

TALENT LINK RESOURCES



TLR Search
Recruiters



BUILD A TEAM THAT INVIGORATES INNOVATION AND DRIVES REVENUE

While building a team that sets you apart and rivals your competitors



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Are you someone that...

Wants to get on the ground floor of the 2020s hiring revolution and hire the right way; creating a more equitable and sustainable company?

and/or

Wants.... no, NEEDS to find someone with highly specialized skills for a position that is extraordinarily hard to fill (your purple squirrel with a unicorn horn)?

It doesn't matter if you are a veteran at hiring or totally new to it, you probably ponder the same question?

"How do I know I am hiring the best candidate for our open role?"

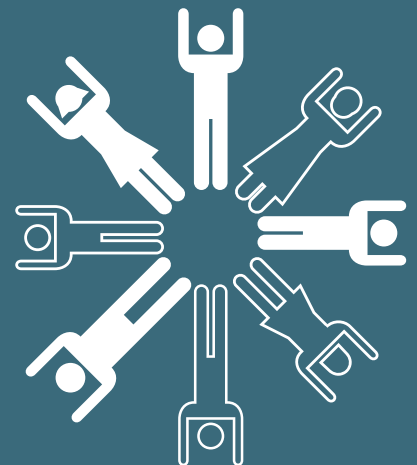
WHEN HIRING YOU MAY NOT IMMEDIATELY THINK ABOUT THE IMPORTANCE OF DIVERSITY OF THOUGHT HOWEVER, TO ACCELERATE GROWTH AND INVIGORATE INNOVATION THERE ARE THREE PILLARS TO CONSIDER:



BEGIN WITH THE END IN MIND BY USING VISUALIZATION



DISCOVER BARRIERS PREVENTING YOU FROM CREATING AN INCLUSIVE HIRING PROCESS



CREATE AN INCLUSIVE ENVIRONMENT THAT FUELS INNOVATION



I know you are saying "okay", that's interesting, but I want the juicy stuff that I came here for! Tell me how to hire the best candidate for my open role.



STEP 1: VISUALIZE THE CANDIDATE

Here is a surefire way we've used to ensure a great candidate joins the company. This proven method has landed TLR search a 96% candidate tenure rate of 5+ years for our clients.

Visualizing the candidate may seem simple, but we've noticed on many occasions this step is missed. It is important to visualize the best candidate for the role like you would visualize what a premium customer would look like.

What we've found is that when a hiring team member uses only the skills on the job description to evaluate candidates, this limits the candidate pool. There are other candidates that could be wildly successful and who will accelerate the company's growth. Unfortunately, a job description doesn't look at what a person is capable of doing or how motivated they are to do it.

Here is a checklist of some things to take into account:

- What is this role going to fulfill within the organization?
- What does a successful team member look like when they perform the role?
- What changes do you want them to make?
- What do you want them to accomplish?
- What skills must they have?
- What skills are you willing to train them on?
- How do you see the future team member fitting into the organization?

By doing this, you allow yourself to see what success could look like and then design the position from that perspective.

THE AVERAGE TENURE OF EMPLOYEES, THAT ARE TOP TALENT OR POTENTIAL SUCCESSORS IN THE FUTURE, IS 3.2 YEARS. COMPANIES THAT WE WORK WITH, WHO VISUALIZE THEIR IDEAL CANDIDATE FIRST, BRING IN NEW EMPLOYEES WHO STAY FOR 5+ YEARS. THESE EMPLOYEES ARE USUALLY THE COMPANY'S SUCCESSORS TO LEADERSHIP AND THEY FILL CRITICAL ROLES AT A MOMENT'S NOTICE.



STEP 2: DISCOVER BARRIERS - SPECIFICALLY BIASES

When we work with our clients and help them visualize their ideal candidate, we see biases. Knowing full well that our client doesn't realize bias is present. We ask questions to consider different possibilities a candidate can bring and most of the time our client aligns their thinking differently, without them knowing unconscious bias came into the process.

If you don't have a partner to help you discover biases these are the steps we recommend:

1. First, acknowledge that everyone has biases, including you.
 - a. Biases may be conscious or unconscious
 - b. Since our minds can only process our own experiences, we rely on what we know to help us make decisions. This can cloud our judgment on what is best for our team and company, so it is important to question your decisions on the basis of the person's qualifications and attributes, not on the beliefs you have.
2. A way to know if you are on the right track is to evaluate your slates of candidates. Are they homogenous or are they inclusive of diverse backgrounds and thought processes?
 - a. This will show whether you are attracting diverse team members or not.
 - b. And if you have a diverse slate of candidates, it's important to note who got invited to the interview.
3. Take this quick confidential [Unconscious Bias test](#) on our website to provide insights on potential biases
4. If this seems overwhelming and you are noticing bias taking place in the hiring process, consider a partner that can help provide a different perspective.
 - a. TLR Search gets it. We have helped many clients discover their barriers and diversify their teams. We would be happy to help!

