

®

Management In Practice

Volume 11

Number 1

Winter 2007

Best Practices in Recruiting

A key component of human resources management is recruiting a strong applicant pool of potential employees. The stronger the applicant pool, the stronger the resulting class of recruits. While some organizations use passive recruiting methods—such as posting a recruitment notice and waiting to see who might apply—the most effective organizations use proactive recruiting strategies. This paper reviews common recruitment terminology and methods, then addresses 10 best practices used by enlightened HR managers to ensure a strong applicant pool: (1) practice affirmative action, (2) create a real-life job description, (3) manage organizational image, (4) understand the comparative advantages of traditional techniques, (5) design advertising carefully, (6) consider electronic recruiting, (7) explore innovative sources, (8) compile and use talent banks and skills inventories, (9) offer pre-employment training programs and internships, and (10) make judicious use of search firms. Careful, attentive, energetic recruitment practices pay dividends.

William I. Sauser, Jr.
