

# Hiring when you're slammed

6 WAYS TO CUT YOUR TIME TO HIRE IN HALF



# Breaking down how to reduce your time to hire

It's not easy to focus on hiring when your day-to-day tasks keep piling up. But by following these tips that span 3 phases of the recruiting cycle, you'll be able to quickly hire top talent and help your team shine.

## The application stage

1. Building (and feeding) your pipeline
2. Employer brand, from buzzword to necessity


## The screening stage

3. Creating candidate profiles
4. Simplifying candidate outreach

## The interview stage

5. Minimizing the number of interviews
6. Circulating feedback

## Bonus section

-  Hiring metric cheat sheet



## INTRODUCTION

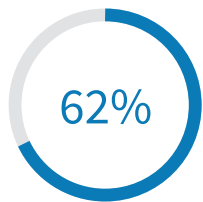
# In the recruiting race, speed wins

The top 10% of candidates typically only spend 10 days on the job market. 10 days. That's it. Not too long ago, the hiring landscape was an employer's market, and companies could take their time without missing out on top talent.

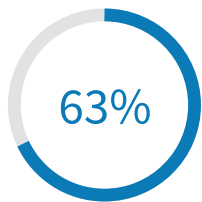
But times have changed. Today, due to a high premium on skilled workers, employers are no longer in the driver's seat.

But there is some good news – by reducing your time to hire, you can drastically expand your talent pool. And it's a lot easier than you might think.

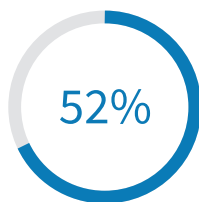
## By the numbers



of TA and HR leaders cite time to hire as the top success metric<sup>1</sup>



of the recruiting cycle can be streamlined<sup>2</sup>



of recruiters believe a lengthy hiring process is the biggest obstacle to adding headcount<sup>3</sup>

<sup>1</sup> "From Time to Fill to Quality of Hire" Icims, 2018

<sup>2</sup> "Dramatically Reducing Your Time to Fill" Ideal, 2017

<sup>3</sup> "3 Painless Ways to Reduce Your Time to Hire" Ideal, 2017



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## OVERVIEW

# Getting ahead of the application stage

The application phase is a candidate's first formal touchpoint with your company, right? Not exactly.

Prior to a candidate filling out an application, there are two must-have practices you need to implement to help ensure that once you post a job, you'll have your pick of top candidates.



1.

THE APPLICATION STAGE

## Building (and feeding) your pipeline

**Great talent acquisition teams are proactive, not reactive.**

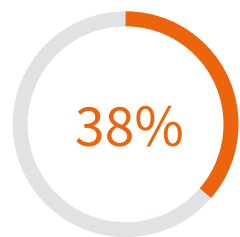
And talent pipelines are a perfect opportunity to cut down on your time to hire.

**So what is talent pipelining, anyway?**

It's multi-step process centered around identifying your upcoming hiring needs and mapping ideal candidates to fill those positions.

**It's relationship-centric recruiting at its best.**

By nurturing relationships with dream candidates, you have an already-engaged audience to contact once the moment is right.



of HR managers are focusing on building their talent pipeline.<sup>4</sup>

<sup>4</sup>"Finding Top Talent: 6 Critical Stats Every Employer Needs to Know Now" Tint.com, 2015



# 1.

## THE APPLICATION STAGE

# Establishing your pipeline

## Identify prospective candidates

Think creatively about what your ideal candidate would look like on paper. Be sure to cast a wide net, but always remember that a list of candidates isn't a pipeline – it's just a list.

## Reach out

Mention that their experience intrigues you and that you think there's an opportunity to build something great together. Keep things high level, and find out more about what they're looking for in their next role.

## Get to know your prospects

Instead of pre-screening a candidate after they apply, this is your chance to front load that process. Dig into their skills and experience to see if they feel like a good fit and always remember, you're in the driver's seat.

