

6 Steps to Accelerate the Hiring Process

Find the best candidates, fast



Introduction

In today's fast-paced world, hiring managers need to find ways to expedite the hiring process to compete for the best talent.

The top 10% of candidates are often gone from the talent marketplace within 10 days. While the average time to hire for most companies is around 29 days! If you can't keep up, that's a big missed opportunity.

You need practical ways to find and hire people, quickly. So what are the steps you can take to speed up this process?

In the following pages, you'll learn tips and tools to streamline your hiring process and make it more effective.



STEP 1

Take the time to plan ahead

Before you start, you'll want to lay the groundwork for success. Understand why you're hiring, and think through all the steps needed at each stage. Share timelines with the hiring team, and assign a key stakeholder to manage the process (and hold everyone accountable). Any disconnect between you and the team about requirements and deadlines can lead to wasted time, energy, and missed opportunities.

The tips here will help you build a framework and ensure everyone is aligned. Doing the upfront legwork will save much-needed time.



Define the role you're hiring for

Use this framework to ensure total alignment with the hiring team.

1

Define 2-3 overarching performance goals.

Imagine you're hiring for a sales position. It's easy to agree that a successful hire will meet their quarterly quota, but how will they actually achieve this? Every job entails a few overarching performance goals that, when met, will lead to the employee's overall success in the role. In meeting with the team, it's important to define what these 2-3 overarching performance goals should be.

2

Identify 2-3 tasks that support each performance goal.

Think about the specific tasks the hire needs to do to achieve their performance goals. For example, a salesperson should be able to conduct in-depth discovery calls to maximize territory growth (their overarching performance goal). These are great tasks to include in your job description, since they're essential for success.

3

Agree on the qualities that will help your new hires achieve success.

Forget about typical soft skills like "problem solving" or "active listening" and really consider what specific skills and qualities will lead your hire to be successful in their role. Once you get specific, it's easier (and faster) to create your job description and spot the candidates who can get the job done.

After working with your team, this is what the ideal output might look like if you're looking to hire someone for a sales position:



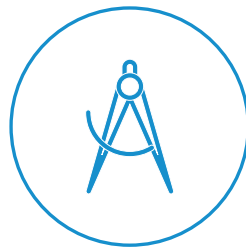
Overarching performance goals:

1. Maximize territory growth
2. Develop a complete account plan



Key tasks:

1. Conduct in-depth discovery calls
2. Prioritize accounts by size and opportunity



Desired skills & qualities:

1. Ability to develop a territory strategy that ensures growth
2. Capacity to absorb feedback and understand unique customer needs

STEP 2

Craft job posts that attract the right talent

One way to attract great talent is to write job descriptions designed to appeal to the caliber of people you're looking to hire. "Caliber" doesn't just mean the right kind of skills and experience, but also the right attitude and values.

Use the output from step one and the tips in this section to write job descriptions that will make strong candidates take notice. You may spend more upfront time on your descriptions, but you'll be glad you did when you have better applicants and a more qualified employee in the end.



Craft job descriptions that work

1

Tell job stories.

Help candidates understand why your opening is the perfect opportunity with a “job story” that helps candidates visualize themselves in the role, often by portraying a “day in the life.” Good job stories fuel a candidate’s excitement for your company and motivate them to apply. For a marketing job description, try something like “Inspiring our customers with creative campaigns is all in a day’s work!”

Bonus: [How using job stories will help you match the right talent to the job](#) ☺

2

Use distinct language to communicate your culture.

Clearly define the attributes that distinguish your company culture and your highest performers from everyone else. Then, share those attitudes in your job description. Avoid overused phrases that miss the unique (and most appealing) aspects of your culture. For example, when illustrating a collaborative environment, try something like “our employees actually work together and share credit. In fact, glory hogs don’t last very long here.”

