

# Developing New Years Hiring Resolutions

By Jennifer LeClaire

A New Year is here, but the hiring storyline isn't changing much for most organizations.

In other words, many predict it will be just as hard -- if not harder -- to attract and retain the best talent in 2008 as it was in 2007. What may need to change is our perspective and plans.

Organizations are trumpeting similar New Year's resolutions - themes including retention, internal referral systems, rapid-fire hiring decisions, innovative compensation strategies, and generational and international considerations.

Whatever the industry, building a recruiting strategy that creates candidate flow is an important resolution. We have to keep an open mind to what's happening in the market today. Here a few resolutions companies should consider for 2008:

1. More progressive companies are hiring for function and training for the industry. Hiring managers need to resolve to take that approach as the competition heats up and companies battle for a smaller talent pool.
2. Don't forget the internal referral system. Most recruiters agree that companies that offer current employees a healthy bonus to refer a friend will get a greater volume of more qualified prospects in the interview seat.
3. Speed is important even more so than in 2007. Hiring managers should resolve to make quicker decisions in 2008. Don't wait too long to sell. While you're making the effort to quickly pull the hiring trigger, be sure you're making your corporation and the specific opportunity as appealing as possible - because there are so many more open jobs than there are qualified candidates, desirable job seekers want to be wooed.
4. Perks and benefits are becoming part and parcel of a winning compensation package. Innovative strategies that include flexible schedules, mother's hours, telecommuting and sabbaticals are all getting more attention.
5. Many are looking to focus on what factors may be important to millennials that perhaps haven't been on our radar in years past. That means work-life balance, greater flexibility, and more frequent feedback and reviews. It's all part of juxtaposing the firm's current outlook with newer philosophies and ideas as it welcomes a new generation of employees.
6. Indeed, with a new generation of employees on the job hunt, and hiring managers might need to spruce up the corporate value proposition. Last year's unique selling position may be dated in this year's war for talent. A clear, concise, universal message is vital in a recruiting market.

Of course, retention is still the name of the game. If you've had an open job in the last year, you surely know that there are fewer desirable candidates on the market than the past several years. A good recruiting plan starts with retention. Don't let your superstar employees and critical contributors leave you with open jobs.

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