

Struggling to Hire and Keep Top Talent Internally?

4 Simple Steps To Get your
Hiring Process Right

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What Gives This Guy The Right To Talk To Us About Internal Hiring?

Trained over 1200 Rookie Recruiters over his career to date (and counting!)

Working with several Small, Medium and Large companies – SThree and Morson being the largest

I consult on hiring, onboarding and training strategies for Recruitment Companies and Internal Talent teams

Reduced attrition rates in companies' internal hiring by 50%

What's In It For You?

This session could make sure that you:

- Find the best relevant talent for your business
- Create a blueprint that means you can create internal hiring at scale
- Greater productivity in your teams
- Eliminate bias from your recruitment process

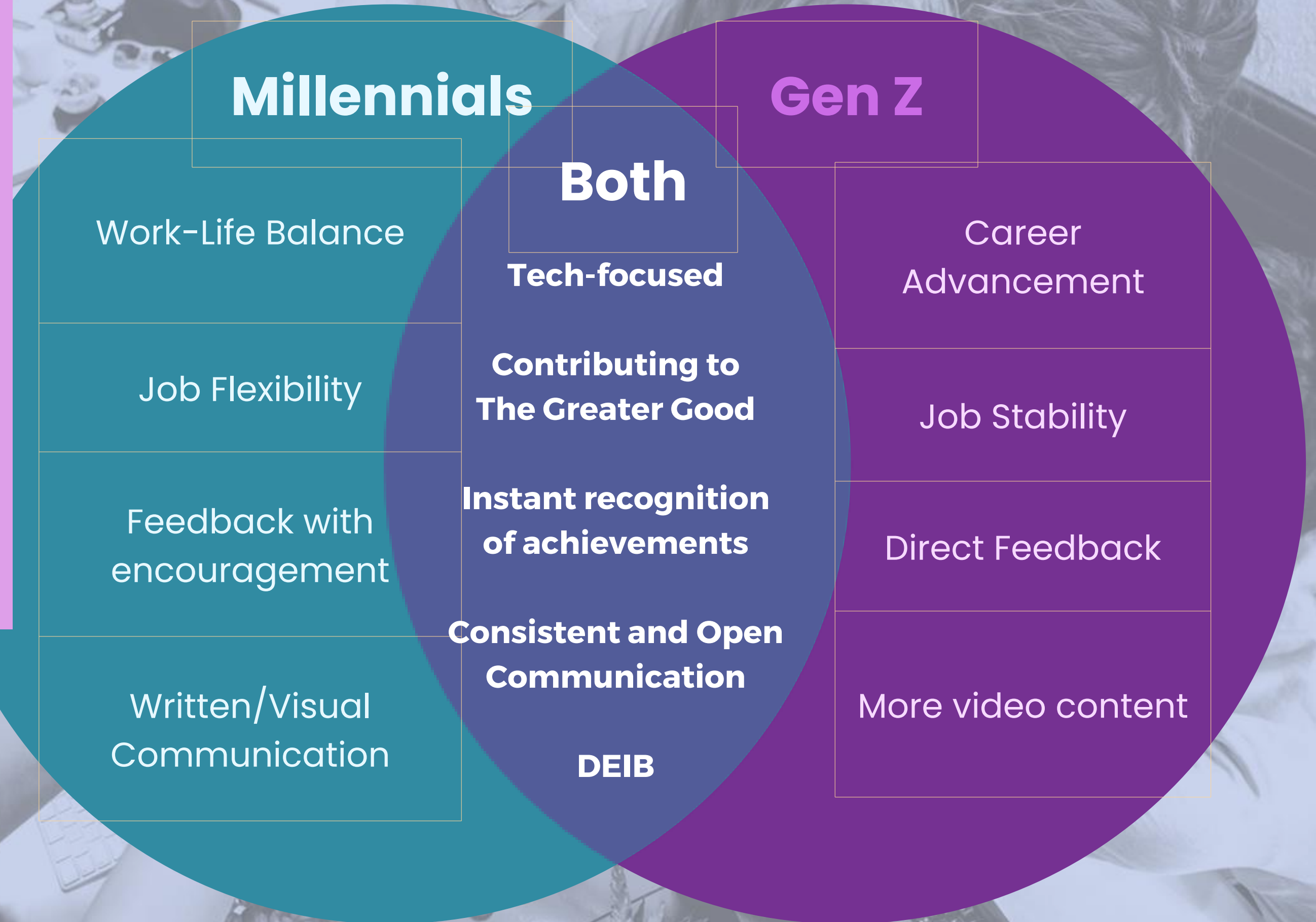


According to the REC –
the real cost of a poor hire of someone
on a £42K salary is a

WHOPPING £132,000!!