3

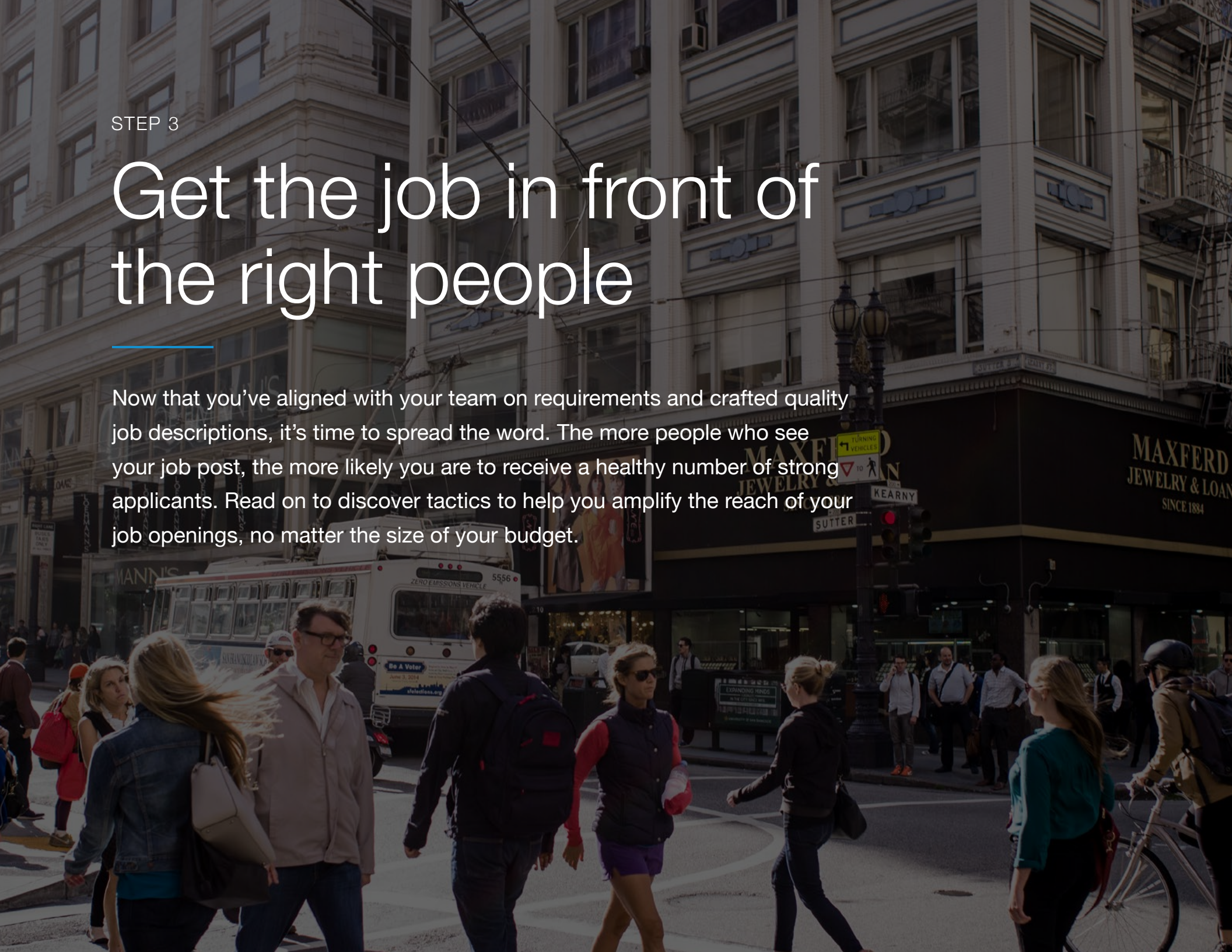
Emphasize action and impact.

“What’s in it for me?” This is the question on every qualified candidate’s mind as they skim your job description. Make it easy for them to answer that question by framing your job description around what the lucky hire will get to do, not what they must have in order to qualify. For a tax director for a public company, try something like “use your CPA and extensive international tax background to shape our global tax strategy.”

