

Rethinking Your Hiring Process In 6 Simple Steps

It's been a few weeks of *getting used to*. Getting used to Zoom-ing with your colleagues from all possible corners of your apartment, to breaking connection in the *worst possible moment*, to missing that *not-so-nice-anyways office coffee*. We are not even afraid of that *getting used to* anymore, or as a friend once said 'After all, humans are adaptive as hell. So, we'll get used to the new normal very soon.'

When it comes to the things you can control, though, getting used to is not an option. You'd better reinvent yourself. You'd better rethink your hiring process and you'd better do it sooner rather than later. Here's how:

1. Add these 3 soft skills to your assessment process
2. Make sure you offer a seamless applicant experience
3. Take your video interviewing skills to a new level
4. Take time to clear up your doubts around recruitment data
5. Add these 3 questions to your interviews
6. Be kind to your budget. Focus only on the best channels

Add these 3 soft skills to your assessment process

Assessing soft skills during a selection procedure will become even more important. Regardless of the job profile, these three soft skills will be (and already are!) key:



... is staying connected with colleagues and customers

Make sure you offer a seamless applicant experience

Hiring someone without having met them in person is not something you are looking forward to. Of course. But the same goes for candidates - accepting an offer without having met their future team or visited the office can be a reason to let a job offer down. Unless!

Unless you follow these three steps to make that transition smoother for them:

1. Make sure you offer a seamless process and a good offer
"Of course, the personal f2f contact is missing and candidates want to see the office, the work environment etc before accepting an offer. But my experience is that if they had a good feeling during the interviews, a seamless process and a good offer, they are still willing to accept." - that's what a fellow recruiter of yours recently shared with us.
2. Express (company-) personality through strong employer branding
Candidates want to first 'feel the vibe' at the office, how out-of-the-box the office design is, etc - all those things that can help them get a taste of what's it like to work there. So, make sure your employer brand can convey the essence of what your business stands for.
3. Don't forget to organise a 'pre-hire party' with the whole team
A 'pre-hire party'? Well, may sounds pretty simple, but make sure you get the whole team on board so that candidates in the last phase of hiring can 'meet' everyone at once - this will give them a taste of what the dynamic will look like in all those daily Zoom sessions coming ahead.

... for more on How is coronavirus affecting your fellow recruiters...

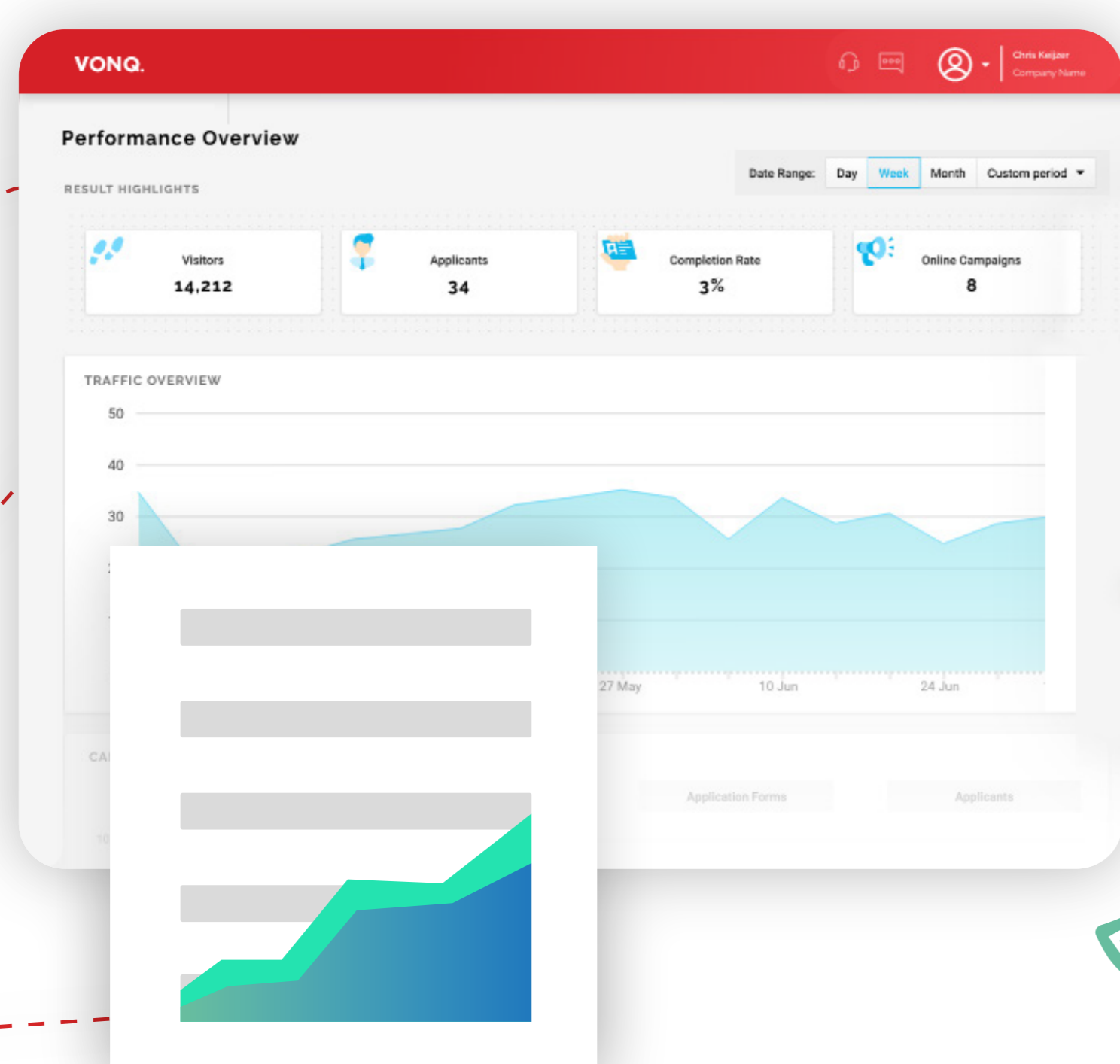
Take your video interviewing skills to a new level

