



CARTER ISIAQ
CONSULTING



11

STRATEGIES TO CONSIDER WHEN
RECRUITING
DURING A GLOBAL PANDEMIC

Coronavirus (COVID-19) has swiftly turned everyone's world completely up-side-down and the workplace is no exception. From a hiring standpoint, this means that many recruiters and hiring managers are changing the way they conduct job interviews, building a social presence, realigning to off-campus recruitment plans like virtual open houses and job fairs, getting comfortable in front of the camera, and preparing for remote onboarding for a whole class of new employees. Whether your business is in a recruitment hold, surge, or employee retention pattern, having a clear and concise plan will be helpful as your candidates' needs will change in a post-COVID-19 workplace. The Human Resources and Recruitment Consultants at Carter Isiaq Consulting have created a list of 11 strategies your Talent Acquisition team should consider in a post-Coronavirus workplace that can assist your company in creating a tailored recruitment plan to attract new employees during this pandemic.

HAVE A PLAN FOR "ENGAGED" EMPLOYEE ONBOARDING

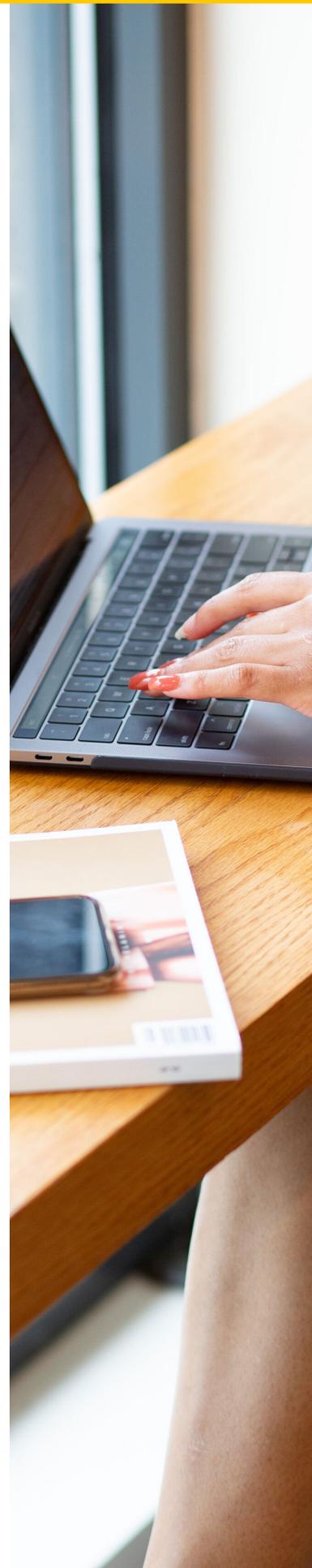
O Potential employees are concerned more than ever about how social distancing will affect their ability to build relationships and positive rapport within the workplace. However, in a post-Coronavirus workplace, consider setting up individual meet-and-greets with team members to facilitate their needs and foster new relationships. Instead of just sending a gift card for office supplies or having HR explain the reimbursement benefits, you may want to set up a meeting with the office administrator to discuss supply needs and learn the protocol for troubleshooting technical and internal clerical issues in the future.

CONSIDER & SELL ANY BENEFIT CHANGES

O Even as many states begin to reopen, businesses with the option to work remotely are reconsidering the need to be present in an office setting simply due to the liability of an employee becoming ill. As companies consider revising their benefits for new or decreased plans, they should consider their employees' needs with office parking, public transit usage, virtual medical coverage, wellness/mental health, 401k and retirement, obtained employee discount services, and flexible scheduling. No matter the benefit changes, communicating these benefits to your potential employees is critical to attracting the best talent to your organization. Moreover, with the concerns of Coronavirus being paramount for many employees and potential employees, an intangible benefit you may be able to insert into your package is information about your business's current workflow and any plans your company has of returning to work once Covid-19 is under control.

COMMUNICATE WITH TRANSPARENCY & REALISTIC EXPECTATION

O Communication is going to be one of the greatest challenges companies face during the reopening of our country after COVID-19 subsides. Through video conferencing and one-on-one sessions, recruiting and human resource teams will need to ensure that they are communicating with transparency and setting realistic expectations to help everyone manage their anxiety during this time. Whether businesses are hiring for a new role or hiring for turnover, candidates may need a certain feeling of security to feel confident when transitioning from a company they know to a new one. It can be difficult for your talent acquisition team to communicate the security and solvency of the company to a candidate, but you can communicate with transparency throughout the candidate process. Convey to your candidates any hiring timelines, delays, challenges of the role and vacancies. Candidates find comfort in knowing that they have all the necessary information as they are making serious decisions about their future.