STEP 3

Get the job in front of the right people

Now that you've aligned with your team on requirements and crafted quality job descriptions, it's time to spread the word. The more people who see your job post, the more likely you are to receive a healthy number of strong applicants. Read on to discover tactics to help you amplify the reach of your job openings, no matter the size of your budget.



Expand the reach of your job postings

1

Tap into your network.

Posting your open role all over social media is not the best way to drive quality applicants. Rather, personally email 25-50 relevant people in your network to explain the job's significance and ask if they'd be willing to share it socially. Make sure you customize each email, even if you simply include their first name and a unique opening.

Not sure who to reach out to? Consider employees, fellow recruiters, and even past candidates you've worked with. The more diverse the group, the better.

2

Give people something to talk about.

When you mix up the style of your job descriptions, it's not only more memorable for interested candidates, but also more likely to inspire someone to share it socially. One idea is to create a David Letterman-style "Top 10 List" of funny, quirky, or passionate traits the right candidate needs for the job. This is your opportunity to let your company personality shine through.

3

Show your appreciation (a lot).

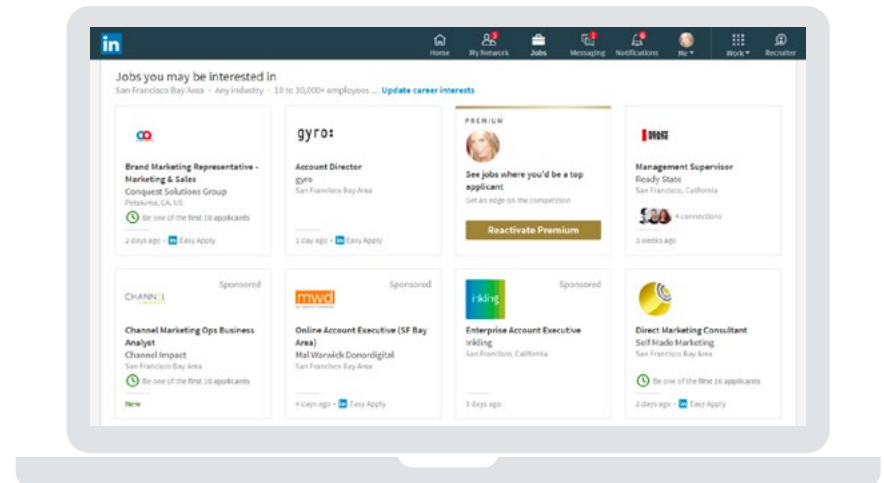
Keep a close eye on who likes, comments, or shares your job openings and say thank you. Brainstorm ways to publically recognize employees within your company who take the time to share your open roles. Giving thanks to those who help spread the word reinforces the behavior and will show their followers your timely response and impressive follow-through.

Leverage LinkedIn to promote Jobs

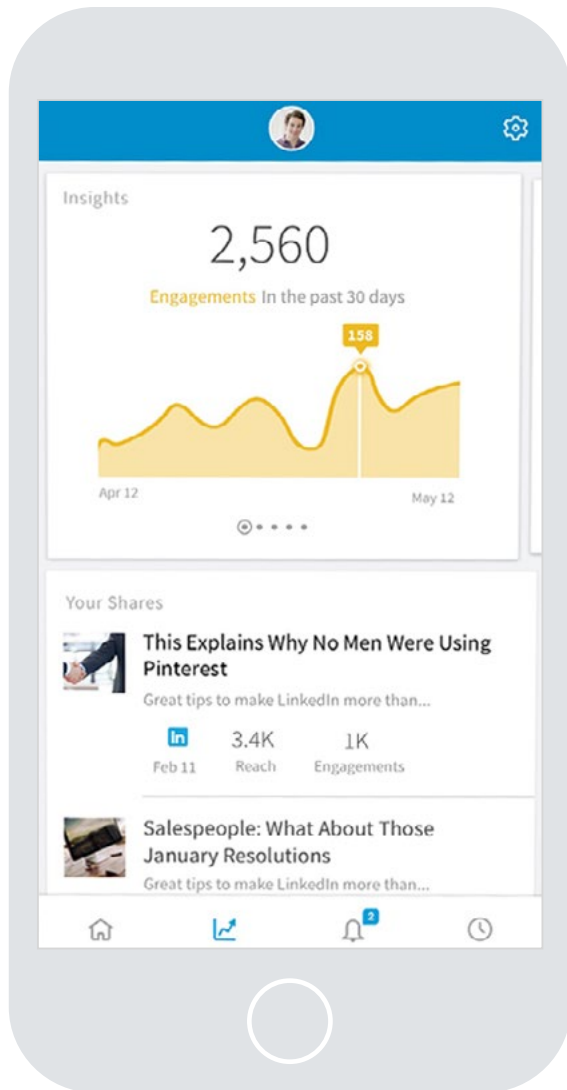
Your Job Post on LinkedIn is automatically promoted to talent with the right skills and experiences to fit the role. To supercharge an immediate hiring need, you can even sponsor your job to increase its visibility.

