

How to Optimize Your Hiring Process With a 3-Step Approach



Today's Panel



Bailey Showalter

Vice President,
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Whitney Martin

Survey and
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Helen James

VP of Talent Acquisition
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Recruiting tops the charts for HR technology spending plans

Aggregate	Above 5000 EE	5000-500 EE	Below-500 EE
Recruiting	Recruiting	Recruiting	Recruiting
Learning/Training	HR Analytics	HR Analytics	Learning/Training
HR Analytics	Learning/Training	Learning/Training	Benefits/Wellness
Benefits/Wellness	Benefits/Wellness	Benefits/Wellness	Skills Management
Skills Management	Skills Management	HRMS	Performance Mgmt.

Source: [Sapient Insights Group](#)

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

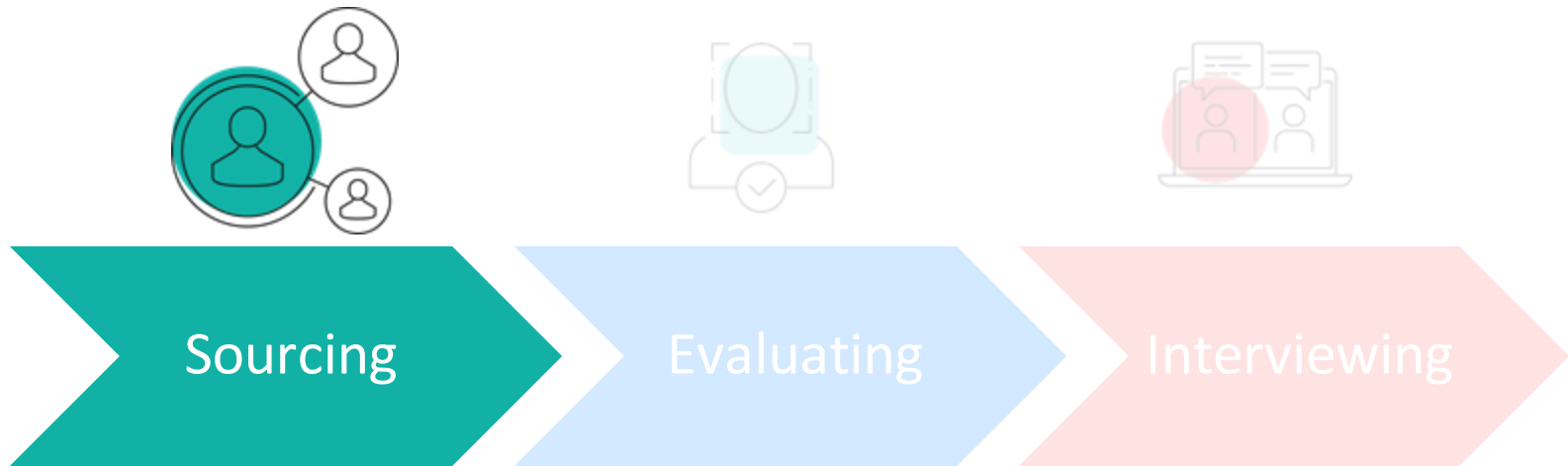


Sourcing

Evaluating

Interviewing

Building a streamlined end-to-end hiring process



Bailey Showalter

Vice President,
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Pearson

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

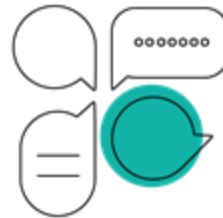
A “good” sourcing strategy generally follows the rule of 10:



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

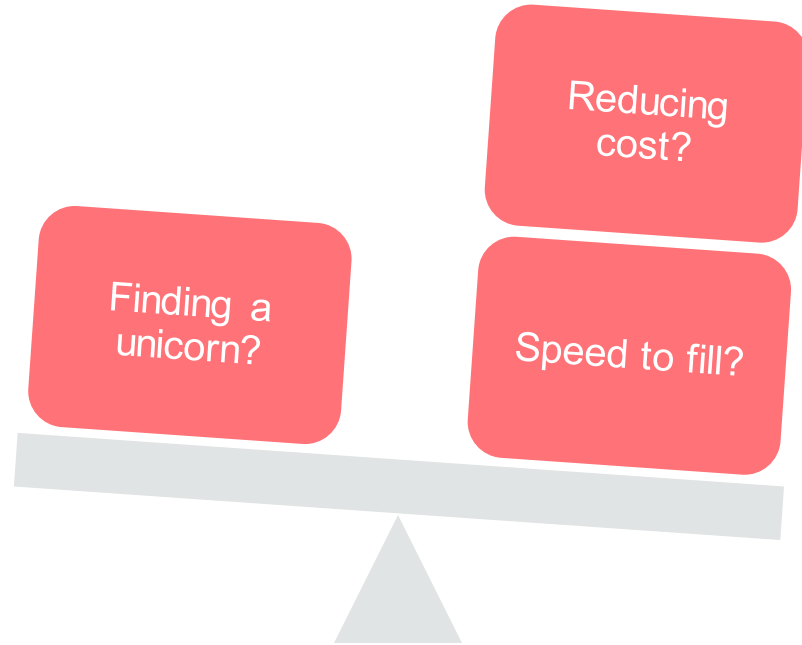
Your successful candidates all have something in common, regardless of where and how you found them: they have the skills needed to perform in the role.

