

# 10

# Great Ways to find Candidates

THE GALATAS  GROUP  
THE LINK TO MAKING HR EASY

The flyers I left at coffee shop got us 3 fabulous hires

Got 4 candidates thru our Company website

7 Hires! Our search committee ROCKS!

I hired 1 great one through a referral

Our in-house job fair got us 3 hires

We got 16 from the radio spot

Found 8 at industry conference

Found 4 through LinkedIn



## TOP 10 GREAT WAYS TO FIND CANDIDATES

If you've ever felt like you've done everything you could do to find candidates, any candidates, for your job openings, this simple eBook is for you. Out of this list of TOP 10 GREAT WAYS TO FIND CANDIDATES, we're sure you will find inspiration to kick start your candidate search and get you out of the slump.

Because, remember, you don't want to find just any old candidate....you want to find GREAT candidates. And in case you haven't realized it yet, finding great candidates isn't just about where you look---it's about creating and nurturing a workplace that people want to join. Using some of the methods here on this list will be a first step towards that goal.

Heck, use all of them! Because the more you do, the fewer job openings you will have at your company, except for those you need to fill because of company growth. And THAT'S a GREAT problem to have!



# TOP 10 GREAT WAYS TO FIND CANDIDATES

## Great Way #1

### Develop a Company website with career section

Company websites are the most common place that people look for and find jobs. This is a step that an Employer of Choice company would not miss. Nowadays people want to find stuff on a website—it develops trust.

You don't have to be fancy or extensive, but you should be taking advantage of the internet real estate. Google the Top 100 Companies to Work For and check out some of their career pages.

## Great Way #2

### Establish a relationship with your local unemployment office

This can be especially useful if you also want to impact your unemployment rating, but more importantly, getting to know the counselors at your local unemployment or workforce planning agency is beneficial in getting them on board to help you screen potential candidates.

Many of them are able to help you write effective postings for the state job board and learn how to navigate the candidate pool and the state job system.

## Great Way #3

### Talk to the local churches

Whether you are a member of one of the churches in your community or not, stop in and visit with the staff in the business office. Many churches host job seeker workshops to help their members find work and improve their job search skills.

The churches are always happy to invite employers to these sessions to meet potential candidates in a fairly informal setting. This gives you the opportunity to spread the word about your company and job openings, even if the people in the room don't fit---they may know just the right person.

## **Great Way #4**

### **Find local career coaches**

Google career coaches, resume writers, life coaches, etc., in your local area and reach out to them for assistance in finding candidates. I've never met one of these coaches who would not be thrilled to make your acquaintance and have an inside lead to job openings. Once you meet a few, they can help introduce you to others who may be even more suited to helping you based on the type of clients they serve.

## **Great Way #5**

### **Work with non-profits**

When you select a non-profit organization to align with your business, amazing transformations can occur. Your employees learn a sense of purpose and fulfillment when they can help others and this translates to a very attractive work environment which is easy to market to candidates.

Post jobs at all local non-profits that help families or individuals in need. Many of your local non-profits, whether their mission is to help families in financial crisis or to help people with emotional or health issues, host job search workshops, networking sessions and job fairs.

## **Great Way #6**

### **Work with the VA and Veteran Employment Assistance Offices**

With so many veterans out of work nowadays, what better place to tap into candidates that have amazing talents and traits acquired during their military years. So many businesses are benefiting from these highly trained and disciplined individuals as they come ready, willing and able to make a difference and add value.

The VA offers many outlets for businesses to advertise their open positions. Go to <https://www.vets.gov/employment/employers> for more information.

Contacting the VA is a great start but building a relationship with your local veteran employment assistance office (now called [American Job Centers](#)) will really give you a better chance for veterans in your community to learn about your hiring needs and about your business as a whole through a network of internal job boards

## **Great Way #7**

### **Use MeetUp to find relevant groups to join**

There are thousands of people looking to connect with people with the same interests, same talents and those that offer something they need or want such as a product, service or a job. Start connecting with potential candidates through existing groups in your area or start one yourself. Go to [www.meetup.com](http://www.meetup.com) to get started today.