**DIVERSE
TEAMS ARE
PROVEN TO
OUTPERFORM
OTHER TEAMS
BY**



WHY ATTRACT CANDIDATES FROM ALL BACKGROUNDS?

Diverse teams drive...
businesses to thrive and accelerate innovation. Without diverse perspectives, views, and people this process slows down.



STEP 3: CREATE AN INCLUSIVE ENVIRONMENT

When you work hard at hiring the best candidate, it is critical to build retention into the process before they join.

Looking at the big picture, it is extremely important to create an environment that is equitable and inclusive.

If your hiring process is equitable and inclusive, but your company doesn't allow team members to bring their diversity of thought to the table, the company is doing a disservice to the employee, to the leadership, and to the customers. Without inclusivity, people don't feel like a part of the team and will leave.

An employer brand is important, but words don't paint the picture. Consider that people perceive your brand with their own set of ideas and even biases. They also paint the picture for you by sharing their opinions with others.

67% OF JOB SEEKERS CONSIDER WORKPLACE DIVERSITY AN IMPORTANT FACTOR WHEN CONSIDERING EMPLOYMENT OPPORTUNITIES, AND MORE THAN 50% OF CURRENT EMPLOYEES WANT THEIR WORKPLACE TO DO MORE TO INCREASE DIVERSITY.*

Here is an Exercise...

To pull back the curtain to see if inclusivity is engrained in your culture or if there is some work to do.

Ask yourself these questions:

You can answer these questions and rate yourself from 1 to 10 on each question. Obviously, a 5 or lower means there is some work to do.

- When the team is hiring, does the team evaluate everyone on the same “must-haves” of the role or does each person have their own criteria?
- Do we have an inclusive job description?
- Is our website inclusive?
- When I sit in a meeting is everyone’s voice heard?
- Do we engage people who seem like they are introverts to share their opinion, in meetings? And are they really introverts?
- Look at the tenure of diverse team members versus others in your team, is there consistency across demographics?



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WHY DOES ALL OF THIS MATTER?



COMPANIES THAT FOCUS ON DIVERSITY OF THOUGHT ARE MUCH MORE LIKELY TO:

**Achieve
financial
results**

2.2X

**Innovate
effectively**

2.9X

**Increase
Employee
Satisfaction**

3X

**Satisfy and
retain
customers**

8.2X

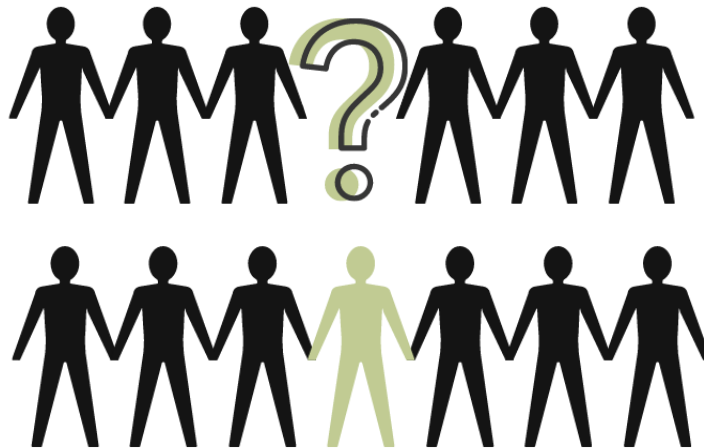
*Stats are from 2020 Diversity and Inclusion Joshbersin report

WE HOPE THAT YOU'VE LEARNED ENOUGH HERE TO DO IT YOURSELF, BUT IN CASE YOU WANT MORE HELP FINDING THAT PURPLE SQUIRREL WITH A UNICORN HORN...

We build a customized plan for reaching out to and marketing the position to each candidate.

We find that personalized employment marketing yields a better response rate. As we talk to the market we learn a lot. We've learned currently that there is a growing number of individuals who are open to new opportunities, they have shared that they feel their voices are not heard in their current company or they do not feel as if they are included in bringing ideas to the table.

EMAIL US [HERE](#) WITH ANY QUESTIONS, OR SCHEDULE A CALL [HERE](#)



We start by listening to your business initiatives.

We create a customized plan and execute it so you can create a diverse, strong, and lasting team.

We keep you informed on the talent market in your area. We fully interview every candidate. Freeing up your time and helping you to complete your team.

We have a 60-day roadmap that ensures your candidate a smooth transition and makes sure the candidate feels the environment is inclusive and welcoming. so that can yield better results.

www.talentlinkresources.com