



Follow the podcast and never miss an episode

20+ Hiring Strategies for a Tight Market

1. Easy apply process. Mobile friendly. If it takes me 10 minutes and a desktop to apply, it won't happen, statistically.
2. Employee referrals. Previously: "Who's the best X that you ever worked with?" Now: who's the best **person** you ever worked with?
3. Boomerang employees. Alumni. Whatever you call them, they are already tried and tested.
4. Internal hiring and mobility. [Podcast episode with case studies.](#)
5. Know the pay. Salary inflation is a real thing, and you don't want to look clueless.
6. Expect a counter offer and tell your hiring managers to expect it as well.
7. Rethink requirements. Jamie McCall at HJF told me that they have had difficult roles and dropped a requirement or two, led to more flow of candidates they can train up in their own processes and approach.
8. Overlooked talent pools.
 - a. Veterans.
 - b. Fair chance hiring. Checkr says this is about lowering the barriers, not lowering the bar. There are organizations dedicated to supporting employers that want to do this. We interviewed the CEO of a restaurant [in an earlier episode](#) that primarily hires fair chance workers.
9. Older/experienced workers are a source of experience. They may prefer flexibility in unique ways. Listen to how [AlliedUniversal](#) taps into this talent pool.
10. Use text messaging to connect during the process.
11. Look at your offer rejections. Track this! Are they saying no when you tell them it's an onsite job? While some jobs **MUST** be on site for customer service, manufacturing, hospitality, other jobs aren't. Also, if you're in one of these nonflexible industries/jobs, [did you know you can STILL be flexible?](#)



12. Protect your recruiters. Call: do you have room for project management skills on the TA team to support? Provide status? Keep up with candidate or hiring manager comms?
 - a. Concept of Zone of Genius. Gaye Hendricks the Big Leap book. Your recruiters are great at sourcing and finding talent. Don't pull them away to give an hour long status meeting.
13. Benefits beyond healthcare. Wellness. Childcare. Last year we heard from Donielle Buie how her organization used [strategic childcare](#) to retain their most critical talent: medical research staff.
14. Break jobs into critical skills. Hire for those, outsource, automate, or hire at a lower level for the less critical skills.
 - a. Ex: in a doctor's office the office manager keeps up with time and payroll, training, customer service, and a dozen other things. If you can outsource payroll to a reputable provider, that saves a chunk of time each week for the more important and business critical tasks. Think about these roles in your org. How can you break them down?
15. Interview quickly. Use [Sprint Recruiting](#) principles.
 - a. Retain. Retain. Retain.
 - b. Development is key
 - c. Recognition
 - d. Leadership access, stay interviews
16. Use video to create connections, not distance yourself.
17. Learn [how to keep your recruiters](#) and protect them during this critical time.