masterskill
education through innovation

Recruiting for High Performance: Attracting the Best (1st Edition)

Course Specifications

Course Number: CCT–026_rev4.0
Course Length: Self-study or classroom training

Course Description

The 50-Minute Manager Series was designed to cover critical business and professional development topics in the shortest time possible. Our easy-to-read, easy-to-understand format can be used for self-study or classroom training, or even office training. With a wealth of hands-on exercises, the 50-Minute books keep you engaged and help you retain critical skills.

Organizing a recruiting campaign takes a little planning and some knowledge of where to find the best candidates. RECRUITING FOR HIGH PERFORMANCE is the brand-new companion title to HIGH PERFORMANCE HIRING and is full of helpful tips on how to develop a recruiting plan and target labor sources that will attract the best people. Recruiting is a two-way street -- while managers strive to find the best candidates to fill their job openings, potential recruits are evaluating whether an organization is a desirable employer. This book also suggests ways in which an organization can maintain good visibility and position itself as the company to work for.

Course Objective: The learning objectives for Recruiting for High Performance are listed below. They have been developed to guide you, the reader, to the core issues covered in this book.

The Objectives of this book are:

- To explore a wide range of sources to fill labor needs
- To identify strategies for attracting qualified applicants
- To design and implement an effective recruiting effort

Course Content

Part 1: Reaching Out for Applicants

Developing a Recruiting Policy
Accommodating Diversity
Picturing the Right Recruit
The Recruiting Plan
Locating Internal Candidates
Identifying Applicants' Motivations
Enhancing the Company Image

Part 2: Labor Sources

Exploring Sources of Labor
Senior Workers
Displaced Homemakers
Moonlighters
Retired or Exiting Military
Career Changers
Individuals with Disabilities
Ex-offenders
Economically Disadvantaged
Changes in the Labor Force

Part 3: Organizing an External Recruiting Plan

External Recruiting Sources
Referral Programs
The Internet
Recruiting Agencies
Recruiting Services
College Placement Centers
Public Job Services

Part 4: Implementing Your Recruiting Plan

Placing Advertisements
Vacancy Notice Checklist
Monitoring Costs
Saving Money
Recruiting Media
Developing Labor Pools for the Future

Summary

Strategies for Attracting Applicants
Additional Reading
Other Resources