FROM RECRUITING TO REBOOTING

5 things to do when you’re not hiring—so you’re ready to hit the ground running
Introduction

You can’t predict when a major event will affect your business. But if one does, it can hugely impact your hiring. For recruiters, this means that your hiring needs may dramatically decrease—or even stop indefinitely.

So, what should you focus on now?

While it might seem you’re like you’re at a hiring standstill, you’ve also been given an opportunity. It’s the perfect time to rethink your recruiting plan to make it stronger—and reinvigorate your hiring process so it stays on solid ground.

In this guide, we’ll take you through five things you can do now to gear up for when your hiring is on an upswing again.
1. Determine Your Goals

Your priorities will probably shift, post-COVID—especially if you have to lower costs or cut back your team. So, you’ll need your new priorities to align with your new talent acquisition goals.

Here’s how to set your goals for when hiring resumes:

**Focus on pivotal growth areas**
Consider how each role measures up in terms of skills and value to the organization. Is the role you need to hire for both highly specialized and highly valuable? Then it’s a top priority.

**Champion diversity and inclusion**
Based on key metrics, diverse companies survive or even thrive during recessions. Plus, equality drives innovation, which is key for post-recession rebuilding. Diverse companies also perform better financially.

- According to Wall Street Journal analysts, 20 of the most diverse S&P 500 companies generally performed better financially over 5- and 10-year periods than non-diverse firms.

**Convey messages clearly**
To overcome the challenges of working remotely, being clear and consistent in passing along information is crucial to avoid miscommunication. Here are a few ways to do that:

- Set expectations
- Schedule daily huddles
- Make video calls a priority

1. Why diversity can help your company withstand a recession, *Denver Business Journal*
2. WSJ analysts: Diversity boosts business performance, *HRDive.com*
2 Drive Your Decisions with Data

Once you’ve established your new goals, track your progress and highlight success by collecting and sharing data through detailed reports that can be easily updated, once hiring ramps up again.

Here are some of the most common performance metrics tracked by recruiters:

- **Time to hire**
  Calculating how many days it takes to hire candidates helps you find pain points in your hiring process and target areas of improvement.

- **Click-to-apply rate**
  If your job ads get a lot of clicks but have a low number of applicants, you may need to refine your messaging.

- **Application completion rate**
  Investigate why applicants aren’t completing their applications, so your hiring process doesn’t get hindered at the start.

- **Source quality**
  By calculating and comparing how many applications from your sources resulted in the most hires, you can determine which of your sources is the most valuable.

- **Cost per hire**
  Figuring out how much of your budget is spent on each new hire helps you calculate the ROI of your recruiting efforts. However, the cost per hire shouldn’t be the same for every role. Specialized/harder-to-fill roles should have a higher cost. For a step-by-step guide to calculating your recruitment ROI, check out our e-book, *Calculate Your Wins*. 
Find Your Areas of Improvement

Since you’re not currently hiring, it’s also a great time to break down each step of the recruiting process to discover ways to refine it.

Step 1: Pre-planning
Ask your stakeholders how you can better define roles, enhance job posts, and establish scorecards.

Step 2: Hiring
Interview newly-hired employees to find out how you can improve the application, interview, and offer-making process. Explore how remote interviews can be more effective for both the candidate and the employer.

Step 3: Onboarding
Track current onboarding processes to see how they can be more effective. Also, consider these ways to make onboarding more remote-friendly:
- Set up a video conference call so your new hires can meet the team.
- Develop online training sessions to share with new employees.
- Set up regular company-wide video updates from your CEO.

Step 4: Retention
Survey new hires after 3–6 months to identify areas where their experience can be improved. Here are a few ways to boost retention:
- Offer your new hires a comfortable work environment. Give them access to ongoing training and support until they can work independently.
- Provide a career roadmap, with milestones (and how to achieve them) clearly defined. Make sure your new hires are recognized and rewarded when they meet their goals.
- Cultivate a positive work culture. Provide ways for your team to develop relationships with your new colleagues.
4 Use Your Extra Time Wisely

Think about all of the things you’ve always wanted to do—learn new abilities, boost your industry knowledge, and more. Seize this time to hone in on these skills. There are a multitude of webinars, virtual summits, and online courses designed to elevate your expertise. It’s also a great time to stay on top of new trends and technologies by reading *The AI Advantage: A Guide to Smarter Recruitment Strategy* and *The ZipRecruiter Future of Work Report*.

Don’t forget about those items that seem to fall to the bottom of your to-do list.

Get ahead of the game by updating process policies, refreshing internal training, and automating any repetitive tasks.

5 Tap into Your Internal Database

Because you’re not currently hiring for a lot of roles, consider ways to enhance your internal recruiting process. And if you need to hire for more high-priority roles, matching up your current pool of employees’ skill sets against open roles is a solid start to filling these critical positions.

Some benefits of recruiting internally include:

- Boosts retention and increases engagement
- Speeds up the hiring process
- Shortens the onboarding time
We’re Here For You

Need to rethink your hiring strategy? We can help you stay on top of industry and labor market trends—so you’re ahead of the game when you’re ready to start hiring again.

To learn how we can help support your recruiting goals, visit:

ZipRecruiter.com/Enterprise