The most immediate change for recruiters worldwide is switching from in-person interviews to video. While the substance of those interviews is ultimately the same, video interviews differ from in-person meetings ([Job interviews during a pandemic](#)) and here are the highlights:

Three tips to help you master your video interviewing skills:

1. Get decision makers on the same page ahead of time
From now on, it's likely going to be more difficult to get all the key stakeholders to weigh in on a job candidate to make a decision. You don't want to keep candidates waiting, so make sure you organise the process of getting people on the same page well ahead of time.
2. Do your 'small talk research' to form a bond
Video interviews tend to contain less small talk and be shorter than in-person meetings. So, it is even more important that you make an effort to form a bond with the person on the other side of the screen. Make sure you come prepared and have a few (relevant!) topics up your sleeve.
3. Prepare your space and practice
When preparing your home office setting, opt for a neutral background with good lighting. Also, make sure the camera is at eye level to avoid any unflattering angles. And finally, feel free to have all the notes you need because guess what - no one will know - a dual screen or having notes where no one else can see can help you a great deal.

Take time to clear up your doubts around recruitment data



Now is a great time to find the answers to some questions that you've never had the time to. **Clear up your doubts around topics such as:**

- ◆ How to measure the quality of hire? And why is it an important metric?
- ◆ How to decide what type of images, banners, and videos to use for my job ads?
- ◆ How to collect data in order to reduce the candidate drop out rate during the application process?
- ◆ How to handle the transfer of data insights between the marketing and the recruitment department?

Find the answers to those in the [Recruiters' Most Pressing Questions on Data Explained](#).

Have more recruitment marketing questions that need to be answered? We can help - request a free online advice for your job ads [here](#).

Add these 3 questions to your interviews

According to Andrew Seaman (one of LinkedIn's editors), there's a whole new set of questions that job interviewers need to prepare for their interviews during those pandemic times ([Tell me about your \(pandemic\) self](#)). Let's look at the top 3 questions from recruiters' perspective:

- What have you learned about yourself during the pandemic?**
This is a great question to a) assess candidates' emotional intelligence, and b) help you understand how the candidate manages their emotions when faced with a crisis.
- Can you do the job while working from home?**
A must-ask question in our new reality! With this question you can see someone's ability to work from home and the resources they have available to do the job, e.g. a dedicated space in their home to work. And don't forget to ask about the alternative - Are you willing to eventually work from an office? (sounds funny once we put it like this, right?) - to make sure they are willing to transition back from work-from-home to work on-site again.
- How have you been spending your time?**
With this question you'll be looking for evidence of a) how proactive and b) how good at dealing with stress candidates are.

Be kind to your budget. Focus only on the best channels to use.

And of course - more relevant than ever - you need to spend your budget carefully and focus on the best mix for your jobs and b) make use of the free options out there - being social media channels:

Select the best media mix
The recruitment media landscape is changing aaaaall the time. What used to work yesterday is no longer valid today. [Here's a 'recipe' for a media mix that actually works](#) - a recipe to help you select the right media channels for your desired candidates.

Make use of social media channels
Now is a perfect time for you to explore the full potential of social media channels because a) they are free and b) people are online all the time. Check here the [Tips on how to use social media to attract talent](#).



What's next

Although you should expect the unexpected during these next few weeks while the people are working from home, following these 6 steps will help you face the new normal and stay on top of your hiring game.

After all, as your fellow recruiters shared with us at the [Your fellow recruiters speak out about recruiting in times of coronavirus](#)

Once this is over, recruitment will go through the roof!

