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ACQUISITION & RETENTION



The difference between recruitment and selection is important to understand.

Recruitment refers to the process where potential applicants are searched for, and then encouraged to apply for an actual or anticipated vacancy.

Selection is the process of hiring employees among the shortlisted candidates and providing them a job in the organization



Why to choose the best candidate?

The success of any organization depends on its employees. When an employee is well suited for their job, the entire company can enjoy the benefits of their unbeatable success. Recruitment and selection help organizations choose the right candidates for the right positions. Therefore, understanding the difference between recruitment and selection is essential to reduce any losses for an organization.

RECRUITMENT

is the process in which people are offered selection in an organization. It is when prospective employees are searched for and are then encouraged to apply for jobs within the organization.

This is just one step in the process of employment however it is a long process that involves a series of tasks, starting with an analysis of the job requirements and ending with the appointment of the employee.

Types of Recruitment

Recruitment activities are typically performed by Human Resource practitioners, either internally or externally.

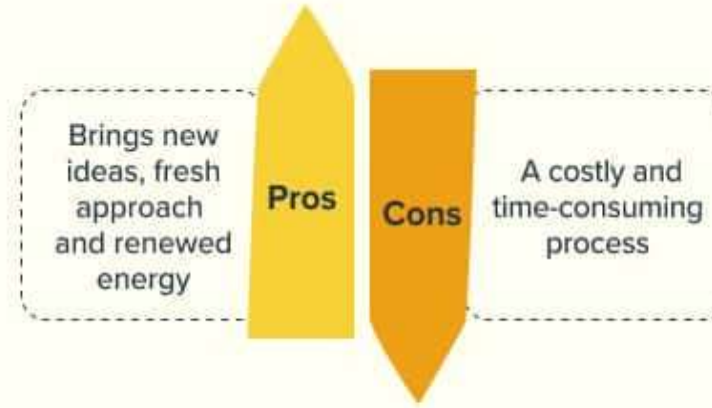
Internal recruitment sources are promotion, transfers, retrenched employees, contact or references, ex-employees, retired employees, etc.

External recruitment sources are recruitment through advertisement, campus recruitment, recruitment by employee exchanges, recruitment by third parties, internet recruitment, unsolicited applicants, etc.

Internal recruitment



External recruitment



The 12 best recruitment methods you need to know about

1. Direct advertising
2. Talent pool databases
3. Employee referrals
4. Boomerang employees
5. Promotions and transfers
6. Employment exchanges
7. Recruitment agencies
8. Professional organizations
9. Internships and apprenticeships
10. Recruitment events
11. Word of mouth
12. Bulletin boards

1:Direct Advertising

Placing job adverts on your [careers site](#), job boards, [social media](#) and industry publications is an excellent way to find lots of applicants. It also gives exposure to your [employer branding](#) and boosts your company's reputation. The downside is that external advertising can be very expensive.

2:Talent pool databases

You should always search your [talent pool](#) databases for applicants and candidates that were not hired but were suitable enough to save. Most hiring decisions involve deciding between at least two or three candidates.

When a new vacancy comes up, search your talent pool for similar skills and experience. You could save yourself a lot of time.

3:Employee Referrals

Most companies have some kind of employee referral program in place. Employee referrals is a combination of internal and external recruitment. Existing staff are encouraged to refer people they know for vacancies.

The value is that it's cost-effective, quick and you can trust that employees won't refer unsuitable candidates. Also, the new hire will already know more about your organization than an outside hire.

4:Boomerang employees

Rehiring past employees is gaining popularity. Known as boomerang employees, these are people who worked well at a company but then left on good terms for a myriad of reasons.

Employers are seeing the value of rehiring them because they know their abilities and the employee knows and fits into the company culture. Bringing a boomerang employee back on board reduces time to hire, eliminates the risk of a bad hire and reduces cost per hire.

5: Promotions and Transfers

Promotions and transfers aren't quite the same thing, but the concept is the same.

Internal employees are identified to fill open roles. A promotion means that the person moves up the ladder and is given more responsibilities and also a pay increase. A transfer usually doesn't involve greater responsibilities or more money and is a horizontal move.

Staff can be transferred to the same role in another branch or region, or they can take on a similar position in a different department or division.

6: Employment Exchanges

Although not available in all countries, employment exchanges are mandatory in others. An employment exchange is a government-run initiative that keeps record of unemployed job seekers.

Employers submit new vacancies to the exchange and are given the details of suitable candidates. Using an exchange is cost-effective but mostly suited to more junior, factory, agricultural and artisan roles.



7:Recruitment agencies

You can outsource your hiring process to a recruitment agency. Agencies manage full cycle recruiting on your behalf. Although the cost of using an agency is high, it frees up your time to focus on more pressing matters. Recruitment agencies are a great option for hard-to-fill positions and for companies that don't have the internal HR resources to focus on hiring.

8:Professional Organizations

When you need to fill a highly skilled position, professional organizations can be an excellent source of candidates. Many professions require that on qualification, people register with the appropriate professional association.

There are also other organizations where registration is voluntary, but it adds to the credibility of a candidate's qualifications. Partnering with these associations and organizations can put you in touch with top talent.

