



A guide for HR Professionals

How to update your recruitment processes for 2025



In 2022, the war for talent rocked even the most stable of organisations, causing attrition spikes previously unheard of.

The more cynical amongst us questioned whether recruitment agents started this self-fulfilling prophecy with their sights on post-Covid targets recovery. Still, regardless of how it all began, the key takeaway is that it is not over yet.

This is why it's important to make sure your recruitment processes are as good as they can be.

By following some simple steps, you can distance yourself from traditional practices and modernise both your recruitment and attraction methods to ensure you are enticing top talent.



Step 1:

Are your job descriptions boring?

Make your job descriptions (JDs) engaging: Ensure your JD reflects your company's culture and personality to attract the right candidates.

Focus on alignment: Tailor the tone and content of your JD to match the vibe and culture your ideal candidate is seeking.

Be creative with structure: Don't feel restricted by traditional JD formats; present the role in a way that stands out and excites candidates.

Use the JD as a storytelling tool: View the JD as an opportunity to introduce candidates to your business and what it stands for.

Prioritise clarity over detail: Highlight the key responsibilities and expectations without overloading the JD with exhaustive role details. Give an overview – 'this is what it will feel like to be successful in this role'.

Step 2:

Are your ads clear?

Acknowledge the importance of salary transparency: Recognise that candidates value clarity and are less likely to apply if salary information is missing.

Avoid wasting time: Prevent unnecessary time spent on unsuitable candidates by being upfront about salary expectations.

Address internal salary practices: Take this opportunity to review and potentially publish internal salary bandings to align with external transparency.

Take a holistic approach: Consider how your salary publication strategy aligns with your company culture and whether it supports attracting strong candidates.

Understand the consequences of omission: Realise that withholding salary information can deter high-quality applications, impacting your talent pipeline.



Step 3:

Are your target candidates seeing your content?

Rethink traditional advertising methods: Avoid outdated recruitment methods, such as newspaper ads, to attract top talent.

Focus on building your 'reach': Develop a strong social media presence to ensure your business is visible and influential when communicating opportunities.

Cultivate a valuable network: Build a network of connections, even with recruiters, to expand your access to potential candidates when needed.

Engage your target audience: Use your platform to position your business as an attractive workplace and ensure you capture the attention of high-calibre candidates.

Step 4:

To engage with an agency or to direct recruit?

Consider your budget: If your budget allows, engage with a recruitment agency to manage candidate sourcing, filtering and the recruitment process.

Explore cost-effective alternatives: Reach out directly to candidates you're interested in to save on agency fees.

Leverage the power of direct communication: Stand out by contacting candidates directly, offering a personal touch that is often more engaging than agency outreach.

Target passive candidates: Focus on reaching out to individuals who aren't actively seeking a new role but possess the skills and experience you need.

Save time on application screening: Directly approach suitable candidates to avoid sorting through many applications from job boards like Indeed.

Step 5:

Shortlisting

Check for biases:

- Regularly reflect on your own potential biases to ensure fair and equitable recruitment practices.
- Use a competency matrix to compare candidates objectively and avoid unintentional discrimination.

Stay updated on legal changes: Keep informed about evolving case law to ensure compliance with recruitment regulations and avoid potential legal risks.

Be cautious of fraudulent applications: Be aware of candidates who may exploit the recruitment process for legal action and ensure your process is robust and transparent.

Consider a 'wild card': Look beyond traditional expectations and consider candidates with transferrable skills who may bring fresh, innovative perspectives to the role.

Step 6:

Meeting expectations

Evaluate the candidate experience: Reflect on how candidates perceive your interview process and ensure it leaves a positive impression.

Adopt a balanced approach: Remember that the interview process should meet both your needs as an employer and the candidate's needs to assess whether they genuinely want to work with you.

Be warm and welcoming: Treat candidates with the same respect and care as you would a valued client.

Provide clarity on the process: Clearly communicate the interview structure, including the duration, participants and key expectations.

Consider seating arrangements: Choose seating that fosters collaboration and comfort, considering the psychological impact of positioning (e.g., sitting beside versus across from candidates).

Allow thinking time: Avoid putting candidates on the spot; consider sharing key questions in advance to support thoughtful responses.

Show genuine gratitude: Acknowledge and appreciate the time and effort candidates have invested to meet with you.



Step 7:

Feedback

Avoid ghosting candidates: Maintain communication to protect your employer brand and reputation, especially as candidates may share their experiences on social media.

Provide constructive feedback:

- Offer detailed and honest feedback rather than generic responses like "you were pipped at the post" or "overqualified."
- Take thorough notes during interviews to deliver meaningful insights candidates can use for improvement.

Acknowledge candidates' efforts: Respect the time and effort candidates invest in the process, such as rescheduling plans, travelling and preparing for interviews.

Keep doors open for the future: Ensure the process is respectful and professional to encourage candidates to reapply for roles with you in the future.

Step 8:

Assessments

Use psychological testing when needed:

- Apply personality profiling to gain deeper insights into candidates, especially when deciding between similar applications or assessing specific traits.
- Identify potential strengths or concerns, such as a salesperson's resilience or an accountant's attention to detail.

Choose the right tool: Explore various personality profiling tools and select the one that best fits your needs and the role requirements.

Share results with the candidate: Consider providing candidates with their profiling report to demonstrate transparency and show that the process is centred on their personal development.

Step 9:

Making an offer

Move quickly: Avoid delays to prevent losing your preferred candidate to competitors or wasting time restarting the recruitment process.

Set clear expectations:

- Communicate a clear timeline for decision-making to your candidates.
- Stick to the timeline or provide timely updates if changes arise.

Be decisive and confident:

- Convey enthusiasm by confirming their selection with conviction, e.g., "You were unanimously agreed upon as the best candidate for the role."
- Avoid undermining confidence by suggesting further delays or indecision, such as waiting to see additional candidates.

Prioritise urgency to avoid losing momentum:

- Minimise gaps in handovers caused by delays in hiring.
- Ensure the recruitment process is streamlined and efficient.

Step 10:

Onboarding

Reassure the candidate: During the recruitment process, highlight the culture, values and benefits of working with you to reduce their likelihood of accepting a counteroffer.

Offer a competitive salary: Avoid lowballing to ensure the candidate feels valued and engaged.

Stay in touch post-acceptance:

- Send regular business updates.
- Provide onboarding materials to familiarise them with the company.
- Suggest pre-meeting their team before their start date.

Prepare the team and workspace:

- Get your team ready to welcome the new hire warmly.
- Have a detailed induction plan in place.
- Ensure their equipment is clean, functional and ready to use.

Maintain a strong psychological contract:

- Create a positive impression with every interaction.
- Make your onboarding and recruitment processes seamless and stand out to differentiate from competitors.



We're here to help

The war for talent is becoming the new normal, with mobility across organisations remaining high. Even if your attrition levels are low, you'll inevitably need to attract talent eventually and, when you do, use the tips above to attract and select the best.

And if you do need support, we're here to help.

Get in touch

 www.surebettshr.com

 07585 335 059

 doug.betts@surebettshr.com