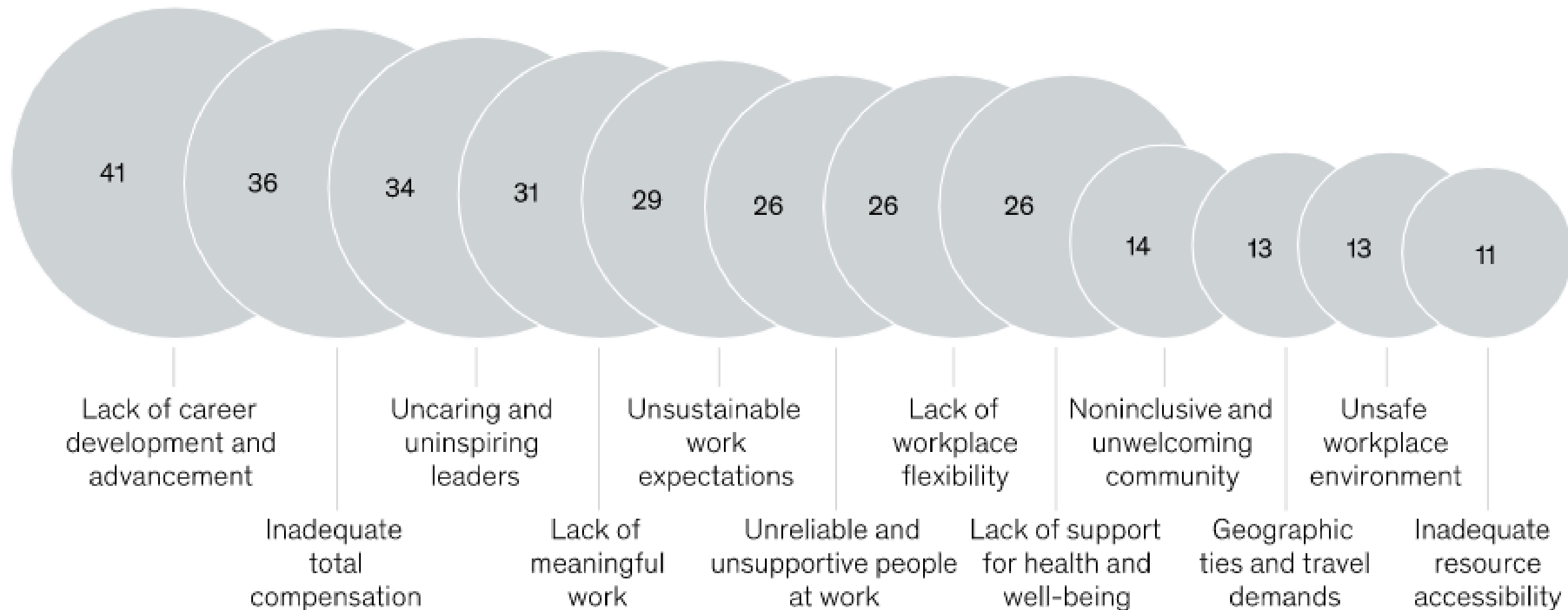
Perkbox stated that
the Recruitment
Industry has a churn
of 44%!

What is Your Potential Workforce Motivated By?



Why Do People Leave?

Top reasons for quitting previous job, Apr 2021–Apr 2022, %



Source: Subset of respondents from McKinsey's 2022 Great Attrition, Great Attraction 2.0 global survey (n = 13,382), including those currently employed and planning to leave (n = 4,939), those currently employed and planning to stay (n = 7,439), and those who quit their previous primary jobs between Apr 2021 and Apr 2022 (n = 1,154)

Why Do Recruiters Leave?

FIND A DREAM JOB

Let's Address The Elephant(s) In The Room.