Sponsored Jobs typically drive 30-50% more applicants than non-sponsored jobs. If you have a lot of jobs to fill, it can even be worth exploring [Job Slots](#) which gives you the flexibility to switch out roles in no time.

90% of professionals are waiting for the right job to find them



Most job views on LinkedIn come from our recommendations engine, Jobs You May Be Interested In, not from active job searches.



Make it easy for your employees to share jobs with LinkedIn Elevate

Your employees are already connected to a diverse, qualified pool of candidates. With LinkedIn Elevate, you can make it easy for employees to share job openings (and other content) across LinkedIn, Twitter, and Facebook in just a few clicks.

For example, companies like Adobe, Quintiles, and Unilever who have used the product drove four times more Company Page views and six times more job views.

Bonus: [Learn more about LinkedIn Elevate](#) ➔



STEP 4

Be proactive

It's wise to actively search to increase your chances of finding great candidates. If you don't think you have time to source talent, think again. Here are a few simple tactics with LinkedIn Recruiter that make the entire process faster, easier, and even fun.

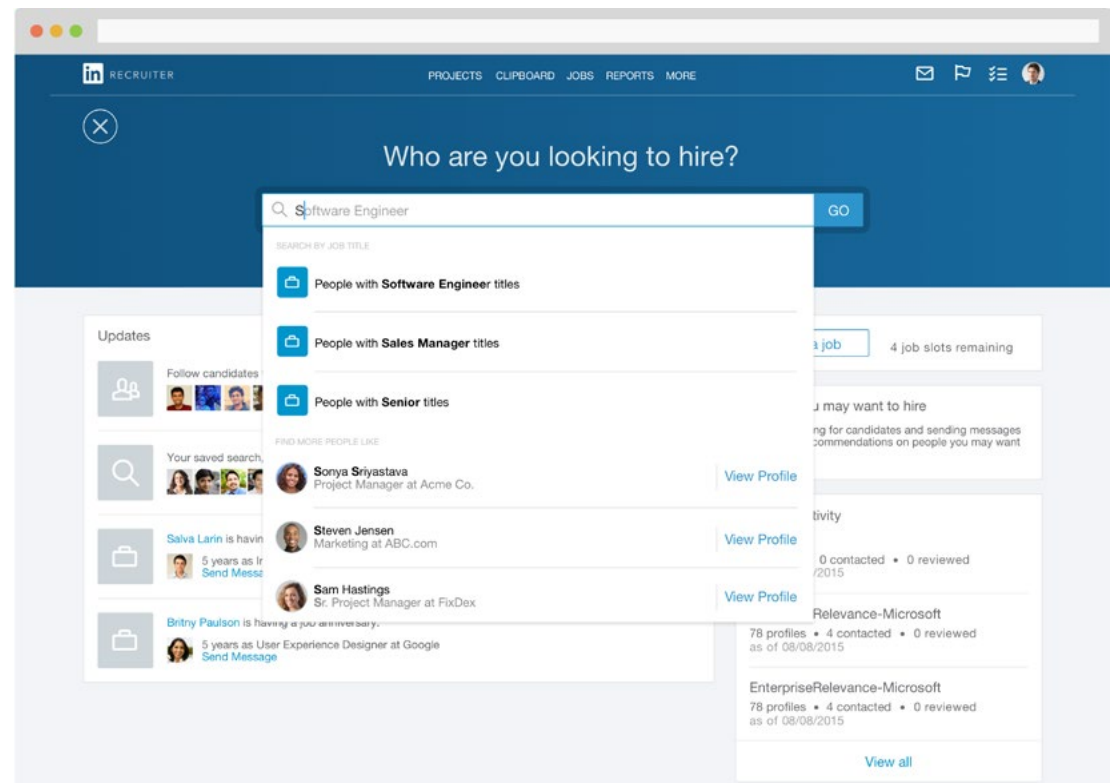
Quickly source great candidates with LinkedIn Recruiter