## Keep your leads warm

It's imperative that you nurture the candidates in your pipeline. Shooting them an email or InMail every month or so keeps the dialogue going and also allows you to learn more about them in the process. Not sure where to start with sending InMails? [Browse our guide for writing messages that get responses.](#)

## Schedule an interview

Now it's time to reap the benefits of your hard work. Once your future needs become your current needs, reach back out to them and let them know you have an opportunity they'd be perfect for.



1.

## THE APPLICATION STAGE

# Time saved: 40 hours 🕒

Consider if you had to start from square one when an open role landed on your desk. Between all the time sourcing, pre-screening, and interviewing candidates, it's estimated that by building and feeding your pipeline, your team can cut 40 hours from your hiring process.

## How LinkedIn can help

A great place to start with building your pipeline is [LinkedIn Recruiter](#), the industry's go-to platform for finding, connecting with, and managing candidates. It surfaces quality candidates and lets you know who's interested in new opportunities, so you can prioritize candidates who are most open to hearing from you.

We also offer [Pipeline Builder](#). Here's how it works:

- Choose the specific talent you need to fill your high-priority, high-volume, or hard-to-fill roles.
- Reach them automatically when they visit LinkedIn with personalized Sponsored Updates and Recruitment Ads.
- Let talent share their profile, email, and phone number with a click of a button to express interest in your opportunities.



## 2.

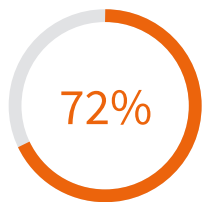
## THE APPLICATION STAGE

# Employer brand, from buzzword to necessity

Every company has a primary brand – a special force that conjures certain emotions and feelings from everyone who interacts with it. But going one step further, every company also has a secondary part of their brand about what it's like to work for them. That's your employer brand, and it's how you market your company to job seekers.

It wasn't too long ago that "employer brand" was just another buzzword. But recently, it's been leveraged as a tool to attract top-tier candidates and also significantly cut down on your time to hire.

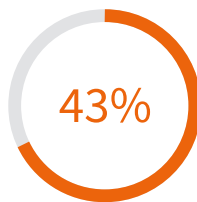
## Employer brand by the numbers



of recruiting leaders agree that employer brand has a significant impact on hiring<sup>5</sup>



A strong employer brand leads to 50% more qualified applicants<sup>5</sup>



Companies with a strong employer brand see a 43% decrease in cost per hire<sup>5</sup>

<sup>5</sup>"10 Reasons Why Employer Branding is Important" LinkHumans.

# xero

“We know that to win the war for talent in what is a highly competitive talent marketplace, you need a clearly articulated employer brand that stands out from the crowd.”

Carrie O'Meara  
Head of Talent at Xero

See why Xero and other companies view a strong employer brand as essential for their hiring process.

[Learn more >](#)



# How to create a memorable employer brand

## Build an unforgettable culture

When you create an environment where people love to come to work every day, you also make your company more attractive in the eyes of potential candidates.

## Create brand champions

When people love going to work, they tend to share that feeling with the world. A byproduct of a strong employer brand is getting free advertising when your employees share on their social channels.

## Empower your employees

Always try to ensure that there is a learning and development budget for each employee to allow them to attend courses and conferences. Because when employees empowered to take that next step in their professional lives, they're more likely to stick around long-term.

## Start new traditions

Whether you want to start a tradition of new hire happy hours, office hours with upper management, or a monthly ballgame during the summer, never underestimate how far your traditions can take you.



## 2.

## THE APPLICATION STAGE

# Time saved: 30 hours ⌚

Your employer brand is another area where putting in some time upfront can really reduce your time to hire down the road. One byproduct of a strong employer brand is an uptick in employee referrals, because happy employees are more likely to refer their friends. It's estimated that by building your employer brand, you can save 30 hours in reducing your time to hire.

## How LinkedIn can help

Creating a [Career Page](#) is a great place to start for communicating what your organization stands for. This tool helps raise awareness, drives interest in your company, and helps you build a pipeline of candidates for your open roles. By optimizing this page, you can set yourself apart and get more applicants to your open jobs.

