employees to air complaints and work out their departmental frustrations, but employees may shy away from trusting you because you can influence their careers. Consider bringing in an external executive coach—and, of course, do actually keep the trust of those who do confide in you.

Misusing HR Metrics

The trouble with most HR metrics is that they look only to the past or report current information without providing future analysis. Looking only at metrics like cost-per-hire and turnover rate won't give you the full picture on how well a potential candidate will fit your organization. Use "forward-looking analytics" to build your company's success. Make sure your company has channels to use data and not just collect data for data's sake.

Keeping Your Search Too Small

A great job opening at your organization doesn't guarantee a great talent pool. Potential candidates need to know the opening exists. Bad recruiting strategies (e.g., using only obscure ads, relying on word of mouth, or having unrealistic expectations for applicants) could be holding you back. Just as you should nurture candidate relationships for when openings occur, use these tools to tap into specific and relevant markets. A small search might get you nowhere, but a specific search can be a great way to find the best candidates

Confusing Personal and Professional

While the field of human resources often dabbles in the personal realm, it's important to keep the personal and professional worlds separate. Consider why a candidate does or does not appeal to you, and make sure those reasons fall mostly in the realms of skill sets. Gut feelings and personal relationships aren't enough to determine the most qualified candidate. It might be easier to hire a referral, but a stranger could be the better match for the job. Use objective employee assessments to find the strongest candidates. N

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