1

Use your best employees to start your search.

Have you ever been asked to find someone “just like Sarah from sales” or someone who is “basically 50% Devon from design and 50% Mario from marketing?” Sometimes, hiring managers like to tell their recruiting partners who, rather than what, they’re looking for. Fortunately, there’s a way to deal with it.

Simply enter the name of your ideal candidate(s) into the search bar of LinkedIn Recruiter and it will automatically build a search based on his or her LinkedIn profile data to identify similar talent. You can then edit the search based on fields like skills, experiences and more to create a search that’s just right.

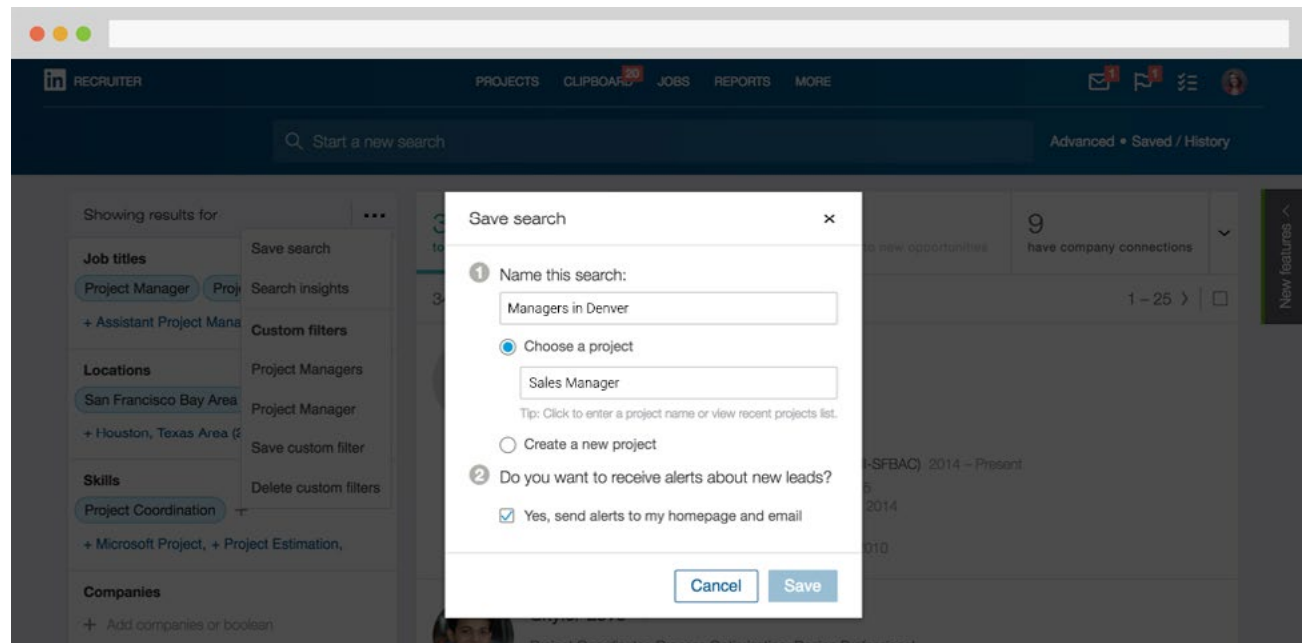


2

Save searches to save time.