The screenshot displays the LinkedIn Jobs page for Oustia Mechanics. At the top, the LinkedIn navigation bar is visible with options like Home, My Network, Jobs, Messaging, Notifications, and Me. The main header features the Oustia Mechanics logo and a tagline: "We strive to develop technologies that enhance the lives of the human race. Come join us on our journey." Below this, there's a "See Jobs + Follow" button and a notification that "Janney & 22 other connections work here".

The page is divided into several sections:

- Alerts:** A notification states "You're all set to receive job alerts for Oustia Mechanics!" with a "Delete job alert" button.
- Search:** A search bar prompts "Oustia Mechanics has 122 job openings, find the one for you." with fields for "Job title or keyword" and "Location".
- Recommended jobs for you:** Three job listings are shown based on profile information:
  - Sales Development Representative:** Oustia Mechanics, Phoenix, AZ. "You match 8/10 top skills". Posted 2 days ago.
  - Account Executive:** Oustia Mechanics, Phoenix, AZ. "Be an early applicant". Posted 1 day ago.
  - Senior Sales Representative:** Oustia Mechanics, Phoenix, AZ. "Contact the Recruiter". Posted 2 days ago.
- View employees in recommended jobs:** Profiles of Bradford Hodges (Sales Development Reps...), Jenny Lee (Sales Engineer), and Matthew Carter (Sales Manager) are displayed.
- Recently posted jobs:** Three job listings are shown:
  - Product Marketing Manager Go To Market:** Oustia Mechanics, Phoenix, AZ. Posted 1 day ago.
  - Product Marketing Manager:** Oustia Mechanics, Phoenix, AZ. Posted 2 days ago.
  - Senior Manager Product Marketing:** Oustia Mechanics, Phoenix, AZ. Posted 3 days ago.
- Discover Oustia Mechanics:** A section with a "Why Join the Oustia team?" article and a "Diversity" article.

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## OVERVIEW

# Shortening the screening phase

With a steady pipeline in place and a buffed up employer brand, as you move into the screening stage, things should be starting to come together. Here are a few tips to help make screening a breeze – even if you're slammed.



### 3.

#### THE SCREENING STAGE

## Creating candidate profiles

In almost every industry, there's a process for creating a profile for your ideal customer – similar to how marketers create buyer personas. In recruiting, talent professionals and hiring managers often create candidate profiles so they can bring a laser sense of focus to their hiring process.

This laser focus will allow for stronger collaboration between different members of the recruiting team, as well as a faster, more efficient hiring process, whether you're hiring for one role, or a whole team.

### Must-haves

The challenge here is to include the most integral skills without going overboard. It's easy to come up with a list of 50 things your ideal candidate needs to thrive, but start by aligning with your hiring team on 3-5.

### Nice-to-haves

Aside from the non-negotiables, nice-to-haves are traits you'd love a candidate to have but that aren't essential. This is a great place to be optimistic, but also keep in mind that it's not the end of the world if a candidate doesn't have all of these traits.

### Dealbreakers

In some ways, this can be one of the most important sections of the candidate profile. Aside from things that might be flagged during a background check, be sure to include soft skills like job hopping or a bad attitude in this category.



# How to create your candidate profiles

## Analyze your top performers

Creating a candidate profile is a process that leans heavily on research. Find a rockstar in a similar role at your company and dig into their performance data to see what jumps out. This information can help define the ideal background, skill set, and experience level of future hires.

## Align profiles with your values

It's imperative that your candidate profile aligns to your organization's core values and beliefs. Meet with the hiring team to combine the top 5 skills needed for the role with 5 traits that align with your organization's values.

## Find out where your best performers come from

How do top performers find your company? Were they employee referrals? Did they come from a major city? Wherever they came from, be sure this information finds its way into your candidate profile. To dig deeper into your talent pool, [LinkedIn Talent Insights](#) can help you analyze talent pools to find talent based on the skill set you're looking for.



