

## DULL AND BORING RECRUITING

Some people think that the only good recruiting is flashy recruiting. Not so. Sometimes the most effective and powerful recruiting is dull and boring...even when the project is dramatic.

We have been involved in a very exciting piece of aviation history. A Wentworth client is building the first new general aviation airplane in 50 years. We were asked to help staff the project.

In nine months the recruiter we assigned to this project helped grow the engineering staff from two to 23. The client's cost was less than 5% of salary. 24 offers were made to get the 21 acceptances. Per the company's instructions, some of the engineers brought on were on salary, the balance contractors.

Our consultant began his work life as an engineer and has a passion for both flying and recruiting. He took the orderly approach you would expect of an engineer turned recruiter. He developed a strategy and consensus about the strategy. He executed the strategy, collecting 2500 resumes from contract engineering firms, newspaper ads, referrals (about ¼ of the hires come from candidate and new employee referrals) and postings on Usenet's and Web sites. He sorted and screened the resumes and then passed on those that looked good to the Chief Engineer.

He participated in the initial interview of all candidates in order to make sure he correctly understood the requirements and to see the Chief Engineers' interviewing style. After his interviews, the Chief Engineer usually made up his mind quickly. Once he did, our consultant made offers to the contractors and worked with Human Resources to expedite offers to employees.

After 12 months, all but one of the 21 engineers were still with the project.