After you build a comprehensive search in Recruiter for a given requisition, save time by saving your search. You can then name your search and choose to receive daily alerts to your Recruiter homepage and email when new talent qualifies.

You can have up to 50 search alerts running at a time, so Recruiter sources while you stay busy elsewhere.



3

Uncover candidates most likely to become your next hire.

LinkedIn Recruiter shines Spotlights on talent who are qualified for your search and more likely to respond to your InMails, apply, and accept your offer.

The Spotlights feature shows you talent connected to your organization through your employees, talent brand, and even past applicants. Your Company Page followers, for instance, appear within the “Engaged with your talent brand” Spotlight, along with people who have liked, commented, or shared your Company Page updates or Job Posts.

Bonus: [Learn more about LinkedIn Recruiter.](#) ☺

Spotlights vary based on different types of relationships and interactions on LinkedIn

Spotlights allow you to easily filter results for candidates who are likely to engage

The screenshot displays the LinkedIn Recruiter interface. At the top, there are four filter tabs: '9K total candidates', '694 have company connections', '442 engaged with your talent brand', and '27 past applicants'. Below these is a dropdown menu with a downward arrow. The main content area shows a list of candidates under the heading '9,650 total candidates'. Two candidate profiles are visible: 'John Candidate' (Project Manager, Business Analytics at Acme) and 'Susan Potential' (Project Manager, Business Analytics at Novella). Each profile has a circular profile picture and three horizontal bars representing 'Current' and 'Past' interactions. On the right side, a 'Show me...' dropdown menu is open, listing various filter options: 'Total candidates (9K) All of the candidates found', 'Who has company connections (694)', 'Who's engaged with your talent brand (442)', 'Who your competitors target (507)', 'Who's maybe ready for a move (397)', and 'Past applicants (27)'. A blue dot next to the 'Who's engaged with your talent brand' option indicates it is the active filter.

An overhead view of a modern living room with a large yellow sectional sofa. Three people are seated on the sofa, each with a laptop open in front of them. The person on the left is a man in a blue shirt, the person in the middle is a woman in a blue patterned top, and the person on the right is a woman in a white top and patterned skirt. The room has a grey carpet and a white vent on the wall to the right.

STEP 5

Start the conversation

Once you've found great candidates using LinkedIn Recruiter, it's time to reach out and encourage them to apply. The best way to reach people on LinkedIn is through InMail messages. Read on to discover our best tips and tactics to help you send InMails quickly and effectively.

Send better InMails, faster – here’s how

1

Save your InMails as templates for later use.

Once you’ve written an InMail message, you can “save as template” with the click of a button within LinkedIn Recruiter. Just give your new template a name.

One important note about InMail templates: Think of them as a starting point, not a quick solution to mass blast candidates. Taking the time to customize your templates with a thoughtful, personalized message will not only reflect well on you and your organization but also increase your chances of hearing back.

