

BUILDING AN
EFFECTIVE HIRING PLAN

A STEP-BY-STEP GUIDE FOR HIRING MANAGERS AND RECRUITERS

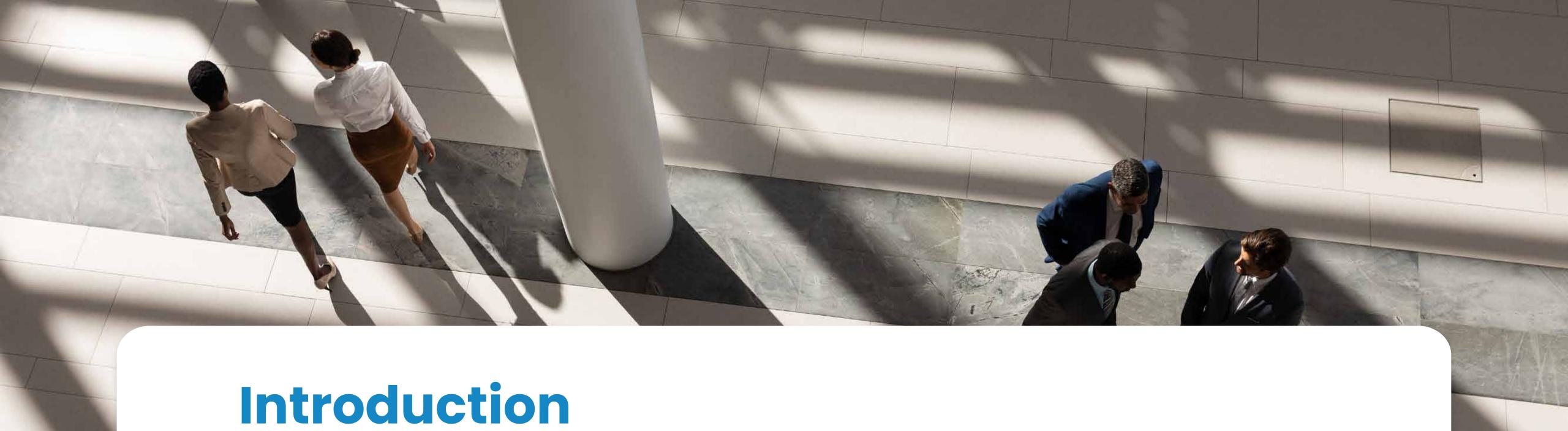




Table of Contents

Introduction	
Understand the Role	3
Determine Employee Value Proposition	6
Evaluating Performance	8
Compensation Strategy	10
The Interview Process	12
Timelines	14
Pulling It All Together	16
Wrapping Up	18





Crafting a high-quality hiring plan isn't just a procedural step; it's about mapping out a journey to find those amazing individuals who will join your team. We want to help you create a hiring plan that's not only efficient, but also boosts your chances of getting exactly what you and your company need.

Long and complicated hiring procedures can result in lost candidates and increased time to fill positions, and streamlining the hiring process is critical to avoid project delays and maintain a competitive edge in tight talent markets. Properly done, creating an effective hiring plan is a 30-minute investment upfront that can save dozens of hours during the rest of the hiring process.

The Kick-Off: Developing Your Hiring Plan

Let's break down the steps to create a hiring plan that's unique to your team and will help guide your search for a great hire.

To kick off the development of your hiring plan, explicitly identify the following upfront:

Hiring Team



Process



Objectives



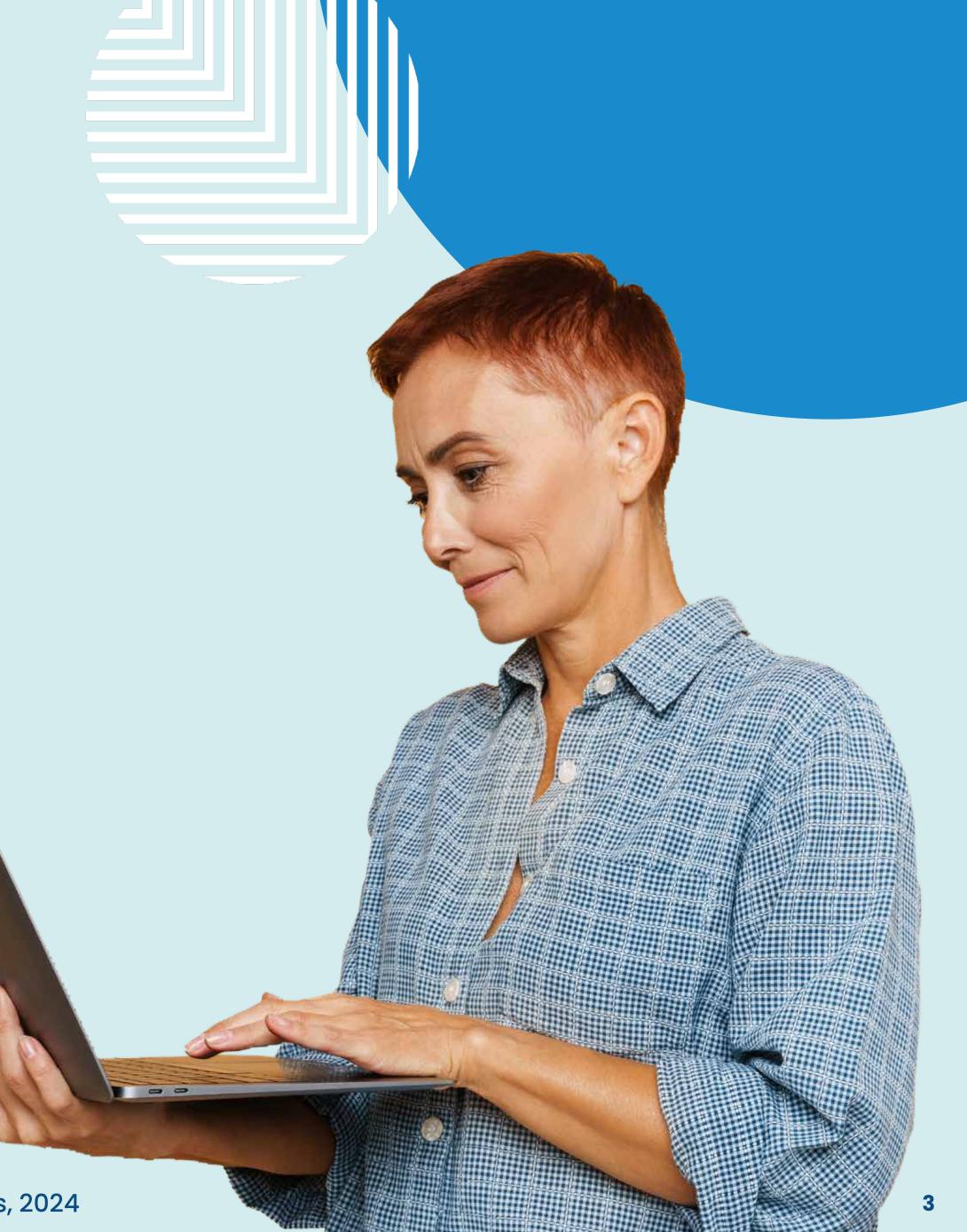
This step is often missed by people who are new to hiring but is essential for ensuring that you are ready to focus on finding the best candidates possible and have clarity when it comes to recognizing and pursuing the ideal candidate.





Section 1:

Understand the Role

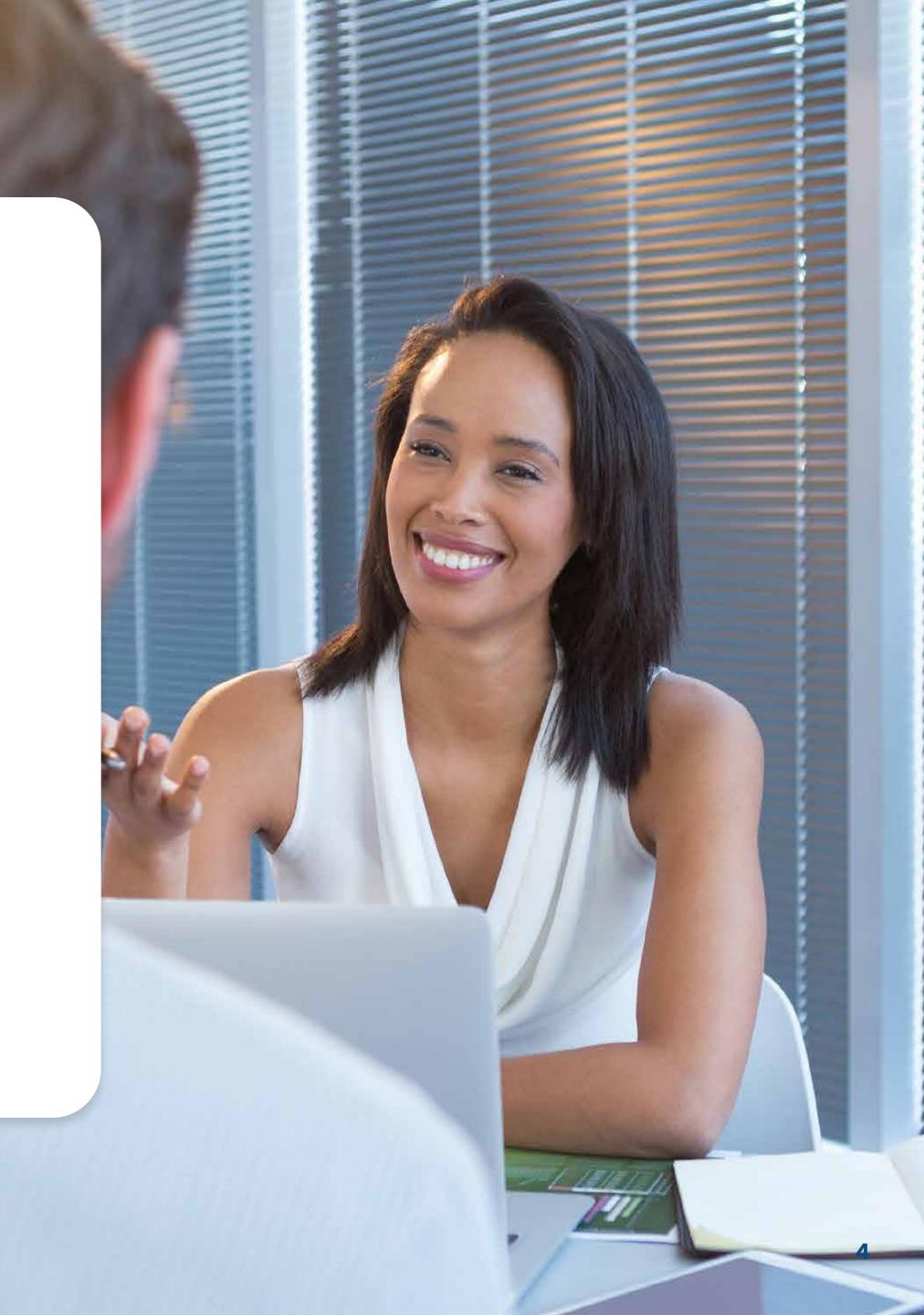


Know the Job

The first step is knowing the job title and its core responsibilities. Make sure you clearly understand the job so you can carry these expectations over into all other steps of the process – from search, to screening and even new-employee onboarding.

