

How to recruit the right employee effectively

By Carolyn B. Thompson

Your church can grow and prosper without having to spend a huge amount on recruiting costs. The keys to finding the right staff are in creating a recruitment plan and then implementing that plan on a daily basis. A recruitment plan is like a marketing plan, but one that is made for potential staff members. How effectively your church markets itself to the community determines the size of the congregation and budget and, therefore, the services you can provide. Likewise, how well your church markets itself to potential staffers determines your ability to market to the community and provide services. Would you begin marketing for parishioners the day you want them to experience your church? Of course not! But that's what most churches do when recruiting personnel — they wait until they need a staff member before they start looking for one.

The recruitment plan

The first step in developing a recruitment plan is to target your market. Here are some questions to ask:

- Who are our potential staff members?

You can target your market by looking at those who have been successful in carrying out their previous assignments. You may need to make several recruitment plans if the tasks and responsibilities required by the position are very diverse. Ask yourself what tasks did that person successfully complete? What are their skills, experiences and background? List your answers and a picture of who you're looking for will emerge.

- What makes us attractive to potential staff?

You need to know this so you can create an organization that has the qualities that your target is seeking. This information is best gathered from current and past members of your staff and those applicants you wanted but didn't want you. Ask your team the following questions: Why would someone want to work here? Why did you come to work here? Why do you stay? What are the 10 benefits of working with us? When you develop this list of benefits, it will serve two purposes: It will give existing staff members something

specific to discuss when they talk to a potential employee, and it will be a great source of motivation for them, something that will remind them why they enjoy working with your church.

Recruiting strategies

Choose recruiting strategies that will attract only the people you want. This may be frightening at first because this method may not net a lot of responses; however, those responses will be coming from the right people.

If you use strategies that are specific to your target, chances are great that you will attract who you are looking for. You may end up having more qualified candidates than you can hire. Your plan needs to include maintaining a line of communication or connection with them just in case a new need comes up.

Assessment techniques

Plan what assessment, selection and closing (job offering) techniques you'll use so your church and the jobs you are offering are attractive to your target. For example, asking the candidate to come to your office for two or more interviews may be cumbersome and thus make you less attractive.

Remember, planning takes time and implementing the strategies takes time. But if you want to hire the right person, you'll set up an effective recruitment system. It will be worth your investment in time and resources.

Carolyn B. Thompson is the president of Training Systems, Inc., a customized training and HR consulting firm that helps small- and medium-sized organizations enhance their ability to recruit, inspire and retain quality staff and improve performance through training. She can be reached at cbt@trainingsys.com.



TRAVELING with Globus DEEPENS FAITH & COMMUNITY

Think of your fondest memories in life. What did they involve? Was it your wedding day? The birth of a child? How about moving into your first home? For most of us, these are probably some of our fondest memories. But if you think about it, some of our fondest memories probably also involve travel.

Most of us can attest to reliving tales with others about trips or pilgrimages we've taken. We talk about places visited, laugh about mishaps, and radiate with joy about friendships developed. That's the beauty of travel – it creates community.

So what is it about travel that creates some of life's most precious moments? What is it about travel that brings people closer together? Simply put – travel occurs when people are often in their best emotional frame of mind. With the normal day-to-day stresses of life absent, people let their minds and bodies rest and relax. By doing so, people open up more to others. Conversations become more fun, engaging and intimate. Each moment together takes on greater significance as the shared memories accumulate. By the end, you feel like family with your fellow travelers.

As members of churches, synagogues, and religious organizations, this is exactly what we all desire – greater community. For those of us who are leaders of churches, synagogues, and religious organizations, this is also exactly what we desire – greater community. We desire greater community because it strengthens us in faith and in our journey of life.

In fact more than 50,000 churches across America participate in group travel each year for this reason. Other benefits include:

- Visiting religious sites enhances one's faith
- Provides wonderful opportunity to experience natural or historical destinations
- Enriches the lives of members
- Earns money or free travel for church or organization

As group travel is one of the best ways to develop a close bond among members, the Globus family of brands would be honored to host a trip for your church or organization. With a wonderful variety of tours and vacations to choose from, you simply decide which type of travel experience would most perfectly fit your church, ministry, or organization's interests. We do the rest.

For more than 75 years Globus has provided memorable group tours and vacations to almost every corner of the globe. As one of the world's most recognized travel companies, we've earned a renowned reputation for offering trips that are professionally organized and personally enriching. We look forward to sharing the world and God's creation with you.



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For complete travel planning services for your church, visit our website at www.globusandcosmos.com

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