YOU'RE NO LONGER GOING ON CAMPUS ANYMORE. HAVE A PLAN.

Traditionally, talent acquisition teams have clamored onto college campuses for career fairs and into lecture halls for presentations in hopes of attracting emerging talent to their agencies. They have hosted resume preparation seminars and networking opportunities to groom future graduates for positions within their organizations. However, as we transition into a post-COVID workplace it is imperative to foster relationships with on-campus officials, professors, and other campus leadership so that they can engage with students in the most sensible way. We will need to provide students with virtual recruiting, networking, and campus engagement opportunities that they want to engage in.

Career fairs are likely to operate virtually, and students will still be craving resources that will help them navigate the delicate new workforce. One skill that will be valuable will be online interviewing. Students will need guidance on understanding realistic hiring timelines, resume and cover letter structuring, and interview follow-up protocols. Fortunately, this information can be provided by talent acquisition teams while simultaneously providing more information about your company.

RECALIBRATE YOUR RECRUITMENT & EMPLOYER BRAND STRATEGIES

For years we have spent lots of money on our merchandise and giveaways for conferences and events. Gen Z is forecasted to comprise 37% of the global workforce this year. This means that your company must position itself to attract their talent in a way that relates to them directly.

Recalibrating your employer branding strategy means that you will have to be more transparent during the job search process itself and figure out how to instill confidence that the job and culture you're selling is authentic. Nevertheless, take time to define your story and then begin to share it with others. Take hold of those feedback channels and work across platforms to ensure your brand is succinct. Employer brands are not created, they are revealed, and your goal will always be to convey to candidates the following message: Why is it going to be more meaningful for them to do their work within your culture versus someone else's?

Lastly, Ensure that everyone from the bottom up has bought into the employer brand. Use your technology, job descriptions, candidate communications, and every single person (or both!) who interacts with a candidate to ensure the messaging stays consistent.

DON'T BE AFRAID OF YOUR SOCIAL MEDIA PRESENCE

The way we communicate today looks very different from the way we communicated 15 years ago. Potential employees view social media pages of organizations they have interest in. Their goal is to try to get an idea of the culture and to find out if it is a good fit. Additionally, becoming more active on LinkedIn and Glassdoor are essential. So many more people are headed for those two platforms to post resumes, and to apply for positions based on reviews.

An easy way to help during this remote experience is to consider allowing an employee to own the access to the social media site for the day, sharing articles, videos, meetings, and jokes, from his or her day on your platform. They can give a first-person experience of their role with your organization, their team, and provide a perspective often overlooked when a sole person runs these accounts.

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CONCEPTUALIZE THE IDEAL CANDIDATE

O Before extending your resources recruiting candidates, it is important to know exactly what you want and need in an ideal candidate. Having honest conversations with department leads is a necessity in coming up with a list of skills and attributes needed to succeed in the role. These can include soft skills like leadership and motivation or management skills like budget and performance coaching.

If you are working within an industry that has not seen major turnover during this pandemic and social unrest, consider your market's transferable skills and your willingness to train during this time. The ideal candidate could easily be a diamond in the rough. While things are a little bit slower and budgets are somewhat on hold, focusing on your ideal candidate will help you make sure you and your team are addressing critical needs first. You don't want to lose valuable time chasing the wrong person while the candidate you really need is slipping through the cracks.

PRESENT YOUR BEST SELF!

O Though many of us are working remote from our couch, it is important to remain professional as if we are all still meeting in an office setting. As new employees are being onboarded, it is a great opportunity for your organization to showcase their values and missions. Many are now choosing to include their preferred pronouns and providing information about why pronouns matter. This may seem like a small gesture, but it makes a clear statement about the respect that an organization has for their diverse employees.

VIRTUAL INTERVIEWING IS THE FUTURE!

O Just because candidates are interviewing remotely does not mean the candidate experience has to be sacrificed. Make sure your interviewers and employees who they would interact with are your company's cheerleader, not just investigators and consider offering a shadow session to help you seal the deal. Applicants may be thrilled with everything they hear about your business and the role, but they may be left wondering — what's it really like working there? If you have a team that represents the quality of your work environment, even if it's just for one hour, it provides an applicant an unvarnished look at the role they have applied for, and an opportunity to pepper a future potential colleague with questions. It is a pleasant surprise for the applicant because it reflects uncommon transparency, and a genuine effort by the employer to ensure a good mutual fit.