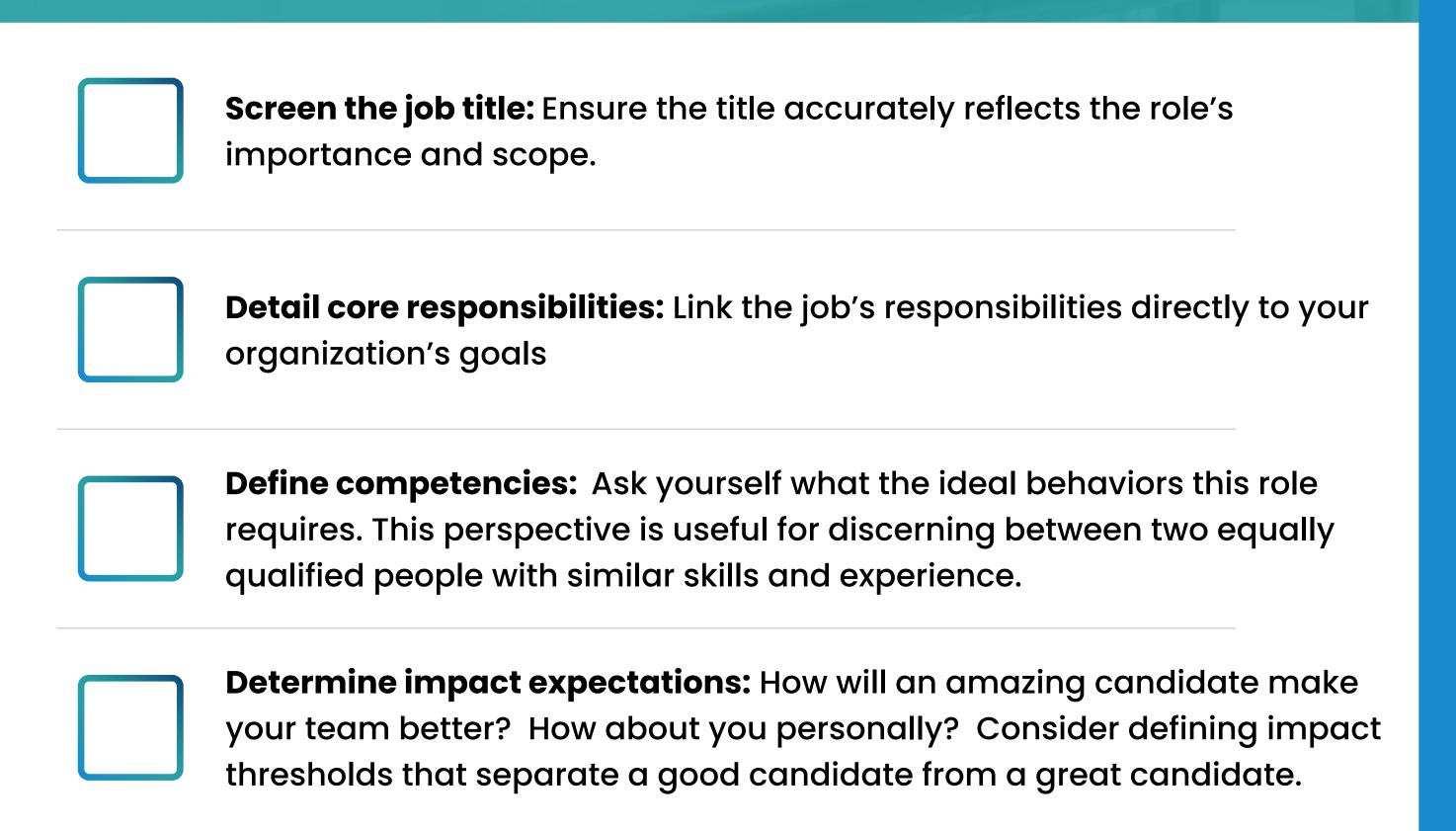
Identify the 2-3 most essential characteristics of the job

The clearer and more specific your thinking is during this step, the easier it will be for you to recognize suitable candidates and gain conviction through the hiring process.



Checklist for Understanding the Role:

When trying to fully understand the job that you're hiring for, be sure to cover all of the following points:







Section 2:

Determine Employee

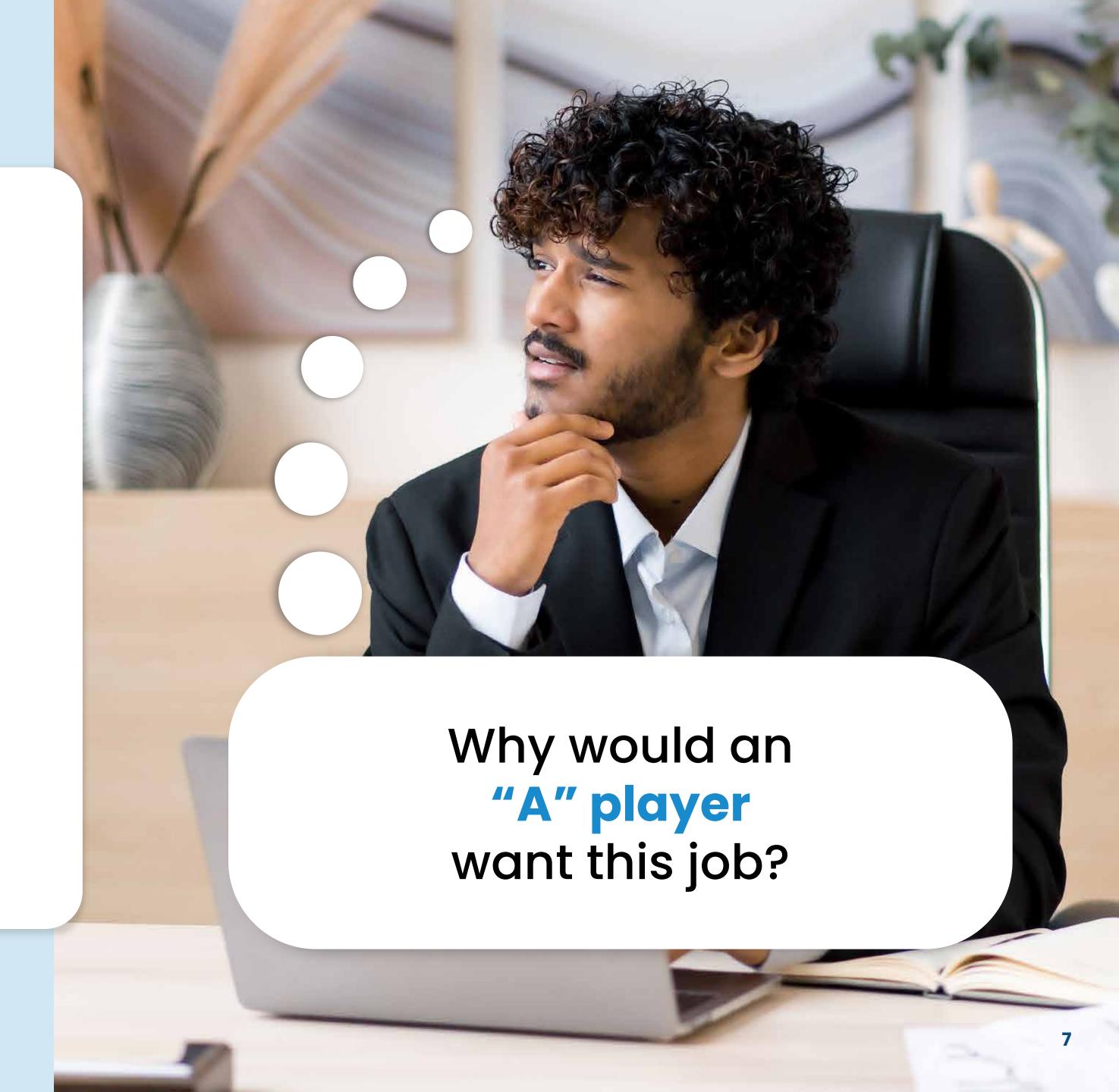
Value Proposition



Hiring and changing jobs is easier than ever in today's market, and so it is essential to have a compelling employee value proposition for every role you hire.

Identify the reasons that a top candidate would want this position. Ask yourself what it is about the job and team that can attract and retain an employee long term.

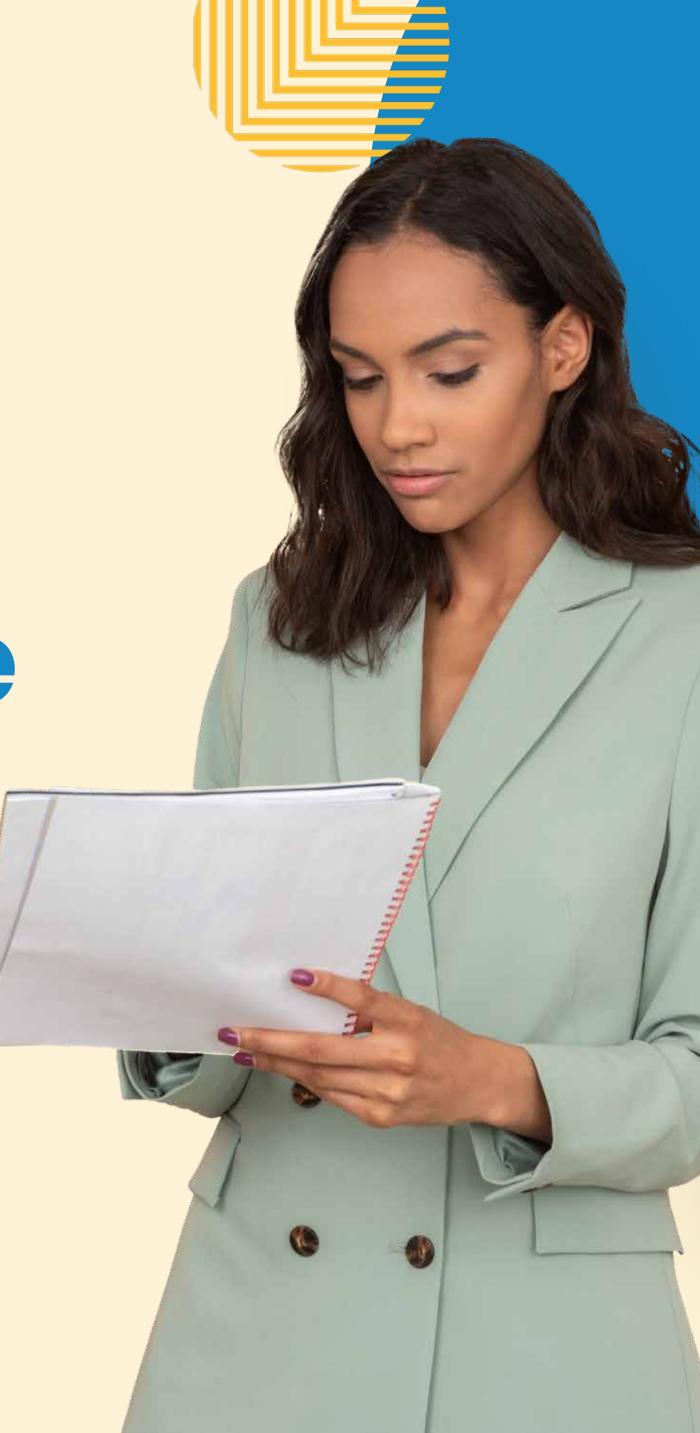
Capture your employee value proposition in a short 1-2 sentence paragraph, with a few bullet points on the most compelling items. Try to align your messaging to your professional social media presence and company website.