9: Internships and apprenticeships

Offering internships and apprenticeships is an excellent way to get to know the strengths of individuals and can be considered to be a working interview. During the contact period, line and hiring managers can evaluate the potential to identify interns and apprentices who can be up skilled and developed to fill future roles.

Future leaders have to start somewhere, and they will all be hired in an entry-level position to begin with. Well managed internship and apprenticeship programs are fertile ground for recognizing future talent and leaders.

10.: Recruitment Events

For big organizations, or companies planning expansion, recruitment events are perfect for attracting the type of people you need. Events can range from hosting open days to being at job fairs, holding a hackathon and graduate recruitment drives on campus. Events can be costly.

To ensure that you get the best ROI, you must know precisely what type of candidate you want to attract and what your employer value proposition is.

Job shadowing is another great way to get to identify potential candidates. It's also an excellent means of promoting your employer brand and letting people know that your company supports developing talent.

11:Word of Mouth

Big brands and multinationals can easily use word of mouth methods of recruitment because unsolicited job seekers approach them daily. Their employer brand is established, and they're recognized as an employer of choice. All they need to do is put the word out that they're hiring and they will get a good response.

This method can also work, though in outlying areas where single companies employ a substantial percentage of the local population. An example would be mining companies and sawmills. And in small towns high-street businesses can also attract applicants by spreading the word through the local grapevine.

12:Bulletin Boards

There are still jobs that can be advertised on bulletin boards. Factory and agricultural jobs are typical examples. Unemployed people often wait at factory gates for day or contact jobs to be announced. In agriculture, seasonal workers gather at local markets or co-ops to see job lists put up by local farms.



What do these types of recruitment options tell us?

Firstly, there isn't a single job selection process that's the only way to attract applicants. Most importantly, though, these options demonstrate that recruiters must be creative.

Methods of recruitment in human resource management mustn't be cast in stone. Recruiters and hiring managers must be willing to explore all forms of internal and external types of recruitment if they want to find the best candidates.

Of course, these aren't the only types of recruitment you can use either. With the ever-present war for talent going on, your innovative recruitment methods will draw attention and make your employer brand stand out. Your company will be seen as an employer of choice, even if you're a startup or a small business.

EXTERNAL RECRUITING



What is Selection?

The term 'selection' comes with the connotation of placing the **right person** in the **right job**. Selection is the process in which various strategies are employed to help recruiters decide which applicant is best suited for the job.

Techniques of Selection

Selection is the process of identifying an individual from a pool of job applicants with the requisite qualifications and competencies to fill jobs in the organization. This is an HR process that helps differentiate between qualified and unqualified applicants by applying various techniques.

- Screening
- Eliminating unsuitable candidates
- Conducting an examination (aptitude test, intelligence test, performance test, personality test, etc.)
- Interviews
- Checking references
- Medical Tests

Cycle of Recruitment & Selection Processes



Why Retention???



Employee

retention?

Employee retention is defined as an organization's ability to prevent employee turnover, or the number of people who leave their job in a **certain period**, either voluntarily or involuntarily. Increasing employee retention has a direct impact on business performance and success.

Other words.....

Retention is defined as the process by which a company ensures that its employees don't quit their jobs. Every company and industry has a varying retention rate, which indicates the percentage of employees who remained with the organization during a **fixed period**.

Activity

Have participants role-play manager-employee conversations involving feedback, career growth discussions, or resolving employee concerns.



* Employee Journey Mapping



How to retain your top-performing employees

1. Give them challenging work
2. Train them in cross-disciplinary skills
3. Define and implement a succession plan



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Retention strategies for average performers

Offer personalized benefits and perks.
Ensure they are working under the right manager
Adopt a social recognition system to recognize them



Why to retain Low Level Employees???

How to retain your Low performers

1. Identify the cause of poor performance
2. Address skill gaps immediately
3. Write accurate job descriptions to hire the right people



Why to retain low performers???

Low-performing employees might have hidden potential that is not being utilized correctly. They could be working in the wrong department, while their aptitude lies elsewhere. Or they simply might require additional training. A wave of turnover among poor performers can negatively impact your culture, not to mention lead to high rehiring costs



Diversity, Equity & Inclusion



05 key points on the importance of diversity, equity, and inclusion (DEI) in creating an inclusive workplace that attracts and retains diverse talent:

Enhanced Innovation: Diverse teams are more creative and innovative because they bring a variety of viewpoints and experiences. This diversity of thought can lead to better problem-solving and unique solutions.

Higher Employee Engagement: When employees feel valued, respected, and included, they are more engaged and invested in their work. DEI fosters a sense of belonging, making employees more committed to their roles.

Improved Retention Rates: Organizations that emphasize DEI see lower turnover rates. Employees are more likely to stay in environments where they feel included and see growth opportunities, which reduces hiring and training costs.

Better Decision-Making: Inclusive teams make better decisions faster. Studies show that diverse teams consider more factors and perspectives, resulting in well-rounded and effective choices.

Enhanced Reputation: Organizations known for their commitment to DEI often enjoy a positive public image, which can improve their brand reputation and make them more attractive to job seekers and customers alike.

Acquiring talent brings fresh potential, but retaining talent builds lasting success. Let's commit to strategies that not only attract but also nurture and retain our greatest asset – our people."