## **Great Way #8**

### **Talk to your Home Owner's Association**

Do you know your neighbors? Probably not or not many of them. You may be surprised at the wealth of knowledge and industry diversity of the people just in your neighborhood.

Many HOAs have newsletters or electronic message boards for its members so reach out to them and ask how you could communicate your job opportunities through them. Hmm...they may have sister properties...hint. Check out [www.nextdoor.com](http://www.nextdoor.com) to see if your neighborhood is a member.

## **Great Way #9**

### **Add humor to postings**

Many job ads are so mind-numbingly dull and uninspiring. A dash of humor will make your job posting interesting, inspiring and best of all engaging. A hint of humor attracts creative out of the box thinkers and it gives them an indication that the organization supports that mindset.

Notice I said a “dash” and a “hint” – overdoing it can be harmful because candidates may not take your organization seriously. Get a few pointers from Woot, <http://www.woot.com/jobs> (a subsidiary of Amazon), as they do the humor thing right.

## **Great Way #10**

### **Sorority/Fraternity clubs**

Want a great way to find fresh new talent? Tap into your local colleges and universities' sorority and fraternity clubs. These close-knit groups like to share information about companies and job opportunities.

Don't know where they all are? Go to [50states](#) to find the colleges & universities in your state. Hmm...don't know what sororities & fraternities there are? Well, here are a few common ones to get you started:

Common Sorority Nicknames	Common Fraternity Nicknames
<p> <b>Alpha Delta Pi:</b> "A D Pi"  <b>Alpha Epsilon Phi:</b> "A E Phi"  <b>Alpha Xi Delta:</b> "Alpha Xi"  <b>Alpha Omicron Pi:</b> "A O Pi"  <b>Alpha Sigma Alpha:</b> "A S A" or "Alpha"  <b>Alpha Phi:</b> "A Phi"  <b>Alpha Chi Omega:</b> "Alpha Chi"  <b>Gamma Phi Beta:</b> "Gamma Phi"  <b>Delta Gamma:</b> "D G"  <b>Delta Delta Delta :</b> "Tri Delta" or "Tri Delt"  <b>Delta Zeta :</b> "D Z"  <b>Zeta Tau Alpha:</b> "Zeta"  <b>Kappa Alpha Theta:</b> "Theta"  <b>Kappa Delta:</b> "K D"  <b>Kappa Kappa Gamma:</b> "Kappa" or "K K G"  <b>Pi Beta Phi:</b> "Pi Phi"  <b>Sigma Delta Tau:</b> "Sig Delt"  <b>Sigma Kappa:</b> "Sig Kap"  <b>Sigma Sigma Sigma:</b> "Tri Sigma" or "Tri Sig"  <b>Chi Omega:</b> "Chi O"         </p>	<p> <b>Alpha Epsilon Pi:</b> "A E Pi" or "Ape"  <b>Alpha Sigma Phi:</b> "Alpha Sig"  <b>Alpha Phi Alpha:</b> "Alpha"  <b>Alpha Tau Omega:</b> "A T O" or "Tau"  <b>Beta Theta Pi:</b> "Beta"  <b>Delta Kappa Epsilon:</b> "D K E" or "Deke"  <b>Theta Chi:</b> "T Chi" or "Ox"  <b>Kappa Sigma:</b> "Kappa Sig"  <b>Lambda Chi Alpha:</b> "Lambda Chi" or "Chops"  <b>Pi Kappa Alpha:</b> "Pike"  <b>Pi Kappa Phi:</b> "P K P" or "Pi Kapp"  <b>Sigma Alpha Epsilon:</b> "S A E"  <b>Sigma Nu:</b> "Sig Nu" or "Knights"  <b>Sigma Pi:</b> "Sig Pi"  <b>Sigma Phi Epsilon:</b> "Sig Ep"  <b>Sigma Chi:</b> "Sig" or "Sig Chi"  <b>Tau Kappa Epsilon:</b> "T K E" or "Teke"  <b>Phi Beta Sigma:</b> "Sigma"  <b>Phi Delta Theta:</b> "Phi Delt" or "Phi"  <b>Phi Kappa Psi:</b> "Phi Psi"         </p>