G&A Partners
Time to grow.

3:00

minutes
until the webinar starts

While you wait, here are some fast facts about HR outsourcing:

Companies that outsource HR to a professional employer organization (PEO) are **50% less likely** to go out of business.

OPEN

"Professional Employer Organizations: Keeping Turnover Low & Survival High" *McBassi & Company, 2014*

The webinar will begin shortly…

G&A Partners
Time to grow.

2:00
minutes
until the webinar starts

While you wait, here are some fast facts about HR outsourcing:

Companies that use a professional employer organization (PEO) are **28% more satisfied** with their available selection of employee benefits.

"PEOs: Taking Outsourcing a Step Beyond Pays off for Small & Mid-Sized Companies" Aberdeen Group, 2011

G&A Partners
Time to grow.

1:00
minute
until the webinar starts

While you wait, here are some fast facts about HR outsourcing:

G&A Partners has an average Net Promoter Score (NPS) that is **35x higher** than that of the HR outsourcing industry.

"NPS Benchmarks for B2B" Inavero, *2014*

Recruiting in a Virtual Environment

Eleesha Martin and Doug Henry, G&A Partners

G&A Partners
Time to grow.

Before we begin...

- **We are recording this webinar.** The on-demand recording will be available on our website by the end of the week.

- **This webinar has been pre-certified by the Human Resources Certification Institute (HRCI) for one hour of HR general recertification credit.**

- If at any time during the presentation you have a question you'd like us to answer, **please send it to us using the "Questions" tab in the GoToWebinar menu bar.**

About G&A Partners

G&A Partners delivers world-class HR solutions that help build thriving businesses and make a differences in the lives of the clients and employees we serve.

G&A Partners has a local presence in the following markets:

Minneapolis
Salt Lake City
Chicago
Denver
Oklahoma City
Los Angeles
Dallas
Phoenix
College Station
Houston
Austin
San Antonio
San Jose
Bogotá

Agenda

**Eleesha Martin,
RPO Manager
G&A Partners**

**Doug Henry,
Sr. Recruiting Specialist
G&A Partners**

- Establish new recruiting and hiring processes
- Redefine what your hiring needs are
- Identify tools and technology to use
- Create a real-life candidate experience
- Understand the market to make competitive offers
- Ask the experts/engage an RPO

Defining the process

Defining the process

G&A Partners
Time to grow.

- A recruiting and hiring process is a step-by-step process for acquiring a new employee.

- The process streamlines, standardizes, automates and brings consistency to a talent-acquisition strategy.

- The process can be unique to each company but should include steps to address the new virtual environment.

The process at a glance

G&A Partners
Time to grow.

1. Candidates apply
2. Applications are reviewed
3. Visible candidates are phone screened
4. Top candidates are submitted to the hiring manager
5. Candidates complete assessments
6. Hiring manager conducts interviews
7. Top candidate is offered the job
8. Initiate background check
9. Hire and onboard new hire

Developing a new process

G&A Partners
Time to grow.

A new process will help your organization meet new challenges when competing for the best available talent. It should also provide a roadmap and clear strategy for how you will address the virtual environment.

When developing the new process, keep candidates in mind. Put the candidates at ease by building rapport and establishing trust at the outset.

Consider taking the following actions:

- Evaluate the current recruiting process and determine what changes need to be made.
- Update job descriptions and highlight safety measures implemented during the pandemic.
- Identify what screening questions can be used to narrow down the candidate pool.
- Host virtual job fairs and hiring events.

Developing a new process (continued)

- Conduct virtual interviews.
- Administer online assessments (skills, personality, cognitive).
- Use alternative methods to engage candidates, like text messaging.
- Create Structured Interview Guides for each position.
- Prepare offer letters that are competitive in this virtual environment.
- Onboard new employees in an innovative way; use technology and embrace the virtual process.

Structured Interview Guides and today's employment climate

Incorporating "Structured Interview Guides" in process

Structured interview guides are to be used objectively to rate candidates and help alleviate any biases. This ensures that candidates have equal opportunities to provide information and are assessed accurately and consistently.