Section 3:

Evaluating Performance



It's crucial to have clear indicators for probation and regular reviews of employee performance. Establish key performance indicators (KPIs) that directly align with your company's goals, as well as expectations that aren't driven by metrics.

Identify KPIs:

Identify 2-3 measurable performance indicators, such as customer satisfaction ratings.

Set performance factors:

Identify your non-KPI driven expectations.

Talk about the role's performance expectations clearly – both in the hiring process and during new hire onboarding. Clear communication on performance will help guide your selection process and avoid surprises for either side.





Section 4:

Compensation Strategy



Chat candidly with your candidates when it comes to compensation. Make sure that the salary matches the role's demands and be competitive for what an ideal candidate expects in the broader hiring market.

Don't forget to check if your location requires salary transparency in job postings. Many places require it, but even if your location does not, you should strongly consider adding it anyway as it can impact job seeker's decisions to apply.

Did you know?



say that the salary range on a job post impacts their decision to apply.



Section 5:

The Interview Process



Great hiring managers will establish and communicate a clear process on how they will make their decision so that no time is wasted. To help you evolve your approach as you meet candidates and learn about what's available in the market, have clear answers for the following questions:



Who is involved in the decision?



How many interviews are planned?



What types of interviews will you hold? (single, panel, case study, etc.)



Will there be any testing steps? (e.g. behavior or technical)

When it comes to creating an interview framework, the clearer the better. A clear process will help you predictably arrive at a high conviction decision and make it easier to keep your top candidates engaged.





Section 6:

Timelines



Building an Effective Hiring Plan: A Step-by-Step Guide for Hiring Managers and Recruiters, 2024

Having a clear timeline for the hiring process can help keep you on track to securing a valuable hire. Don't lose a great candidate to a different opportunity because they had to wait for an interview slot to open up in your hiring manager's calendar.

Set an end-date:

Choose a deadline that matches the position you are hiring for. Most experts recommend timelines of around 1-2 months for most positions. However, it is normal for executive hiring to take longer than this.



Block out times for interviews:

Once you set an end date, set first-round interviews, second-round interviews, and candidate review periods within this timeline.



Communicate your hiring timeline with your candidate:

Every great candidate will have plenty of options, and talking openly is a great way to encourage mutual transparency and manage expectations.