2

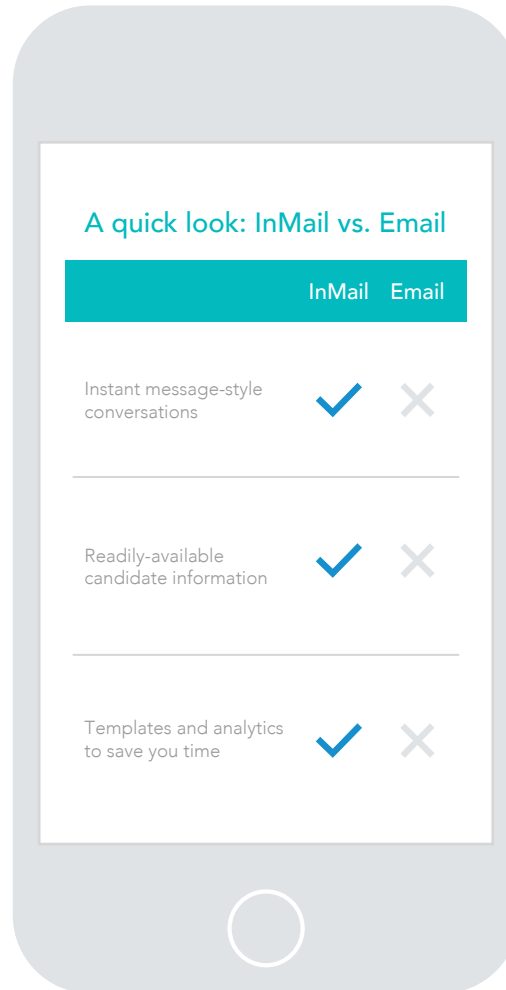
Keep it short.

This is great news for busy hiring managers— InMail messages should be easy for recipients to skim. The point is to start a conversation, not give candidates all the information you have and expect them to apply right away. The best messages are conversational and shorter than 500 characters. With Recruiter, you’ll get a real-time character counter to help keep your messages within the sweet spot.

3

Personalization is key.

Just like you don't appreciate receiving cold calls, candidates don't appreciate receiving impersonal InMail messages. Take some time with each InMail to explain why you're reaching out and why you believe your opening is a good opportunity for the recipient. A little sincere flattery goes a long way. If you notice from their profile that you share a shared connection, group, interest, or educational experience – mention it upfront. Spending time on personalization is actually the most efficient way to ensure your message has a big impact.



Your Company Page followers are **81%** more likely to respond to your InMail than non-followers.

Talent who share a former employer with you are **27%** more likely to respond to your InMail.

Talent who share a LinkedIn group with you are **21%** more likely to respond to your InMail.

Talent are **56%** more likely to respond when a hiring manager reaches out.

STEP 6

Screen the candidates for quality

Now it's time to get on the phone and narrow down your list of applicants. This step is very important to get right in order to screen out any unqualified candidates. The key is to really listen to their answers to find out if they are truly the right fit and pinpoint any contradicting responses that might make you want to think twice about bringing them in for the in-person interviews.

Phone interviews: What to ask and what to listen for

1

What are you looking for in a job?

Seems like an obvious opener, right? And it's a great place to start any phone interview, for a reason.

With this one it's important to pay attention to what they want, and assess whether the role and company can deliver on their particular needs.

2

What attracted you to the company?

This one allows you to determine how much research the candidate did beforehand. If the response lacks specificity, they probably didn't do their homework. It's also a good way to figure out their level of interest in the job and passion for the organization.

Lastly, it's important to compare their answer here to their first response about what they're looking for in a job. If there is a disconnect, it could mean they don't have a clear idea of their career goals.

3

How would you apply your skills to this job?

The great thing about this question is that it combines two classic interview questions – “what would you do in the first 90 days” and “why are you the best person for the job”. This can help shed light on how well their skillset maps to the position. Be sure to listen for specific examples of how they've executed against particular tasks in the past, as that's one of the most telling signals of fit for a role. If they talk about everything at a conceptual level, that could mean they aren't as qualified as they need to be.

Let's wrap up

In conclusion, there are many steps you can take throughout the hiring process that can impact your time to hire and also the quality of your applicants. By finding ways to speed up your approach and by using these tips and tools, you can feel confident about your ability to find, recruit, and lock in top talent.

Step 1: Take the time to plan ahead

Step 2: Craft job posts that attract the right talent

Step 3: Get the job in front of the right people

Step 4: Be proactive

Step 5: Start the conversation

Step 6: Screen the candidates for quality

About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 433 million members worldwide, LinkedIn is the world's largest professional network.



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