How to Optimize Your Hiring Process With a 3-Step Approach
Today’s Panel

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Vice President, Talent Solutions
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## Recruiting tops the charts for HR technology spending plans

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<th>Aggregate</th>
<th>Above 5000 EE</th>
<th>5000-500 EE</th>
<th>Below-500 EE</th>
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<td>HRMS</td>
<td>Performance Mgmt.</td>
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Source: [Sapient Insights Group](#)

### Key Figures

**30**
Percent of an employee's yearly wages lost when a bad hire is made

Source: [US Dept of Labor](#)

**11 million**
Openings in the US labor market - roughly two jobs for every person looking for one

Source: [CNBC](#)

**27**
Average number of working days it takes for a company to hire talent

Source: [SHRM](#)
Building a streamlined end-to-end hiring process

- Sourcing
- Evaluating
- Interviewing
Building a streamlined end-to-end hiring process

Sourcing  Evaluating  Interviewing

Bailey Showalter
Vice President, Talent Solutions
Credly, A Pearson Company
What makes a good sourcing strategy?

Being able to find great talent to fill open roles in a time efficient manner
Sourcing can feel overwhelming

**The paradox of choice**

Where to start sourcing?
- Free sites?
- Current subscriptions?
- How do I find what we have?

Which parameters matter?
- Previous work success?
- Companies they’ve worked for?
- Education and degrees?
- Bootcamps?
- Programs they completed?
- Certifications they’ve earned?
Sourcing is time consuming – and you’re busy

A “good” sourcing strategy generally follows the rule of 10:

- Search through 1000 profiles
- Reach out to 100 people whose profiles match your needs
- Receive 10 responses
- Make 1 hire
How to improve your sourcing success

Your successful candidates all have something in common, regardless of where and how you found them: they have the skills needed to perform in the role.

✔ Gain clarity on the required skills (rather than where someone obtained them) to open up your talent pool

✔ Reduce competition by looking at less traditional candidates, or candidates outside your industry

✔ Look for people who have the skills today to perform in-role and the aptitude to develop future skills
Use a sourcing tool that serves your needs

Determine what matters to you

- Finding a unicorn?
- Reducing cost?
- Speed to fill?

Make sure you use the right tool for the job at hand.
Personalization reigns supreme

✓ Ensure each candidate feels like you meant to reach out to them specifically

✓ Make outreach feel relevant to what they do now (or represent a step forward)

✓ Highlight why the candidate stood out to you as a recruiter or hiring manager
Building a streamlined end-to-end hiring process

Sourcing

Evaluating

Interviewing

Whitney Martin
Survey and Assessment Strategist
ProActive Consulting
Narrowing Down the Qualified Candidate Pool

Which screening factors will be the most predictive to find the best match?

How can we find someone who will excel vs someone who is adequate?
Identifying the Ideal Candidate Profile

- Teamwork
- Active listening, probing
- Attention to detail, accuracy
- Customer focus
- Dependability
- Initiative, self-starter
- Integrity, confidentiality
- Problem solving, critical thinking
- Stress tolerance
- Decision making
- Flexible
- Efficiency
- Positive
- Accepts Coaching
- Logical
- Independent, minimal supervision and direction
- Challenge processes, assertive
- Sense of urgency
- Passion for excellence, ownership, accountability
- Accept risk
- Inspire
- Multi-tasking (with interruptions)
- Innovation
- Communication (verbal, written, translate features to benefits, set clear expectations)
- Organization/prioritization/time management skills
- Sales, IT, Leadership-specific traits, attributes, abilities (presentation skills, closing, prospecting, marketing, counseling, employee development, project management, diagnostic/troubleshooting skills, etc.)
- Knowledge/Skills
- Education & Experience
Determine What You Want to Accomplish

“If you don’t know why, you’ll never know how…”
Define the Goal

What would “better hiring” mean to you?

More ________  Less ________  Better ________
Select the Right Tool(s)

Clarity of vision, purpose

Logistical Considerations
(time, cost, languages, integration, etc.)

Test Development
(reliability, validity, adverse impact, etc.)

Candidate Experience
Hiring Assessments

Real or Perceived Cons
• Bias/Adverse Impact
• Time/Cost
• Candidate Experience

Real or Perceived Pros
• Predictive Power
• Bias Reduction/Objective Data Point
• Process Efficiency
• Guide for Recruiters, Hiring Managers
• Candidate Experience
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Interviewing Best Practices

- Candidate experience
- Expectation setting
- Standing out
Interviewing Best Practices

Introductions - how we show up

One chance to make a first impression

The Interview

The Interviewer/s

Feedback is a gift
Discussion