

Process Before Purchase

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Want to keep up with new technology? Want the tools that will cut your workflow process in half? The way you run your company is the most important factor in deciding how to use recruiting tools. As newly public companies mature, and as smaller companies are ever changing, the issues of business process and structural organization should remain the most important. Many firms believe that purchasing a piece of software or technology is as easy as walking into the closest office superstore and picking it from a shelf. This is not how it works; at least not successfully.

This article endeavors to explain how to follow the three golden steps to a successful software implementation: Step One - Clearly define the underlying business process. Step Two - Choose a technology partner that has the experience to deliver state-of-the-art product but also bring more to the table than a floppy disc. Step Three - Communicate the goals to all levels of your staff and train each person on the processes relevant to them until they know them cold.

Today, any truly effective recruiting tool or performance system must be tailored to a company's strategic action and fit the culture of the organization. Senior management must formulate and deploy a clear and comprehensive business process and organizational strategy before ever considering a new piece of technology. The rule that should be clear is that the main decision-makers should set standards and establish organization-wide business processes. Furthermore, the involvement of workforce employees on these decisions will not only assist in enabling the organization to obtain and use more ideas to improve the business process model but will also help to communicate the strategy to all levels of the organization. It will also benefit the majority of employees when you initiate a new recruiting tool. Managing the expectations of your employees is beneficial when you are making any changes of business processes or new technology. Having their input in these decisions will allow them to "buy-in" to whatever recruiting tool you choose.

The main advantage of developing a solid business process before purchasing any recruiting technology is the ability to effectively employ a work procedure that gives frontline staff the ability to make minute-by-minute operational decisions instantly, without needing to constantly consult with the managerial hierarchy. In addition, it allows the staff to make tactical decisions previously taken two/three levels up, while increasing their ability to predict problems as they emerge. Ultimately, this will bring them closer to satisfying low-level strategic objectives. Effective communication through all levels of the organization should be a part of creating your business process, not a compromise of it. A good vendor or technology partner should have experienced professionals to help you with your workflow and have input on your business process.

Creating a business process that affords space for a custom-tailored recruiting tool will streamline your decision-making process by making sure all managers and recruiters have a simple system for deciding on potential candidates. As any firm knows, speed is essential, and the recruiter who moves most quickly will usually get the best candidates. By cutting out the bureaucracy and creating clear and concise criteria to avoid any slowdown of the business process, a firm can easily position itself for greater success.

This is most easily accomplished by delegating defined roles, which allows each employee to do their job with speed, efficiency, and expertise. Most often, they include the following:

- Workforce Planning & Business Development
- Lead Generation & Sourcing
- Screening & Evaluation
- Presentation & Search Closure
- Orientation & Assimilation
- Retention

If each individual within the organization is given a role and the recruiting process is well established, the workflow will be minimized without extraneous spending from the outset. This additional efficiency and unification will translate into savings, which can then be applied to the acquisition of new tools to further automate the process. When each employee within your organization is completely aware of their role, then they will be able to adjust to a new technology instituted into your organization.

Once the time arrives to automate through a software solution, each of the following needs to be considered in order to find the recruiting tool that will fit your organization:

- Employment of artificial-intelligence that will cut repetitive entries with workflow automation
- Usage of technology that incorporates next-generation architecture.
- Availability of "one-click" reporting that is client-ready.
- Flexibility to research the potential candidate and source pool in accordance with your pre-established search process.
- Provision for collaboration and cooperation between client representatives and your staff concerning search status and action items.
- Confidence in a vendor/partner that holds a long-standing track record proving their commitment to research and development and has experience with implementations that are similar to yours.
- Comfort with ease-of-use throughout the application, integrated help systems and ongoing support.
- Ability to truly leverage your existing information by transforming it into a true knowledge base.
- Usage of web-enabled technology that still integrates tightly with your existing desktop applications and peripherals.

A well-designed and executed recruiting tool and performance system should help provide a flexible and valuable link your company's business process and future strategic actions. This technology must be designed with this flexibility and continuous improvement in mind, and it must help coordinate the organization's process and strategy throughout the entire firm. However, as previously stated, establishing a long-term and workable, efficient, and clean business process remains the first and most important goal. Technology can be a powerful tool that can cut your workflow process in half, but cannot be done successfully without the clear concise knowledge of your own company. The way you run your company is the most important factor in deciding on what you want technology to do for you.