Steps in creating the interview guide:
- Identify the core competencies for the job.
- Weight the competencies based on how critical they are for the position.
- Develop a set of questions to ask during the interview that are based on these competencies.
- Develop a ranking system that will help determine whether the candidate is a "good fit" for the position and company culture.

Factor in the unemployment rate

The unemployment rate declined to 6.9% according to the U.S. Bureau of Labor Statistics.

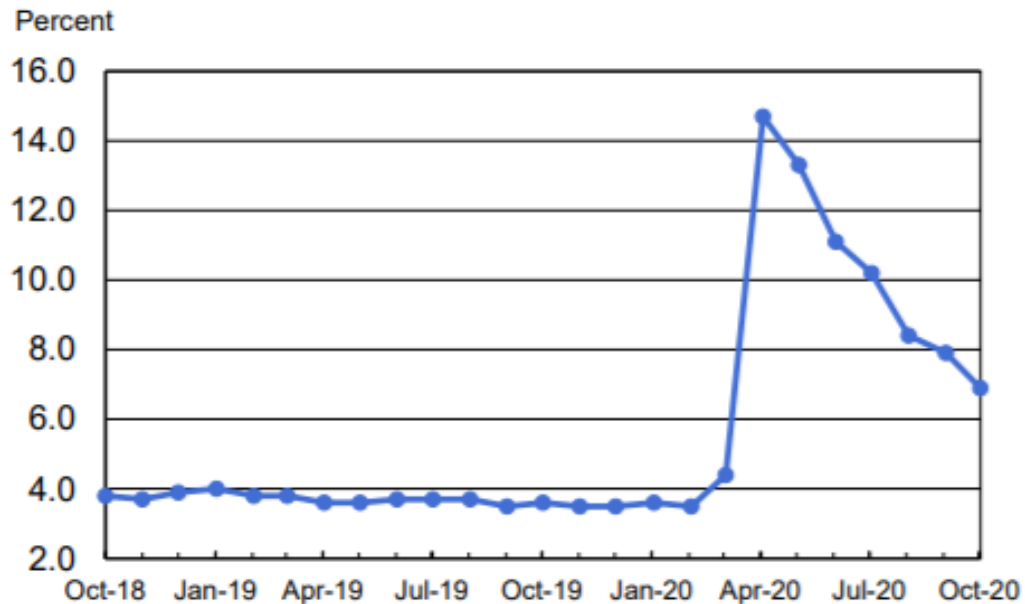Chart 1. Unemployment rate, seasonally adjusted, October 2018 – October 2020
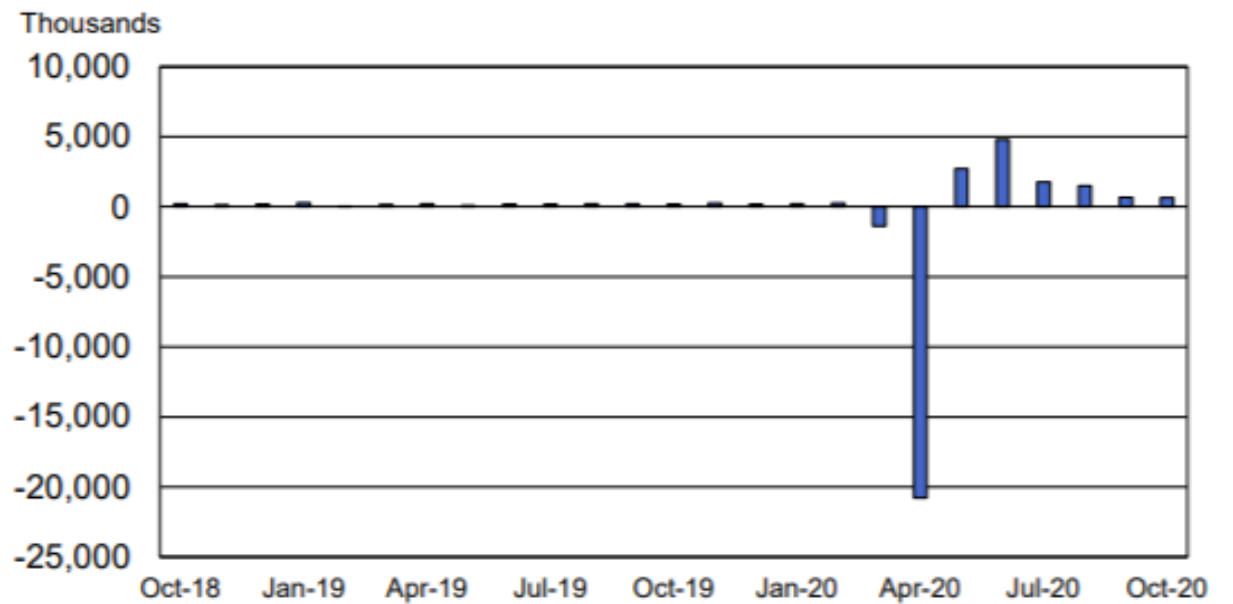