### 3.

#### THE SCREENING STAGE

## Time saved: 50 hours 🕒

In the often non-linear hiring process, having a candidate profile to structure your hiring process will help center your talent search. It's estimated that by creating talent profiles for all of your open roles you'll save 50 hours in your hiring process.

### How LinkedIn can help

Tactics such as creating candidate profiles are quickly gaining steam in the world of recruiting. For a more in-depth look into this process, as well as other tactics for the modern recruiter, check out [Beyond the Job Post: Your Guide to Innovative Recruiting](#).



## 4. THE SCREENING STAGE

# How to simplify candidate outreach

The role of automation continues to be a hot topic in recruiting, and perhaps nowhere is this impact felt more than in simplifying candidate outreach.

Between sending messages to candidates at different stages of the recruiting process, scheduling times to meet with candidates, and staying on top of all your communications, there's a ton to keep track of. Luckily, using templates gives you a huge opportunity to streamline your process and win back time.

### InMail templates

Instead of sending a candidate an InMail, and then having to search for it next time you want to send a similar message, try templated InMails. This easy tool lets you save messages for future use.

### Scheduler

By syncing with your Office 365 account or Google Calendar, Scheduler automatically suggests times to meet with candidates and invites them to book meetings automatically.

[Learn more about Scheduler >](#)





## THE SCREENING STAGE

# Time saved: 10 hours ⌚

No one knows what the future of recruiting will look like, but we can all probably agree that templating and automating communications are easy ways to significantly reduce your time to hire. It's estimated that adopting these practices will help you save 10 hours in your recruiting process.

## How LinkedIn can help

Let's take a closer look at how to use an InMail you've already written as a template. Once you've written an InMail, click "save as template," and give your new template a name. Be sure to keep in mind that your InMail templates shouldn't serve as a quick solution for contacting candidates en masse.

While InMail templates are a great way to not have to duplicate the overall structure of a message, touches of personalization are proven to help boost open rates.





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## OVERVIEW

# Streamlining your interview process

There comes a point in the interview process where you've uncovered all that you're going to uncover about a candidate. Still, too many companies let their interview phase drag...and drag...and drag. In doing so, they often miss out on their ideal candidates. Here's how to streamline this phase of your recruiting process.





## Minimizing the number of interviews

Desirable companies are faced with a difficult decision – what’s the ideal number of interviews a candidate should go through during the hiring process?

With so many qualified candidates to choose from, many top companies feel that the more interviews a candidate goes through, the better their hiring decision will be. Even though this means that a single applicant will sometimes have to go through over a dozen interviews, they’re confident this approach yields the best hires.

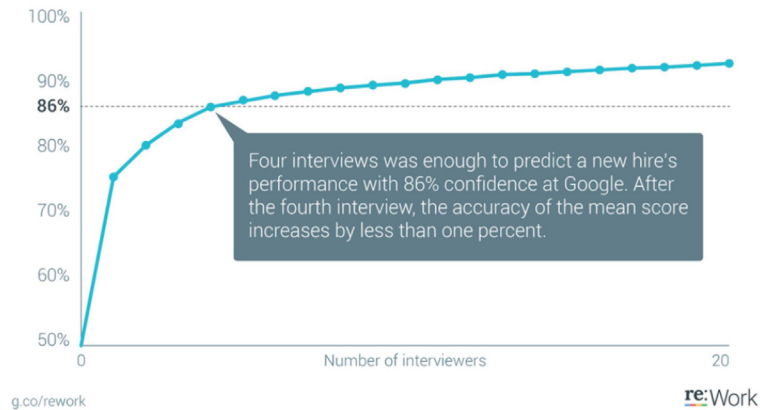
But recently, more companies have been looking into their interview data – and what they’ve found has caused them to rethink their process.



## 5. THE INTERVIEW STAGE

# The magic number for streamlining interviews

Google was one of the first companies to discover that after just 4 interviews, they already had an accurate estimation of candidate performance. After 4 interviews, not only were they hindering their ability to hire quickly and win top talent, they also saw diminishing returns.



