

3 Ways to Hire the Best People and 3 Ways NOT to Hire Them

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Hiring the best people is a priority of every organization. Actually, let's clarify that statement: hiring the best people **should** be a priority of every organization.

The problem is that there's a difference between wanting to hire the best and actually doing what is necessary to hire the best. If you're only paying "lip service" to such a goal, then you haven't actually made it a priority.

The difference between wanting to hire the best and actually doing what it takes is measured in time, energy, effort, and planning. It's also predicated upon strategy, expertise, and experience.

During my over 20 years as a search consultant, I've seen employers do things correctly . . . and I've seen them do things incorrectly. In this article, I'm going to present **both sides** of that equation.

Below are **three ways** to hire the best people:

#1—Make it a continuous process.

This is a mindset more than anything. It entails always being on the lookout for great talent. If you wait to conduct a search only when you have an opening, you're moving from a position of weakness. The only leads you'll have are job seekers who've submitted their resume. You won't have anybody in mind; you'll be working from scratch.

However, if you're **always** on the lookout for top talent, you might already have somebody (or multiple people) in mind for the position that just opened up. As such, the chances that you'll hire a superstar increase dramatically.

#2—Be proactive.

Having the mindset mentioned in #1 is the first step toward being proactive about hiring. This means NOT just sitting back and waiting for candidates to come to you. That represents a position of weakness. When you're moving from a position of weakness, you're more likely to lower your standards. When you're moving from a position of strength, you're more likely not to.

And remember: the best candidates are not even looking for a new job, and if they are, they're passively doing so. That means they're not looking through the job boards and applying for positions online.

#3—Provide a great candidate experience throughout the hiring process.

When you're attempting to hire the best people, you must keep "selling" throughout the process. You're not selling just the opportunity. You're also selling the organization itself, as well as the company culture. Your hiring process is part of your organization and its attempts to brand itself. If top candidates have a

terrible experience during that process, then they're going to transfer that experience to you. That's right: they're going to think you're a terrible company, as well.

Below are **three ways** to NOT hire the best people:

#1—Hold out for the “perfect candidate.”

There is danger in this mindset. That's because you always want “to see one more candidate.” You get caught in a never-ending cycle of thinking that there's somebody better out there and that you just have to keep searching for that person. Effective hiring is less about searching for the “perfect candidate” and more about strategically attracting and engaging the “right candidate.”

#2—Drag out the hiring process.

Top candidates do NOT like a drawn-out hiring process. That's the first problem with doing this. The second problem is that they can afford to not stay in a drawn-out process. That's because, as top candidates, they are more than likely garnering attention from other suitors (i.e., your competitors). The longer the process drags out, the less likely top candidates will be to stay in the process until the very end . . . and the more likely that somebody else will hire them.

#3—Low-balling candidates during the offer stage.

This is the equivalent of “shooting yourself in the foot” when it comes to hiring. As mentioned above, top candidates are likely interviewing with more than one company. In addition, as top candidates, they're likely to attract top dollar in terms of compensation. If you low-ball the offer, then you're just making the candidate's decision easier—their decision to accept **another offer**.

Don't just give “lip service” to hiring the best. Do what is necessary to hire the best and make it a **true priority**. It's a worthwhile investment in the future of your organization.