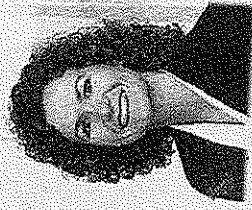


Recruit Constantly!



Carolyn B. Thompson
Independent News

Would you begin marketing your products and services the day you need the revenue?

Of course not, but that's what most companies do when recruiting employees — they wait until they need an employee, then they start seeking! You need to recruit constantly!

The product/service marketing/sales process begins with a plan — a marketing plan. What should we sell? Who wants to buy it? Where are they? What will attract them?

Your Recruitment Plan (marketing you as an employer to potential employees) will be the same.

Who Are Our Potential Employees? — Here's the basis of your plan, this is where you target who will be successful by looking at who has been successful and their characteristics. You may need to make several recruiting plans if your employee job tasks are very diverse. I always try to start with one and then add if there is great diversity.

What Makes Us Attractive to Potential Employees? — Obviously you need to know this so you can create an organization that has the

Now you can use strategies that will actually attract the target you want. Most companies use the classified ads and local school job boards. This is great if your target is anyone who can read at a 6th grade level, and the people who look at job boards at local schools. (Watch for a big list of strategies to choose from in next week's column!)

How to Respond to

Applicants — If you use strategies that are specific to your target, it will cause hoards of great applicants to come your way and you may not need some of them now.

Your plan needs to include how you'll respond and keep in touch with them so they'll be there when you need them. Many companies using the "recruit constantly" method send potential employees a quarterly newsletter and other company generated info — a great, easy way to stay in their minds.

What Assessment

Techniques to Use — Plan what assessment techniques, what assessment techniques, and selection techniques, and closing (job offering) techniques you'll use so you choose things that are attractive to your target. For