With this data in mind, Google adopted a practice they call the “Rule of 4,” which mandates that the maximum number of interviews is 4. After adopting this practice, they were able to cut their time to hire by two weeks, and made their process significantly less stressful while saving tons of employee time.





## Time saved: 40 hours 🕒

Capping your interviews at 4 can save you tons of time during the interview process. While the actual time saved may vary based on role, it's estimated that you can save 40 hours per hire.

### How LinkedIn can help

A great place to start your interview process is to take a look at our [30 Essential Behavioral Interview Question ebook](#). In this guide, you'll learn how to screen for the soft skills beyond a candidate's resume, like leadership, creativity, and their ability to adapt to change and process feedback.

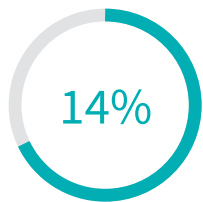
For more details about Google's Rule of 4, [head over to the LinkedIn blog](#).



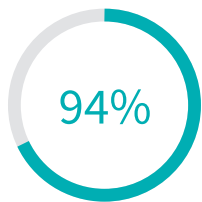
## 6. THE INTERVIEW STAGE

# Circulating feedback

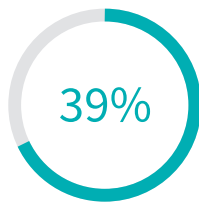
Giving an overall structure to your interview feedback can easily be overlooked. Aside from making it clear who on your interview team is responsible for screening certain types of skills, once interviews are complete, make it a point to have everyone submit written feedback as soon as possible.



unstructured interviews only provide a 14% chance of predicting candidate success.<sup>6</sup>



of professionals want interview feedback.<sup>7</sup>



of professionals cite a lack of interview feedback as the most frustrating aspect of job searching.<sup>8</sup>



<sup>6</sup> "Why Job Interviews Are Like Flipping a Coin" Forbes, 2015  
<sup>7</sup> "9 Stats Key to Providing a Great Candidate Experience" LinkedIn, 2015  
<sup>8</sup> "Giving Feedback After Job Interviews – Our Top Tips" KeepingHRSimple

## Feedback must-haves

Here are some pointers to include when you circulate interview feedback internally. Also, once a final decision has been made, share as much information as you can with the candidate. Whether they get the job or not, candidates want to know the “why” behind your answer.

### A clear yes or no

This one might seem obvious, but it’s surprising how many interviewers just provide details on how the interview went without a solid yes or no answer. No matter what you decide, back up your point of view and write your decision clearly on the first line of the interview feedback for each session.

### A summary of your decision

Provide a rationale on why you made your decision, and be sure to tie it back to the day-to-day responsibilities of the role. Reflect on how well the candidate could ultimately get the job done if hired. Do they work well cross-functionally? Are they able to come up with solutions, even when one might not be obvious?

### A first-person account of your experience with the candidate

Little things like a candidate’s level of engagement during the conversation, their ability to directly answer questions, and their overall enthusiasm level are key indicators of whether they have the soft skills needed for the role. Try to make these as straightforward as possible.



## 6. THE INTERVIEW STAGE

# Time saved: 5 hours 🕒

Although it's somewhat hard to quantify, it's estimated that structuring your interviews upfront can help you save 5 hours throughout the process.

## How LinkedIn can help

One of our most popular interview resources is our [Interview Question Generator](#). This handy tool lets you establish which traits are most important for your role, and then provides you with a customizable cheat sheet that you can print out and take to interviews.

Also, if you use an applicant tracking system (ATS), we strongly recommend checking out [Recruiter System Connect](#), a tool that easily connects your ATS with LinkedIn Recruiter. With Recruiter System Connect, you can easily view everyone's feedback in one place, and get everything you need in one workflow.



Total time saved: 175 hours 🕒

### The application stage

1. Building (and feeding) your pipeline: 40 hours
2. Employer brand, from buzzword to necessity: 30 hours

### The screening stage

3. Creating candidate profiles: 50 hours
4. Simplifying candidate outreach: 10 hours

### The interview stage

5. Minimizing the number of interviews: 40 hours
6. Circulating feedback: 5 hours







# 12 essential hiring metrics

Here at LinkedIn, we're in the business of helping companies transform how they hire. To know where you stand before making your next hire, take a spin through these 12 essential hiring metrics.