Poor / Inconsistent Process

Bias – Conscious and Unconscious

Sheep-dipping Onboarding Programs

Lack of Continuous Learning



Tips for Successful Internal Hiring

What can you do to make sure you are hiring the right people?

Here are a few tips to help you out:



Tips for successful internal hiring

Getting your **Employer Value Proposition** Right

Having a **Rigorous Selection Process**

Have a top **onboarding structure**

Create a culture of **continuous learning**



**There are over 32,000
Recruitment Agencies
actively trading on
Companies House...**

**What can you do to be
different from the rest?**

Getting your EVP Right

How can you demonstrate some of the attractive motivators for Millennials and Gen Z staff?

What can you offer potential new members of staff that are over and above your competitors?

How do you compensate me?

How do you look after my wellbeing?

How do you recognise and incentivise me?

What good do you do for the community?

How do you help me develop, professionally and personally?

How do you let me play to my strengths?

Having a Rigorous Selection Process

What are companies with great hiring reputations doing to hire the best people?

Defined Competencies / Behaviours

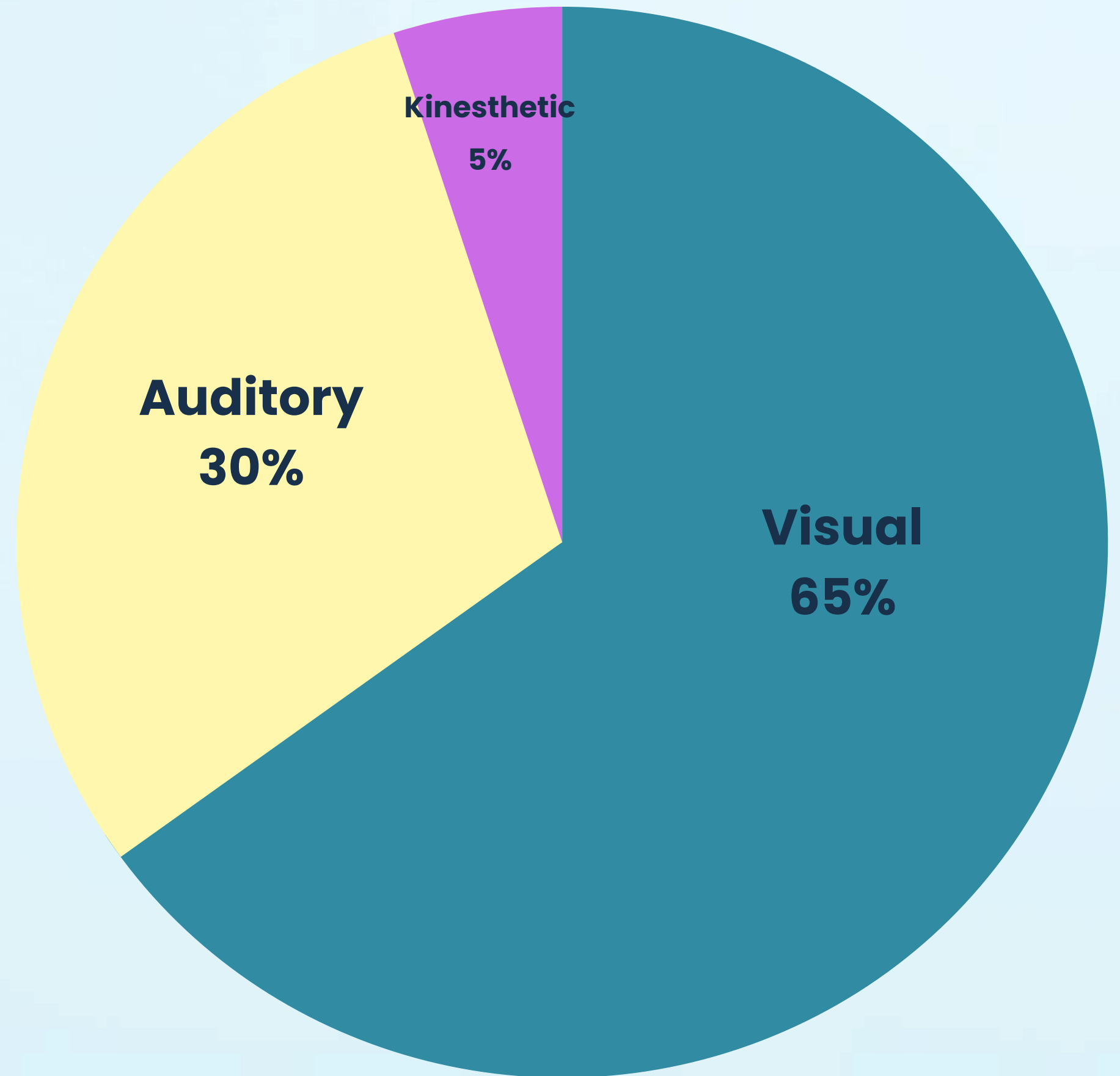
Structured and Standardised Interviews

Diverse Interview Panels of 3+ people

None of the usual Recruitment Oversell

How Do People Learn?

How can we adapt how we train people bearing these ratios in mind?





Creating The Right Onboarding Plan

Have a blended mix of video, in-person and self learning

Create a psychologically safe culture

Shorter-form video is key – 3-5 mins max!

Gamification and progress mapping are super-important!

Have a buddy/mentor that has been there 6-12 months

Competency Assessment/Measurement Scenarios

Tying the role into that person's purpose

Create strategies and plans for success in the role

If in doubt, work with a training provider – it could even be me 😊

Creating The Right Onboarding Plan

Week 1 – Getting Started / Finding Candidates

Action / Activity	Who?	Outcomes
Introduction to the business	MD/CEO (min. board member)	Understanding of [Your Company] and the role the consultant(s) play in the future plans Understand their motivations / goals to refer to during their time here for S/M/L Objectives.
