



CREATIVITY IN RECRUITMENT METHODS TO ATTRACT NEW TALENT

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Abstract

The Indian workforce market has rapidly developed both with respect to the manufacturing and service sectors. With the endless number of educated especially youth looking out for placements, organizations seem to be well placed in their search for talent. When an organisation adds talent to its workforce it would be apt for it to be creative in its approach in identifying and selecting such talent. Traditional methods of recruitment and selection do not always yield good results. It should be noted that only active job seekers are the ones who are always in look out for jobs. Research has shown that the large mass of active job seekers are generally not great performers. Company should find ways of targeting the passive job seekers who are sure to be more competent and loyal. It is but difficult for organisations to seek reach such passive job seekers as they do not frequently visit job portals. This article concentrates on the various innovative methods ensuring creativity in recruitment together with the pros and cons of each.

Keywords: Recruitment, Selection, Active Job Seekers, Passive Job Seekers, Job Portals.

Introduction

The process of getting the prospective employees on to your office doorstep, in the right numbers in a timely and cost effective manner is the recruitment process. The recruitment process includes analyzing the requirements of a job, planning on how to reach the prospective employees that is making it sure that the information of the job opening reaches the best candidates. It is also the process of creating the groundwork for the next process which is the selection process where the interviews and other selection tools are used to screen the candidates.

One may argue that the most important task that your company has to undertake is recruitment. Finding new talent in the market is incredibly difficult and HR managers across the globe are trying different methods of recruitment in order to find the best possible candidates for their organizations.

The challenge is all the more because you are not able to reach the candidates who might be the best for the organization. Now a days, the recruiters have to take the risk of selecting the candidate who might not actually be the right candidate and leaves the organization after a period of time, which is further hampering the recruitment efficiency. There are also cases when the HR realizes the mistake during the subsequent processes of selection, induction, training and development and the appraisal process.

Modern Method of Recruitment

The modern day tech- savvy generation has created an ideal platform for the creative professionals to reach the job seekers in different ways. The 21st century has seen a significant rise in information technology and has seen the growth of modern recruitment methods modern day recruitment methods which has the capability to intrude into the work cabin and even the drawing room of the passive job seekers.

Creativity with Respect to Recruitment and Selection of New Talent

1. Open-Ended Job Postings

Companies such as Zappos and Up worthy have recently started “Open ended job postings”. Open ended job posting means the job posting will not have any job specification or job description nor will it have any specific position. Actually these companies believe in “Hire for attitude and train for skills”.

The advantage of this kind of recruitment is the hype that it creates and thereby it adds to the employer brand image. This kind of move will attract creative minds more than the technical minds which is actually what these business houses are looking for.

The disadvantage with this kind of recruitment can be fact that the people can fake their attitude during the interactions with the company representatives. This is a time taking process if the method has to be effective.

2. Gamification

Nowadays a few companies are using video games to do recruitment. Gamification is the process of engaging individual in games which challenges the individual on certain skills which is necessary to do a certain type of job. The Marriot Hotel chain has implemented this strategy very successfully.



This is an effective tool if majority of the probable candidates are into playing games but chances are that the company misses out on the potential candidates who are not interested in video games, so one has to gauge the probabilities and then go ahead.

3. Go on the Field

The recruiters get to know the work ethic of an individual once he starts working and if the candidate has exaggerated his strengths during the interview, it's simply too late. So the organizations should find out opportunities where they can actually gauge the work ethic of an individual. Simulation is a good exercise but again, the candidates can fake themselves during the simulation process. It is always better to check the work ethic on the field.

When recruiters at Merit Bank plan to find candidates for customer service, they go and visit retail stores. They buy merchandise and actually check the efficiency of the customer service executives in the shop and then again dig deeper into their customer handling process by going back to the retail store to return the merchandise.

4. Some other Effective Digital Tools

Recruiters of smaller organizations where they do have the provision of an information system, find it difficult segregate the resumes as the resumes received are not standardized. To solve this problem they can use digital tools like the survey monkeys to standardize the resumes. The recruiters can develop the template in the digital tool and then send it across to the candidates for them to fill the same.

Conclusion

Recruiters can develop or replicate any creative idea as long as it serves the need. Basically the recruiter, while selecting the appropriate recruitment method should answer the following questions:

1. Does this recruitment method help me reach the target audience?
2. Will it be helping me to get the planned number of applicants?
3. Will it be helping me getting the candidates by the scheduled time?

Traditional methods of recruitment are very impersonal. But creating content that is different, eye catching and attracts prospective candidates is not an easy feat, but with right targeting techniques and platform choices, one can reach more quality candidates.

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