

Would you build a house without a detailed plan?

I'm pretty confident in stating that most people would never start a major structural home renovation or build a new house without drawing up detailed plans that itemised every aspect of the new addition.



Yet as an executive recruiter, I am often surprised at the number of companies that begin a recruitment process for a new hire without investing time and effort in getting the “blueprint” right.

Any recruitment's success is dependent upon the quality of the brief. The recruiter is only as good as the brief they receive. Quality candidates are only interested in, and

attracted to, meaningful and factual job descriptions. **Quality hires only result when you know what you want and what you want that person to achieve.**

The time you invest in your “recruitment architectural plans” directly impacts on your ROI. The hiring process is expensive - valuable time spent by the hiring decision makers in the selection process; inducting and ongoing training of the appointee; recruitment fees etc. If things don't work out the hidden costs are estimated at 2.5 times the appointee's salary if they leave within the first year. That means a poor hiring decision for a candidate earning \$150,000 per year could cost, on average, \$375,000, and that expense comes right off the bottom line.

High quality applicants want to know about a job “warts and all”. In fact, they have a healthy scepticism of jobs that sound too good to be true. In my experience, candidates like to hear about what challenges they will face in the first 6/12 months; what the company's short and long term strategic plans are; what results will be expected of them etc. They also want the leadership team of their prospective employer to be able to articulate this information at interview.

So how do you get the conversation started? The following questions are by no means comprehensive or complete but will give you a kick start to developing a blueprint/brief for your recruiter that enhances your chance of success.

- Know your own business – have basic business financial figures at hand
- Prepare an up to date organisational chart
- What outcomes are expected – year 1, year 2 etc.?
- What are the key issues to be addressed?
- What obstacles might there be to addressing these issues?
- What skills/competencies will the appointee need to successfully address these issues?
- Who are the key stakeholders? Any issues with particular groups?
- What were the strengths/weaknesses of the previous incumbent?
- What personal attributes would provide for a good cultural fit in the organisation?



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