Chart 2. Nonfarm payroll employment over-the-month change, seasonally adjusted, October 2018 – October 2020

*Labor of Bureau Statistics (2018-2020)

Assessing your
hiring needs

Reset Your Hiring Needs

G&A Partners
Time to grow.

- Due to pandemic-related layoffs, furloughs, and the current market environment, we must re-evaluate our hiring needs as well as visualize a new workforce and a new way of working. For some employers, it's equivalent to hitting a "Reset" button on the hiring strategy.

- Ensure the right people are in the right jobs and start to develop high-performers that can assume future leadership roles. This means looking for different traits, characteristics, and a culture fit.

- Standard methodologies that focused on assessing candidates simply on job qualifications, skills, education, and experience are no longer the only critical factors.

- Emotional intelligence (EI), also referred to as emotional quotient or EQ, are now part of the new standard.

What is Emotional Intelligence?

G&A Partners
Time to grow.

Emotional intelligence (EI) is the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically.

The five components of EI include:
- Self-awareness
- Self-regulation
- Internal motivation
- Empathy
- Social skills

Survey says...

Due to the pandemic, employers' needs across the world have been affected. The impact varies by company, industry, and location. When polled, many hiring managers expressed similar comments:

- A large majority (69%) of respondents said their organization has transitioned to remote work in some capacity and this trend is projected to continue.
- Just over half (51%) of the respondents reduced hiring in 2020. Companies are doing more with less staff.
- Hiring was frozen completely at 36% of the companies surveyed.

*Criteria Corp

What has changed?

- Artificial intelligence (AI)
- Predictive analytics
- Remote work
- Work culture
- Virtual recruiting
- Social media recruiting
- Diversity
- Employer branding

Utilizing tools and technology

Video conferencing/virtual interviews

G&A Partners
Time to grow.

Video conferencing allows an individual to instantly meet with anyone, without the need to travel.

Virtual Interviews are conducted over video instead of in person or over the phone.

- Identify a video conferencing tool that matches your needs/budget to conduct virtual interviews.
- Prices of video conferencing tools vary depending on company size and usage.

Reference: www.pcmag.com/picks/the-best-video-conferencing-software

Poll Question

What video conferencing tool does your organization use?

Top 10 virtual meeting/conferencing tools

1. Ring Central
2. Intermedia/AnyMeeting
3. Soho Meeting
4. Click Meeting
5. Zoom Meeting
6. GoTo Meeting
7. Microsoft Teams
8. WebEx Meeting
9. Blue Jeans Meeting
10. Join.Me

Reference: www.pcmag.com/picks/the-best-video-conferencing-software

Sourcing tools

Artificial Intelligence (AI) tools

- Entelo

- Hiretual

Candidate engagement tools (messaging)

- Aria

- TextUs

- TextRecruit

Networking/job boards

- LinkedIn

- Indeed

- Zip Recruiter

ATS (Applicant Tracking System)

G&A Partners
Time to grow.

Benefits of using an ATS:

- Allows for creation and organization of requisitions
- Helps manage the candidate pool
- Automates the recruiting process
- Streamlines the recruitment process
  - Build out workflows
  - Manage confidential candidate and requisition data
  - Build talent pipelines
  - Optimize the recruiting/hiring process from requisition to job offer acceptance

Poll Question

Does your organization use an ATS?

