

Secrets of Successful Hiring for Today's Construction Workforce

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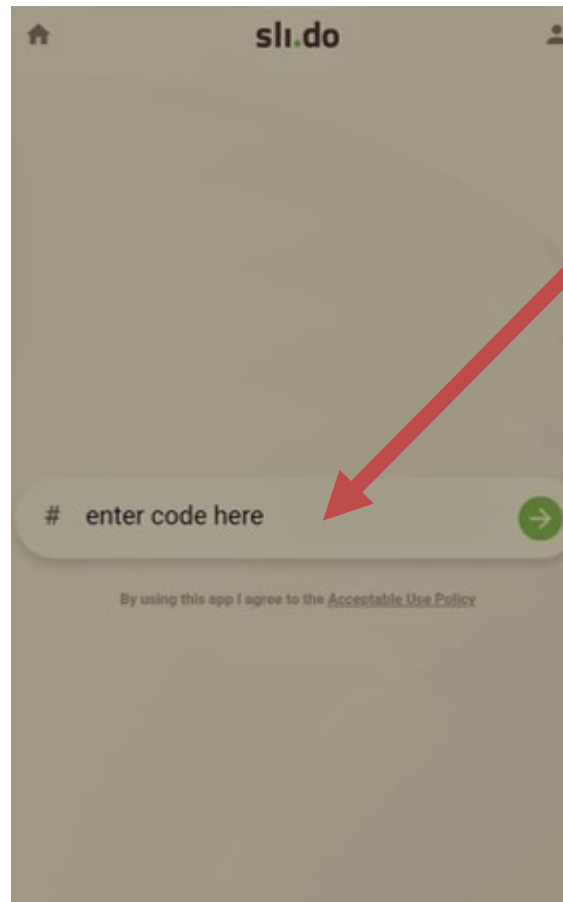
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Construction Recruiting Specialists – Nationwide – All Levels

Polling App - www.Slido.com



P864

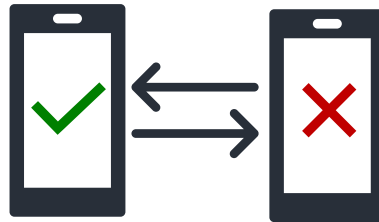
Are You Still Hiring Like It's 2015?



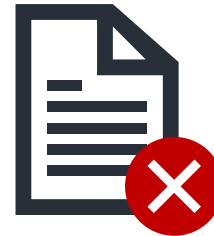
Which of these can you identify relative to your hiring experience?



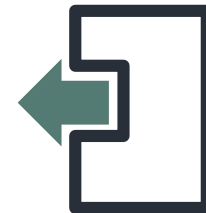
**Interview
no-shows**



No return calls



Offer rejected



**Lose candidate
before offer**

Which of these can you identify relative to your hiring experience?



Finding qualified
candidates



Job boards &
postings



Credentials/
Background



New hires not
working out

What's Changed?



**Technology
advancement**



**Behavioral
changes**



**Workforce
demographics**

Workforce Demographics



Technology Advancement



**Allows both candidate and employer
to extensively research each other**

**Technology and
Depersonalization**



**Behavioral
changes**

Ghosting

When someone, you thought was
invested in the interaction,
disappears

Curving

When someone has no intention of following
through on their relationship/job with you, but
they want you to think they do

Video

Top 10 Secrets to Successful Hiring



Create a proactive hiring plan



Reengineer hiring profiles



Go beyond the job posting



Manage brand to attract/retain



Improve candidate experience



Speed up hiring process



Identify candidate motivation



Conduct background check



Get the offer right the 1st time



Prevent surprises

Top 10 Secrets to Successful Hiring

 **Create a proactive hiring plan**



Reengineer hiring profiles



Go beyond the job posting



Manage brand to attract/retain



Improve candidate experience



Speed up hiring process



Identify candidate motivation



Conduct background check



Get the offer right the 1st time



Prevent surprises



Plan ahead!

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**Identify top performance goals
vs.
Listing skills & qualifications**

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Top candidates have options

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Prevent surprises

Manage Brand - Reputation Matters!

“Terrible Management” - Laborer – Indeed

“Great company to work for! Family business who cares about all of their employees.

Trending in the right direction”— Glassdoor

“They overwork laborers, don’t listen to ideas, can’t keep people... power issues at the top. – Supervisor – Indeed

*Positive Brand
Increases applicants*

43%



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Speed up hiring process



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Prevent surprises

Manage Brand – Recruiting Message #1

Traditional Employer Focused

Video

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Improve candidate experience



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Manage Brand – Recruiting Message #2

Candidate Focused Recruiting Message

Video

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Speed up hiring process



Identify candidate motivation



Conduct screen & background



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Prevent surprises



Treat the candidate as you would a prospective client

Not So Typical – Interview Experiences



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**The Top 10% of candidates
are off the market in 10
days!**

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Improve candidate experience



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Identify candidate motivation



Conduct background check



Get the offer right the 1st time



Prevent surprises

Video

Dig deeper!

Top 10 Secrets to Successful Hiring



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Manage brand to attract/retain



Improve candidate experience



Speed up hiring process



Identify candidate motivation



Background check-screening



Get the offer right the 1st time



Prevent surprises

Video

60% of resumes have false or misleading information on them

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Identify candidate motivation



Conduct background check



Get the offer right the 1st time



Prevent surprises

Not Allowed to Ask Current Comp

Video

Top 10 Secrets to Successful Hiring



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Manage brand to attract/retain



Improve candidate experience



Speed up hiring process



Identify candidate motivation



Conduct background check



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Prevent surprises

Allowed to Ask Current Comp

Video

Top 10 Secrets to Successful Hiring



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Prevent surprises



**Tips to Avoid Post Offer
Pitfalls**

Summary - Top 10 Secrets



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Reengineer hiring profiles



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Speed up hiring process



Identify candidate motivation



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Prevent surprises



What Questions Do You have?

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DKCole
EXECUTIVE SEARCH

Construction Recruiting Specialists – Nationwide – All Levels