Getting set-up on systems and phone - Answering the call professionally - Transferring calls	SME	I'd recommend having a phone system in place to be able to listen to and record calls back to sign off on competency and gauge development needed.
Emails set up - AutoSignature - Mailgroups - Checking emails before sending! - Impactful emails 1	IT SME	Ideally emails would be set up prior to starting.
Getting set-up on LinkedIn: - Setting up right company banners and imagery - Putting the right blurb on the profile - Join appropriate groups - Things to consider - Downloading Lusha/Mohiba	Senior Manager	Start to build own personal brand and market. Be able to post confidently to groups to ask questions around compliance Being able to notice good candidates in their marketplace and be able to make adding people on LinkedIn second nature.
Training Session: Understanding the market - How is the IT Sector broken down? - What kinds of companies do [Your Company] work with? - How Start-Ups differ to established companies - How would you approach candidates in this market?	Senior Manager/Board Member/MD	Get to grips with the engineering market from [Your Company]'s perspective
Understanding the market – Consultant overview - What is (trainee's market specialism)? - What do candidates look like in their market? - What types of salary would they command? - What things would you look out for on a CV? - How would you approach candidates in the market?	Consultant Self-Study	Create task to develop their market knowledge to go and find out the important parts of their chosen market
Training Session: (research and contact) How do we go about finding candidates? Introduction to Finding People on LinkedIn • LinkedIn / X-Ray Searching	Company SME / Trainer / Senior Manager	Learners will be able to: • Find ways to researching their market • Recognise how to find great candidates • Create Boolean searches • Understand what great candidate experience is • Personalise contact and start conversations • Understand the Recruitment Lifecycle
Using and saving search strings What's the best way to contact candidates Understanding the Recruitment Life Cycle	MD / Senior Manager (External Person)	Talk from someone in the industry to be able to provide insight into the world of compliance and opportunity for Trainees to ask questions about the industry / their career

