

3 PRINCIPLES OF Strategic Recruitment

Re-evaluate and **Improve** recruitment practices to make the best use of time and the tools available. Start by asking the right questions.

What do you need?

Develop a detailed applicant profile



Clearly communicate needs, expectations, and benefits



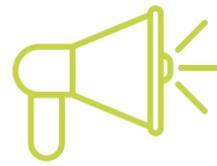
Use evaluations to gauge success and pinpoint gaps

Why should applicants want to work for you?

Create an employment brand



Target job seekers and entice talent to join



Encourage employees to become brand ambassadors



Help the applicant envision themselves as part of the team



Highlight the company culture

How are you going to reach and attract talent?

Build a talent pipeline



Create a pool of applicants who have been previously vetted



Build relationships with potential applicants



Capitalize on employee and applicant strengths