

BUILDING A RECRUITMENT STRATEGY

STEVE BARTON
CITY OF MANDURAH



THINGS TO THINK ABOUT



HOW TO BUILD A BUILDING

**Have a
Blueprint**

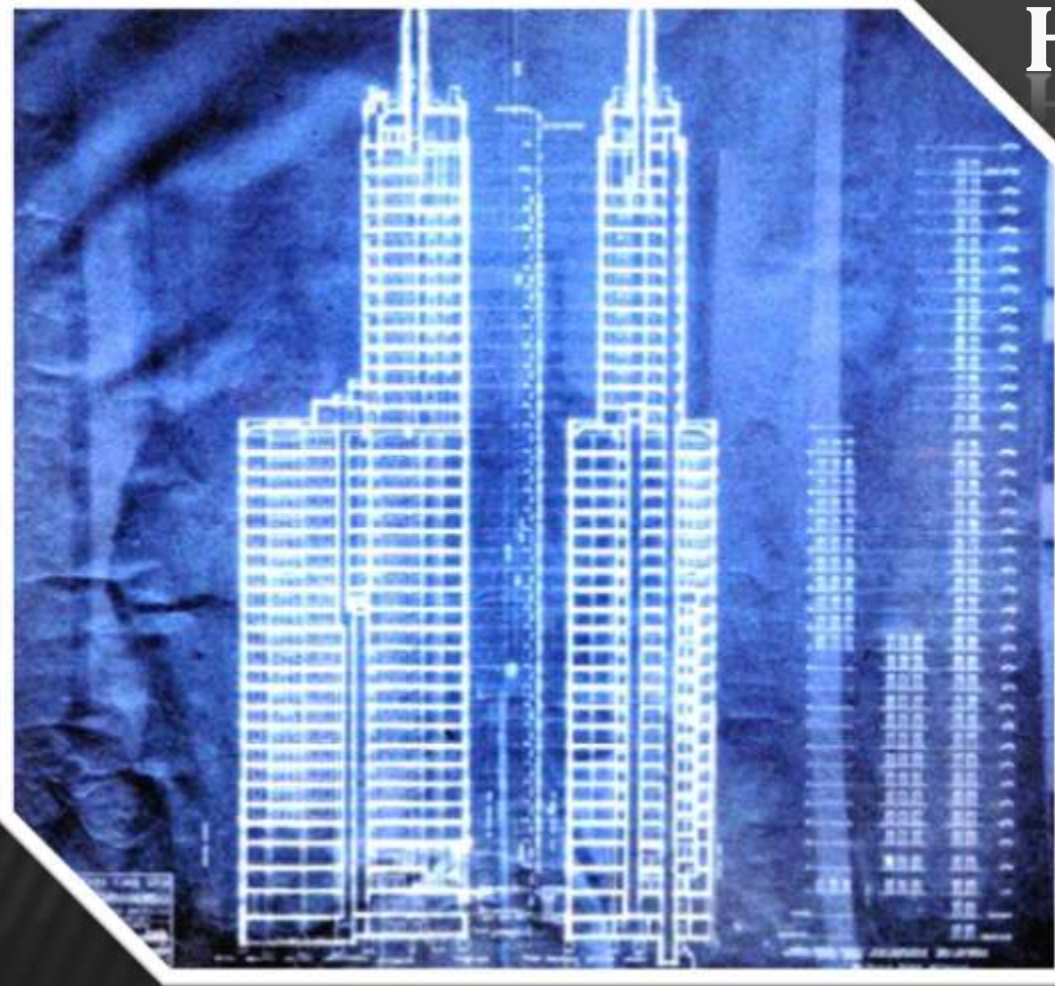
**Clear the
Land**

**Lay the
foundation**

**Build each
floor**

Maintain

HAVE A BLUEPRINT



- ◆ View the whole picture
- ◆ Links to strategy
- ◆ Links to workforce planning
- ◆ Get sign-off on the plan
- ◆ Have a variation process

CLEAR THE WAY



- ◆ Change mindsets
- ◆ Review existing processes
- ◆ Get rid of barriers
- ◆ Remove anything that does not add value

LAY THE FOUNDATION



- ◆ Train your people
- ◆ Get your message right
- ◆ Make sure systems and processes support outcome

1ST FLOOR

CULTURE

- ◆ Build the culture that attracts the right applicants
- ◆ Recruit for fit
- ◆ Focus on engagement and retention
- ◆ Get onboarding right



2ND FLOOR

ATTRACTION

- ◆ What's your EVP
- ◆ Shorten the process
- ◆ Focus on applicant, not the organisation
- ◆ Lay future foundations
- ◆ Spell out what you offer



3RD FLOOR

ADVERTISING



- ◆ Use technology
- ◆ Advertise appropriately
- ◆ Listen to the experts
- ◆ Be flexible
- ◆ Be applicant friendly
- ◆ Analyse effectiveness

4TH FLOOR



SELECTION TECHNIQUES

- ◆ Hire for attitude, train for aptitude
- ◆ Ensure the right people are involved and trained
- ◆ Use appropriate tools i.e. testing
- ◆ It's a \$500k decision

THE PENTHOUSE



- ◆ Positive employer brand
- ◆ Everything impacts the brand
- ◆ Build future desire

MAINTENANCE



- ◆ Review processes regularly
- ◆ Analyse external data
- ◆ Analyse internal data
- ◆ The future is here now. Can you see it?
- ◆ Be flexible

SUMMARY

- ◆ Get the basics right
- ◆ Align all the parts
- ◆ The future is already here
- ◆ Make it applicant focussed