Week 2 – Qualify and Submitting Candidates

Activities Done	Who?	Outcomes
Candidate Training – Pre-Screens - Questions to ask - What are positive outcomes for us? - Flexibility and Parameters - Pitching to meet candidates - Finding additional opportunities for candidates - Objection Handling 1 - Preparing CVs to send to clients - How to close the call and next steps with the candidate - 2nd / 3rd reasons for calls	Company SME / Trainer	Identifying 10 good candidates for their shortlists within their niche – either for roles in their market, or to have as network lynchpins. • Questions to ask in screening • Selling the role / job / company • Assessing Candidate Commitment • Handling Candidate Objections • Control over next stages and winning interview
Qualifying Candidates – Initial run-through on the phone (side-by-side training / coaching)	Company SME / Trainer / Team	Start making calls and be able to learn real-time from first calls made around how candidates react to questions etc.
Introduction to the CRM • Candidate page • Contact Page • Organisation Page • Quick Search • Tabs and Cross Links • Understanding Codes	CRM SME	Get an initial understanding of the CRM, but will be using live with new candidates generated.
CRM – adding candidates and notes for each candidate	CRM SME	Further Understanding of CRM and how we can get to grips with the new system.
LinkedIn Outreach – desk coaching with manager	Line Manager	Initial LinkedIn outreach to candidates about a job/their market
Understanding the companies we are currently recruiting for What makes the companies that we are recruiting for stand out from the companies people are coming from?	MD/Senior Manager	Overview of the companies we are working with, and making sure the new starts understand what makes these companies so good, so they can sell the roles effectively
How Do Compensation Packages Work for Our Market? Salaries / Bonus Structures / Equity etc.	Senior Manager / MD / External Candidate	Give consultants an understanding of compensation packages and how they differ in this space. Test on what they've learned at the end?
Candidate Pull-Apart Reviewing the candidates found this week	Senior Manager	Senior Manager and the team to go through any candidates qualified and see how consultants present candidates
Candidates in large tech firms vs. Candidates in start-ups Types of client and cultures at different types of firm Understanding the different titles candidates seemingly have	Senior Manager / MD / Candidate SME	Get the guys understanding the differences between job titles they will see in the marketplace and how they are similar / different to roles at other companies
Pick a LinkedIn profile – make approach	Senior Manager / MD / Company SME / Trainer	Competency test – checking their initial engagement skills with candidates.

Week 6 – More refined techniques

Activities Done	Who?	Outcomes
Review of previous week and setting targets for the coming week.	Senior Manager	Trainees to be given KPIs similar to the 180 consultants in the business
Training: The Job Process	Senior Manager / Company SME / Trainer	Further learning on how to execute the process of working a role to an efficient time frame, and prioritising workload Could be moved sooner?
Review: Creating more opportunities for good candidates	Senior Manager	Review to check understanding from candidate sell-ins.
Market Understanding – review of market knowledge	Senior Manager / Tom / (Senior people?)	Final competency check to see how the consultants understand the markets they operate in.
Objection Handling Review – Game?	Senior Manager / Company SME / Trainer	

Assessing Competency

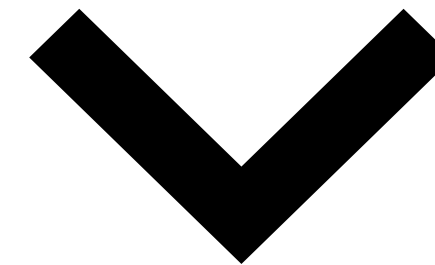
Activities Done	Who Assessed?	When?	When achieved?	Signed Off
Candidate Qualification	Company SME / Trainer / Senior Manager	WK 2/3/4		
Candidate Meetings	Company SME / Trainer / Senior Manager	WK 3/4		
Marketing Candidates to Clients	Company SME / Trainer / Senior Manager	WK 6/7/8		
Working a Job	Company SME / Trainer / Senior Manager	WK 6/7/8		
Handling The Interview Process	Company SME / Trainer / Senior Manager	WK 3/4/5		
Signed off from onboarding training	Senior Manager			

How Onboarding Plans Help

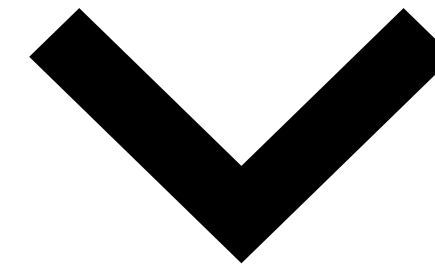


Working with an IT and IT Sales recruiter

2021 Attrition Rate – 38%



Developed structured onboarding plan, using
video, LMS and in-person training



Reduced staff
turnover by 50% to
19%

Increased Profit Per
Head by 96% in
2022/23



Ongoing Training & Development

Create a Learning Culture

Good and Regular Learning is Key

Encourage Knowledge Sharing

Reward and Incentivise Learning

Training Doesn't Have To Be In A Room

Have a Performance Plan for everyone

Any Questions?

Let's stay connected!

Here's a QR code to
connect with me on
LinkedIn →

