

## ALIGN RECRUITMENT TO YOUR STRATEGIC PLAN

Want to be known as market leaders in service, innovation and quality? Need higher levels of company performance?

Did you know you can accelerate your business plan by developing a workforce that is well aligned with your strategic direction? This is achieved by coupling your recruiting systems with your strategic plan. Here's how:

### Understand the Linkage

Most companies have a business plan that includes a product strategy. This strategy defines the markets and how the company acquires and keeps customers. It also outlines the differentiators separating the company from its competitors. Differentiators provide a competitive advantage and most often extend from the firm's Intellectual Property and employees' abilities. Aligning your recruitment strategy with your strategic plan can strengthen the company's competitive advantage.

### Know Your Company

Understand your company's uniqueness; the things that differentiate you from your competitors. Translate those differentiators into the core proficiencies each new hire will need to bring to your company. Then, take those core proficiencies, add the right selection filters and imbed these in your recruiting systems. You should find the quality of hires improves and new hire 'time to productivity' decreases.

### Break the Reactive Hiring

### Want to align recruitment to your strategic plan?

Here are a few tips from the authors:

- **Know:** That a strong recruiting system needs to help strengthen your company's competitive position. Start by breaking the reactive hiring cycle and replace it with an aligned recruiting system focused on hiring those who will support your strategic direction.

Identifying the hiring requirements for each role as it opens up can result in microscopic thinking. Why? Simply because hiring managers have a tendency to firefight and drop their standards when they're hurrying. Instead of using a microscope, also use a telescope! You can do this by establishing a longer term talent plan, a framework that includes the strategic proficiencies and the associated hiring screens to help find those who are aligned and will accelerate your results. Hiring managers will still be able to move quickly but will better align those new hires to your company's strategy.

### Company 'Fit' Vs. Company Values

When determining a candidate's 'fit' understand it's not about your published values. Why? Because most organizations have the same published values. From hospitals to hard driving sales organizations, everyone needs teamwork, integrity, quality, service and so on. However for new hires to be successful they need to 'fit' with your company's true 'working culture'. This is a set of characteristics that define *how* things actually get done and must include your market strategies, management style, customer expectations etc.

In summary, every company has a business plan and competitive advantage otherwise they fail to thrive. That plan needs to be understood by company interviewers and supported through their recruiting systems. If not, the company can lose its competitive edge.

- **Equip:** Provide your interview teams with modern screening guides and decision tools. This will build hiring confidence by helping interviewers identify the authentic person who fits your company's direction and can speed up the hiring process.
- **Fit:** Remember every company has similar values including teamwork, respect, service and quality. To reduce hiring mistakes make sure applicants align with your '**working culture**' which includes your strategies, management style, customers' expectations etc.

Need help? We'll help you develop a hiring plan and the screening guides needed to support your company's strategic business plan.

Would you like a complementary assessment? [Contact us](#) to learn more about our Essential Recruiting Platforms and **Guided Instinct Interviewing™**.