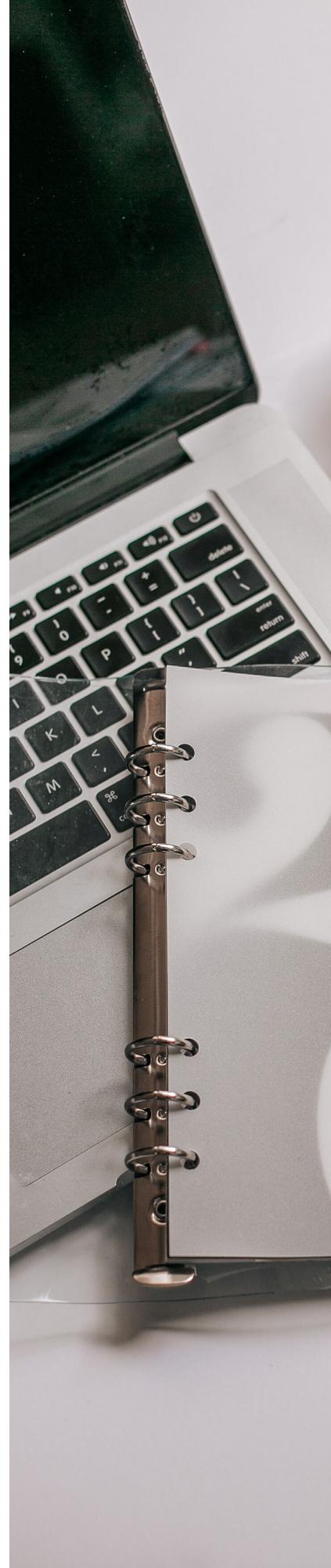
BAD HIRES STILL COST YOU 3X TIMES THEIR ANNUAL SALARY!

1 Bad hires cost companies three times their salary which can be very expensive for a company in this economy. Even while many people are working remotely, once you have invested money into employee benefits, laptops, professional development training, and devoted time to getting a new person up to speed, you do not want to lose them before you can see a return on your investment.

However, bad hires may still slip through the cracks and voluntary turnover happens. Developing a strategy early on for how to handle remote terminations will save you a major headache later. Make sure your departments know what the protocol is so that everyone is on the same page.

DON'T THROW OUT ALL THE OLD WAYS OF DOING RECRUITMENT

1 While the business world is adapting to the post- Coronavirus workplace, companies do not need to reinvent the figurative recruitment strategy wheel. There are many aspects of the recruiting process that we will keep the same. For instance, we know that building positive candidate experiences is important. It does not matter whether a new employee is physically in the office or reporting from their living room. New employees still want to feel valued and engaged. So the goal should be to take the things we know work in recruitment and transition them to fit the climate we are working in.



CONCLUSION

When we are competing for top talent, assume that major competitors already know these challenges and are positioning to win the competition simply because of their exposure. The gap between small businesses and large businesses will continue to get wider if businesses do not take action to make sure you attract the right talent to your team.

These strategies are simple steps to get your Talent Acquisition team thinking about unique ways to position yourself as a leader as the business world adapts to the coronavirus pandemic but Carter Isiaq Consulting and its team of HR and Recruitment Strategy Consultants are here to help and support you in creating a tailored approach that is right for your business and budget!

For a consultation, feel free to reach out to us at info@carterisiaq.com.

ABOUT US

Carter Isiaq Consulting is a boutique recruitment and human resources consulting firm who prides itself on connecting talented individuals to talented organizations to elevate the quality of culture and talent acquisition initiatives for an ever-changing generational market. With consultants based in both Washington, DC and Chicago, IL; CI Consulting and their team of industry leaders offers companies and organizations tailored talent acquisition support to provide supplemental recruitment services, process analysis and implementation, recruitment marketing support, and in-house training and facilitation.



Chief Executive Officer and Lead Recruitment Consultant, Tara D. Isiaq brings over 10 years of recruiting and recruitment strategy experience to the Carter Isiaq Consulting team. She and the CI Consulting team understand the challenges that come with finding highly qualified talent and support their clients in developing a repeatable talent strategy. Our experts have been able to help small businesses with fixed recruitment budgets find creative solutions to their niche recruiting needs that maintain compliance, utilize best practices and allow for graduated growth. Tara is an active mem-

ber of the Society for Human Resource Management, has been published in the Journal for Government Financial Management and has been featured as an expert on articles in the online publications: Reader's Digest, UpJourney, and Fupping.com.

Donald Walker has a career that spans human resources, education, and leadership development. After serving in progressive leadership roles in higher education at the University of Delaware, Virginia Tech, and Towson University, Donald stepped into the staffing industry where he managed teams at Kelly Services, Profiles, and Lucas Group. He is known for his holistic leadership strategy and overall care and compassion for his teams. Donald drives his teams to be innovative in order to be the best in their industry. Additionally, Donald is an adjunct faculty member in the College of



Business and Economics at Towson University, where he teaches Organizational Leadership, Leadership & Management, and Strategic Management.

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