

**HARD WORK,
DISCIPLINE AND
THOROUGHNESS**

Hard work, discipline and thoroughness matter if your goal is effective and powerful recruiting.

Our consultant was assigned 12 engineering positions at a Fullerton, California manufacturing company that had been struggling with recruiting. At the end of 22 weeks, the jobs were filled. An offer was extended for every three candidates interviewed by hiring managers. Every offer extended was accepted.

How did she do it? Working from our client's facilities, our consultant analyzed the positions. They included a Quality Manager, Production Supervisors, Engineering Technicians, and Tooling and Quality, Design and Manufacturing Engineers. Her conclusion: she needed to touch a lot of recruiting bases. She could not have a single strategy.

Working from our client's offices, our consultant called their competitors, including names the client provided. She searched for resumes in six Internet job banks and posted jobs on fourteen web pages (total cost: only \$185!). She contacted associations and posted the jobs with eight universities with strong engineering programs. She ran an ad in the Orange County Register. Lastly, she asked candidates for referrals of other candidates for other positions open at our client.

What worked? The Register ad did, as did an ad on the Society of Mechanical Engineers Internet web page. Cal Poly Pomona referred someone who was hired. She successfully found candidates on Monster.com. And candidates referred their friends, some of whom were hired.

Hard work, discipline and thoroughness paid off.

If you would like to talk about other effective and powerful recruiting strategies, or explore whether we might help you achieve results like these, please call me.