- ✓ **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



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



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



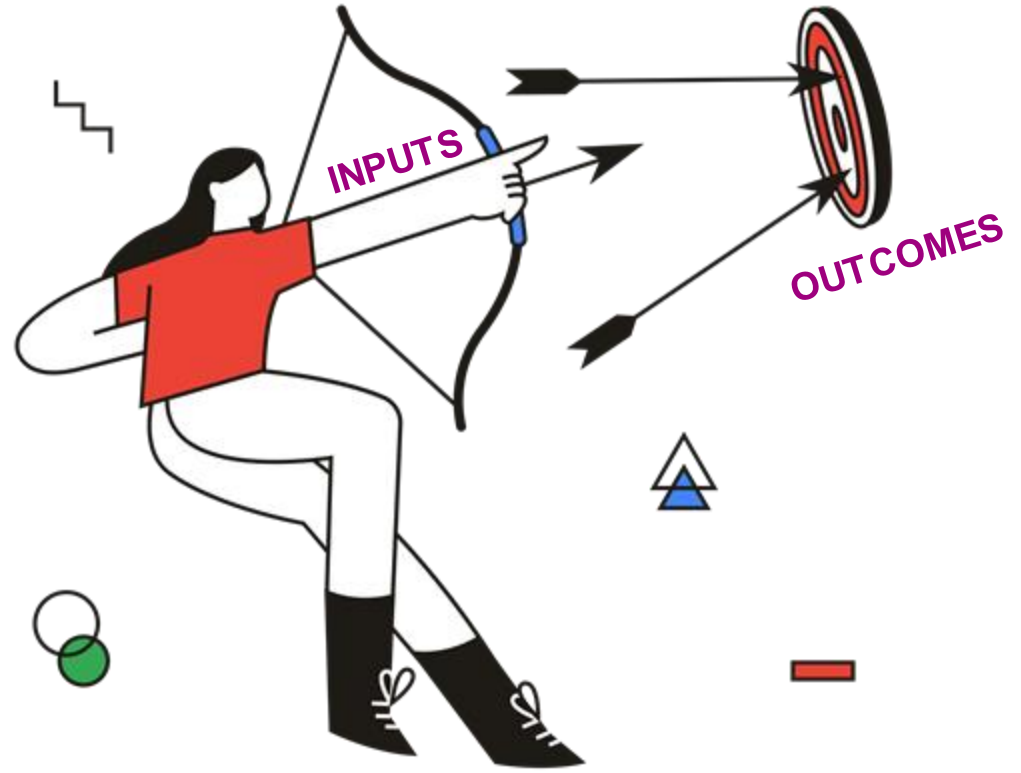
- Teamwork
- Active listening, probing
- Attention to detail, accuracy
- Customer focus
- Dependability
- Initiative, self-starter
- Integrity, confidentiality
- Problem solving, critical thinking
- Stress tolerance
- Decision making
- Flexible
- Efficiency
- Positive
- Accepts Coaching
- Logical
- Independent, 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**



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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



Test Development

(reliability, validity, adverse impact, etc.)



Logistical Considerations

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



Candidate Experience

Hiring Assessments

Real or Perceived Cons

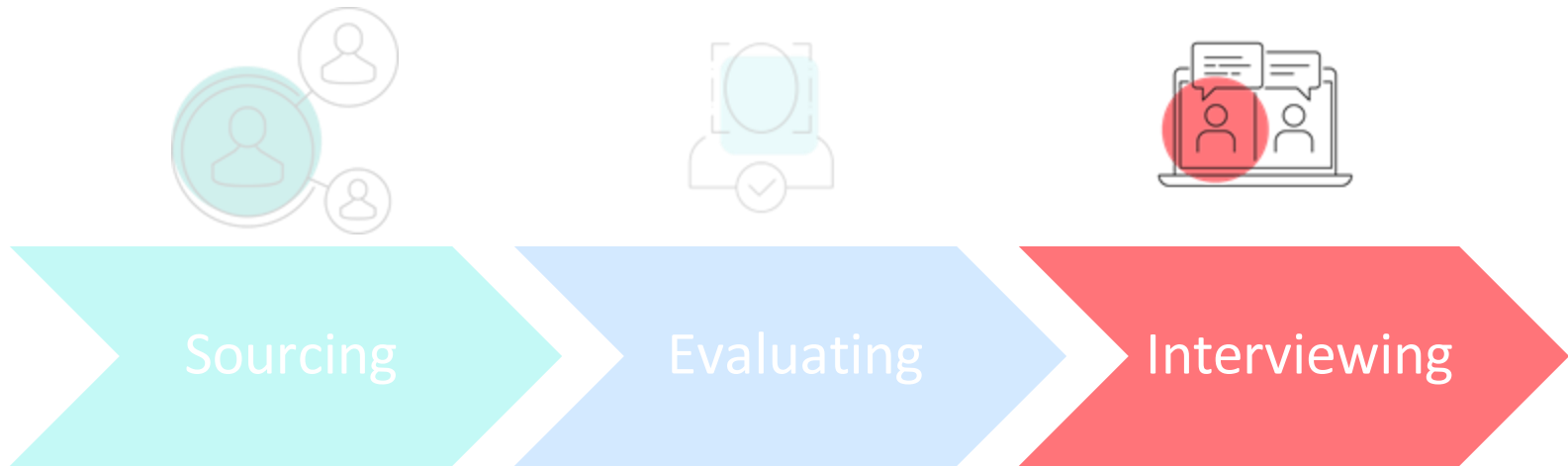
- Bias/Adverse Impact
- Time/Cost
- Candidate Experience

Real or Perceived Pros

- Predictive Power
- Bias Reduction/Objective Data Point
- Process Efficiency
- Guide for Recruiters, Hiring Managers
- Candidate Experience



Building a streamlined end-to-end hiring process



Helen James

VP of Talent Acquisition

Pearson

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





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