ATS (Applicant Tracking System)

1. Greenhouse
2. Pinpoint
3. iCMS
4. Clear Company
5. Recruiter Box
6. Smart Recruiter
7. BreezyHR
8. Avature
9. Lever
10. Workable

Candidate Experience: Keep it Real

Poll Question

Does your organization put an emphasis on the candidate experience?

What is the "Candidate Experience?"

- The result of all the interactions your job applicants have with you during their journey
- The candidate's feelings about you, from the beginning until the end of the recruitment process
- Make the experience as personable as possible but still keep it professional
- It all starts with the candidate's awareness, consideration, interest, application, selection, and finally…hire

How to create a great candidate experience

- Define what type of experience you want candidates to have.

- Implement a brief survey for candidates to complete after the application, interview, or offer process.

- Review feedback to determine what is working well and where there's opportunities to improve.

Why is the candidate experience important?

- 75% of job seekers consider an employer's brand before applying
- 60% of job seekers have had at least one negative candidate experience
- 72% of candidates share their negative experiences online
- Most job seekers read at least six reviews before forming their opinion of a company

*Criteria Corp

Sample candidate survey questions to ask

G&A Partners
Time to grow.

1. Did your discussion with the recruiter reflect what you read in the job posting?
2. Did our recruiter clearly explain the steps of the interview/hiring process?
3. Was email and phone communication from our recruiter prompt during the interview/hiring process?
4. Would you rate your candidate experience as "satisfied" or "dissatisfied?"

Incorporate your company culture

Your company culture:

- Defines the environment in which employees work
- Showcases your company and promotes your brand
- Communicates what your company stands for (mission, values, etc.)
- Gives candidates a glimpse into what it's like to work for your company.

Mission-driven companies have:

40% higher
levels of retention

30% higher
levels of innovation

Going to market competitively

Things to consider when making a job offer

In addition to the base salary, consider the following:
- Perks that are not monetary
- Stay updated on current, virtual, market, and industry trends
- Define career paths for each role when applicable

Get creative with perks

Consider offering additional benefits such as:

- Flexible or remote schedules
- Monthly stipend (Internet, cell phone)
- Professional memberships
- Online training courses
- Job skills-related certifications or tuition reimbursement
- Rewards & recognition program
- Mentoring program
- Early release time before holiday(s)

34%
of employees are willing to change jobs for a better medical plan or more generous benefits

Free/fee-based compensation tools

G&A Partners
Time to grow.

Free:

- Glassdoor
- Salary.com
- Google
- Indeed

Fee based:

- Payfactors
- Payscale
- Salary.com
- ERI
- CareerBuilder (supply & demand report)

Engage an RPO

What is RPO?

Recruitment Process Outsourcing (RPO) is a form of business-process outsourcing where an employer transfers all or part of its recruitment processes to an external provider.
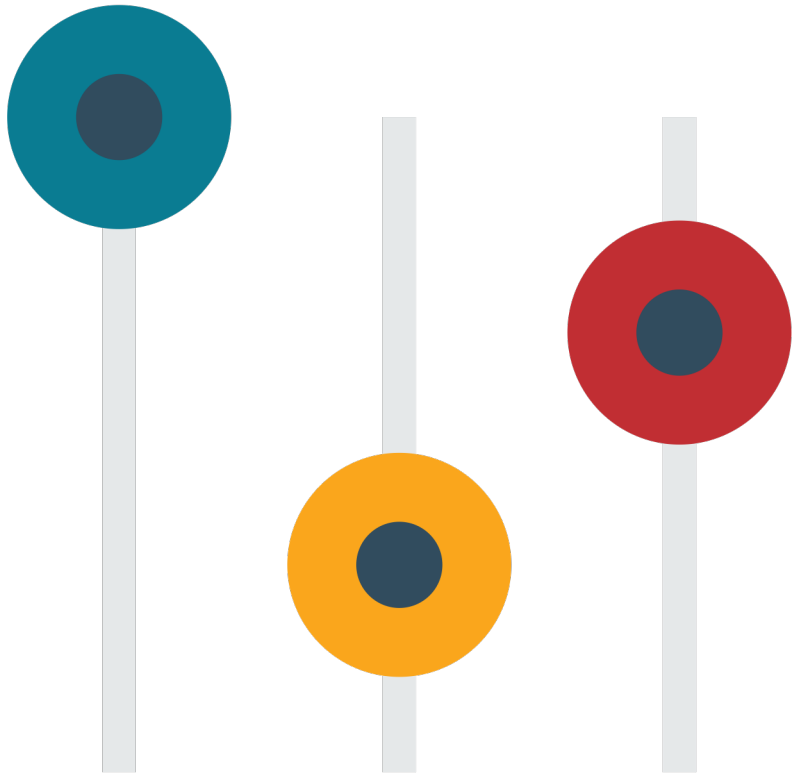
- An RPO serves as an extension of a company's human resources department.
- An RPO can handle all or part of your company's recruiting process.