Section 7:

Pulling It All Together



If you've done your planning right, you should now have a 1-page plan with the following:



- 1. A role description including:
 - Job title
 - Core responsibilities
 - Required competencies
 - Impact expectations
- 2. Employee value proposition
- 3. Performance expectations with 2-3 measurable KPIs
- 4. Compensation defined
- 5. The interview process defined
- 6. Timelines including an end-date and time blocked out for 1st and 2nd interview rounds

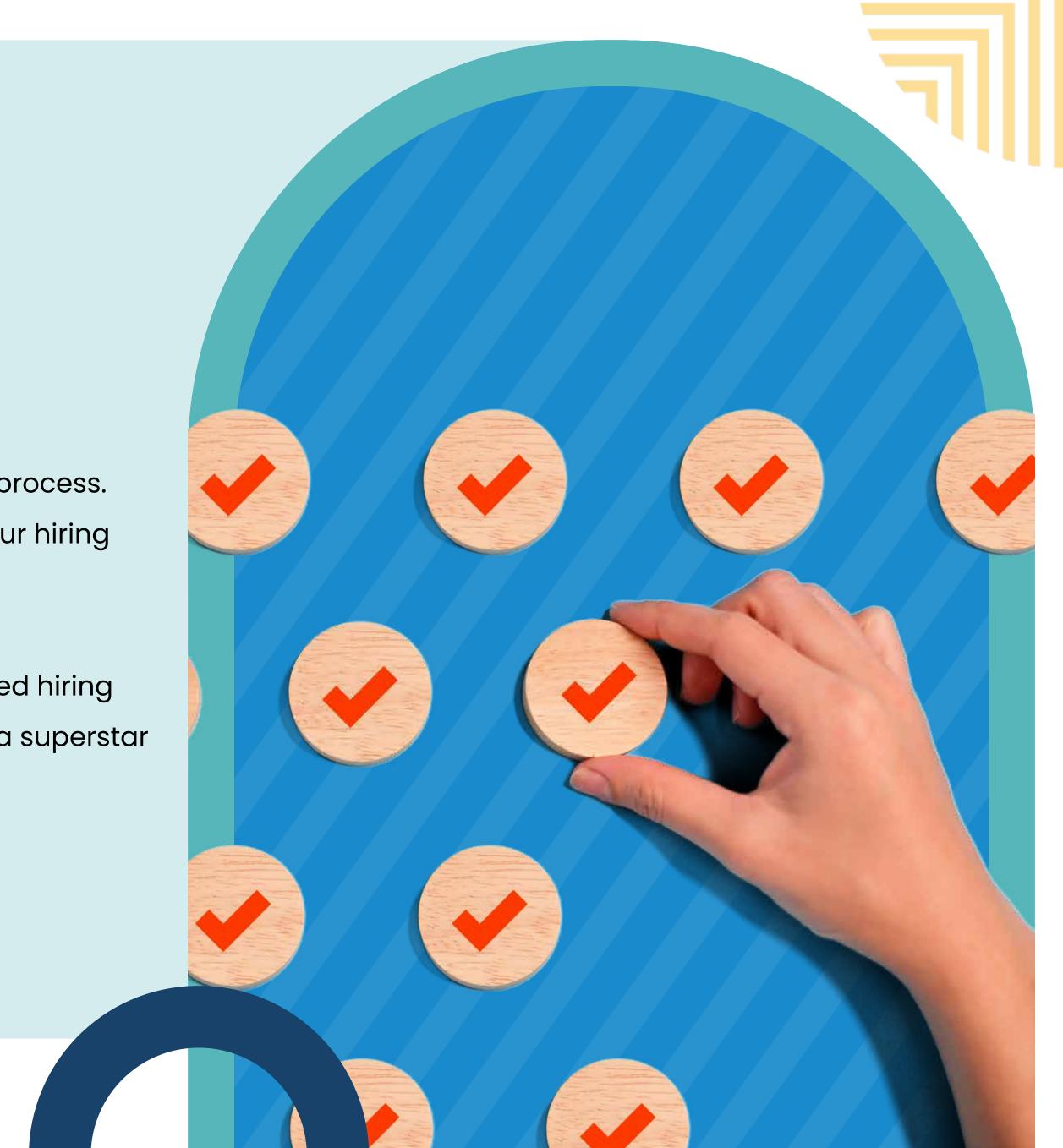
With your plan in hand, you are now ready to create a few critical documents: an interview script, candidate scorecard, and reference script.

Along with an effective hiring plan, these documents will serve as the operating system of your hiring campaign and will make it easy to stay on track and keep everyone aligned to your vision for the role.

Wrapping Up

An effective hiring plan can transform your recruiting process. It's all about understanding the role, being clear on your hiring objectives, and having a clear process.

This approach will ensure a comprehensive and aligned hiring strategy and will give you the best chance of landing a superstar hire for your team.





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