



## Recruiting—And Retaining—The Best Of The Best

(NAPSA)—When it comes to finding and keeping jobs, Americans work. Statistics show that unemployment in the U.S. has remained below 5 percent for the past two years.

While those numbers are certainly a good sign for the economy, the lack of available workers has presented some employers with a unique problem: how to attract top talent from such a small pool of potential employees.

Fortunately, there might be a number of simple solutions. The following best practices for manager recruitment come from Adecco Group North America, a leading workforce solutions and recruitment company.

**1. Start at the top.** Take a close look at the top performers in your organization and determine what the key characteristics are that enable them to succeed. Incorporate these into your job description, discuss them with your recruiters and address them with candidates during your interviews.

**2. Look ahead.** As you begin hiring for a position, consider what success will look like a year from now for the person you hire. What will the person need to have accomplished to be deemed a success? Which key stakeholders will play a role in this person's career at the company? How will this person fit culturally with these stakeholders and the rest of their core team?

**3. Clarity.** Have a clearly defined job description at the onset. If you take the time to capture what the job is and the key requirements for success, you'll be able to attract more targeted candidates. Also, when you are inter-



**It's important to have a clearly defined job description for new and potential employees.**

viewing candidates, be clear and candid about the ins and outs of the job.

**4. Communication.** It's essential to take the time to communicate consistently with everyone involved in your recruitment process. First, clearly define as a team what your hiring needs are and the type of person you are looking for. Second, help your recruiter understand your needs. When you do identify candidates to interview for the role, be sure you communicate all aspects of the job to them and what success looks like.

**5. Recruiting is marketing.** Every point of contact builds a brand, and recruiting is no exception. As you post jobs, interview candidates and introduce them to your company, it's an opportunity to help build your company's reputation. Whether the candidate turns out to be the right fit or not, you should always market your company and its products/services in a positive and enthusiastic way.

For more information, visit [www.adeccousa.com](http://www.adeccousa.com).