Poll Question

Does your organization currently use a staffing agency or RPO?

Our RPO Solution

G&A Partners
*Time to grow.*

Our solution can provide:

- Job analysis, design, and descriptions
- Technology customization and implementation
- Candidate sourcing
- Interview and selection assistance
- Structured Interview Guides
- Pre-employment assessments
- Salary surveys

Virtual recruiting best practices

G&A Partners
Time to grow.

- Establish a new recruiting and hiring process
- Redefine what your hiring needs are
- Identify tools and technology to use
- Create a real-life candidate experience
- Understand the market to make competitive offers
- Ask the experts/engage an RPO

Questions
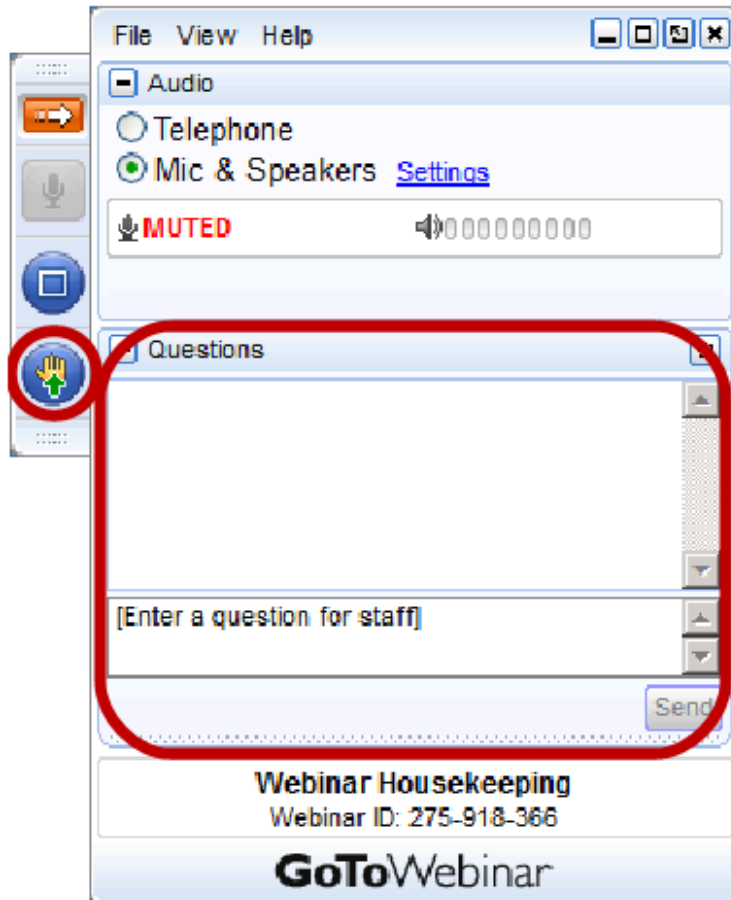
You can type questions for our presenter in the chat pane of your Go-to-Webinar menu bar.

If we don't get to your questions during the Q&A session of this presentation, you can email them to info@gnapartners.com.

G&A Partners
Time to grow.

For additional resources, including our on-demand webinars, visit:
gnapartners.com/resources