



How to gain an unfair advantage when you hire

We're all seeing green shoots of recovery. All sectors, all industries, are hiring. Reed has seen an additional 248,000 job ads on its platform in May 2021. Every other post on LinkedIn delightfully exclaims "we're hiring!". Recruitment agencies excitedly signpost the 60+ new vacancies they're handling. In normal times, this would be superb news. But there's a twist - there aren't enough applicants. Or at least, not enough good applicants.

There are a few reasons for this. Furlough is still going until September, and lots of people are quite happy to stay on furlough with their 80% of base salary. This locks up a percentage of the available workforce. Others have changed sector and don't want to go back; this particularly affects hospitality. The corollary is that some are going back to their previous roles - airline pilots don't want to be parcel delivery drivers. There's also Brexit.

Many companies are dusting off their old job specs and adverts, glancing at their salary bandings and restarting the same process they used pre-Covid. If it doesn't work, what next?

The choice is really simple. Either keep looking, without changing anything, and wait, and wait, and wait some more, or change something. There are some key parameters: skills, culture and working conditions. Chances are, you can work a bit harder to excite and encourage people to apply.

Take some time to consider these core aspects of your recruiting strategy:

- 1
- 2
- 3
- 4
- 5
- 6

1 Employer message: What's great about your business? What will new employees experience in your business that will help their career or excite them?

2 What do you need: What skills can you train?

3 Culture: What attitudes work well for your business and the team you run? How do those attitudes translate into actions?

4 Assessing: Are you assessing the right attributes? Are you giving interviewees a reason to join you?

5 Conditions: Are you competitive? What blend of remote / onsite working is right for you?

6 Speed: Can you move quickly with an offer and then look after people through their notice period?

How will you Change The Story of how your business recruits, Post-Covid?

This is no time for organisational arrogance or wondering why you can't fill your vacancies. Recruitment agencies are part of the solution, but have no doubt that they are working for your competitors, too.

If you're an SME and you want to change how you hire, contact our team via hello@quarsh.com for a confidential discussion.