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Nota di contenuto	Title -- Copyright -- About the Authors -- Preface -- Contents -- STRATEGY 1 Do Your Homework -- Tip 1: Build Respect and Become an "Employer of Choice" -- Tip 2: Understand Loyalty and Commitment -- Tip 3: Keep Your Strategies Current -- Tip 4: Identify the Requirements of Each Position -- Tip 5: Identify the Best Features of Your Jobs -- Tip 6: Identify the Best Features of Your Organization -- Tip 7: Ensure that Job Titles Reflect the Jobs -- Tip 8: Develop a Recruitment Package -- Tip 9: Make Your Total Compensation Competitive -- Tip 10: Use a "Cafeteria Plan" for Bonus Benefits -- Tip 11: Remember That You're Not Alone-Seek Allies -- Join your local Chamber of Commerce -- Join applicable trade associations -- Tip 12: Emphasize the Value of Your Employees -- Tip 13: Remember That Hourly Pay Isn't Everything -- STRATEGY 2 Find the Best-General Recruitment Techniques -- Tip 14: Consider Current Employees First-Promote from Within -- Tip 15: Reward Current Employees for Referrals -- Tip 16: Recruit Former Employees -- Tip 17: Make Employment Ads Memorable -- Tip 18: Use Current Employee Endorsements in Employment Ads -- Tip 19: Recruit Your Customers -- Tip 20: Provide Your Recruitment Package with Sales or Services -- Tip 21: Contact Your State Employment Commission -- Tip 22: Be Creative in Where You Look -- Tip 23: Add an Employment Section to Your Organization's Web Site -- Tip 24: Include an "Employment Center" on a Public Bulletin Board -- Tip 25: Participate in Community Events and Programs -- STRATEGY 3 Develop "Youth Appeal" -- Tip 26: Evaluate Your Dress Code -- Tip 27: Use the

Buddy System -- Tip 28: Sponsor Work-Study Programs -- Tip 29: Invite Classes for Tours and Discussions -- Tip 30: Meet with School Guidance Counselors -- Tip 31: "Mobilize" Your Message! -- STRATEGY 4 Foster Workplace Diversity -- Tip 32: Celebrate Diversity. Tip 33: Remember Your BOQs! -- Tip 34: Consider Lateral Job Changes -- Job rotation -- Job enlargement -- Cross-training -- Tip 35: SOS! (Seek Out Seniors) -- Tip 36: Consider Applicants in Career Transition -- Tip 37: Seek Legal Immigrants -- STRATEGY 5 Screen to Ensure Success -- Tip 38: Make Yourself Available -- Tip 39: Conduct a Two-Minute Screening -- Tip 40: Provide a Short Tour of Your Workplace -- Tip 41: Use a Legal Application Form -- Tip 42: Conduct a Meaningful Interview -- Tip 43: Use Appropriate Applicant Tests -- Tip 44: Check Applicant References -- STRATEGY 6 Start Smart- Employee Selection and Orientation -- Tip 45: Make a Timely Decision -- Tip 46: Seek Attitude Before Skills -- Tip 47: Implement Drug Testing -- Tip 48: Keep Your Recruitment Package Updated -- Tip 49: Put It in Writing! -- Tip 50: Conduct a Post-Hiring Interview -- Additional Reading.

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