## DURING RECRUITMENT

### UNDERSTAND IT

1. **Application completion rate (%)**: Measures success of job application platform and process. Common applicant drop-off reasons: too long, poorly organized questions, technical issues.

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2. **Candidate response rate (%)**: Low response rate may indicate an uninspiring pitch. Diversify outreach with: email, InMail, social media, and phone.

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3. **Candidate channel effectiveness (#)**: Informs decisions that can help reduce spend on low-quality candidate sources.

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4. **Employee referrals (#)**: Implemented by SMBs as a cheaper, faster way to hire, improve candidate quality, and reduce turnover.

### CALCULATE IT

# of submitted applications

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# applications started

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# of returned messages

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# of sent messages

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**QUANTITY**: # of candidates generated from a channel during a given time frame

**QUALITY**: # of qualified candidates generated from a channel during a given time frame

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# of employee referrals during a given time frame  
(or per open job requisition)

## AFTER THE HIRE

### UNDERSTAND IT

5. **Satisfaction rate (%)**: Identifies areas of candidate-hiring manager disconnect in outreach and interviewing.

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6. **Candidates per hire (#)**: Informs decision to optimize to save money, align on ideal candidates, and gauge interviewing effectiveness. Benchmark: 3-4 interviewed candidates before hire.

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7. **Fill rate (#)**: Helps SMBs decide whether they get higher ROI with internal recruitment team or external agencies.

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8. **Cost per hire (\$)**: Evaluates hiring value invested in recruiting efforts (fees, ads, tools). Helps benchmark budgets for future hires.

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9. **Time to hire (#)**: Reveals time-consuming stages of hiring that contribute to a higher cost per hire.

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10. **Quality of hire (%)**: Measures the value employees can bring to improve productivity, increase retention, and encourage stronger culture. Align with leadership to define “quality hire” factor.

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11. **Retention rate (%)**: Assesses stability of growing workforce.

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12. **Turnover rate (%)**: Filling open roles from turnover is more expensive than filling new roles. Understand how turnover varies between departments and managers, termination and resignation, and seasonality.

### CALCULATE IT

Create a candidate satisfaction survey using a numbered scale for each survey question; generate results from survey

# of candidates the hiring manager has interviewed before filling the position

# of jobs filled / # of jobs open

(Internal costs + external costs) / # of hires

# of days from start to end of recruiting and hiring process (ex: # of days from when candidate applied to the day they accepted the job offer)

(Job performance score + ramp up time + engagement score + cultural fit score) / # of factors or indicators

# of employees who remained employed for entire measurement period / total # of employees at start of measurement period

# of employees who turned over during measurement time period / total # of employees during same measurement period

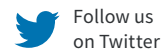
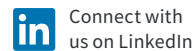
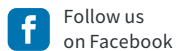
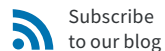
## See LinkedIn in action

Now that you know how to reduce your time to hire, check out some other ways LinkedIn can help with the entire process of finding, attracting, and engaging dynamic employees.

We offer a full range of hiring and recruiting solutions for every step in the process to help you find and engage the right candidates, build your brand, and make even smarter talent decisions with LinkedIn's data and insights.

[Request a demo](#)

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 590+ million members worldwide, including 75% of the US workforce, LinkedIn is the world's largest professional network.



Learn more about LinkedIn's hiring and recruiting products.



### Plan

Use data to inform difficult hiring and recruiting decisions.

[Talent Insights »](#)



### Find

Search, connect with, and manage your top candidates in one place.

[LinkedIn Recruiter »](#)

[LinkedIn Scheduler »](#)



### Post

Post jobs to reach candidates you won't find anywhere else.

[LinkedIn Jobs »](#)



### Attract

Showcase your company culture and spotlight jobs with targeted ads.

[Career Pages »](#)

[Recruitment Ads »](#)

[Pipeline Builder »](#)