

HIRING BEYOND THE CV.

[wildberryassociates.com](http://wildberryassociates.com)

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# Introduction

Using this go-to guide, we aim to provide you with all the necessary tools to support your recruitment process. By completing these exercises and allowing yourself to consider recruitment from multiple perspectives, we aspire for you to develop a new understanding of your company and its likely impacts on various stakeholders.

We believe, that forming a complete understanding of what you want out of your recruitment process, as well as what you can do to support it, is the key to forming a long-term partnership and ongoing, reliable recruitment.

By viewing recruitment from a candidate standpoint, as an employer, this can be an eye opening process that could transform the way you recruit. One of our core objectives is to help you tackle the common unconscious bias and stereotyping that can occur in any company's recruitment process by seeing beyond the CV and considering candidates for exactly who they are.

Whether this document serves as an opportunity to change your perspective or just a great reminder of ways to support current and future employees, we hope you see value in it regardless of whether you choose to partner with Wild Berry Associates.



# Your Candidate Selection Timeline

How long would you expect your recruitment process to take (from initial brief to placement)?

What methods do you currently undergo to seek new employees?

What procedures might you put in place to analyse if an applicant is fit for a particular job role?

What systems for induction do you currently have in place to ensure all employees receive proper training and have a full understanding of their day-to-day tasks?

How often do your managers, directors, or supervisors meet with new employees to ensure their onboarding process has been smooth?

Did you know?  
The Society of Human Resource Management reports that the average time to fill a position is 42 days.

Did you know?  
An executive candidate who's more likely to be sourced, may be on the market for fewer than 10 days.\*



- Employ an internal recruitment team
- Use a recruitment agency
- Word of mouth
- Re-evaluate your company's perks and benefits
- Social media
- Partner with a reputable company in the local community

What is the most important aspect of filling vacancies for your company?

- Circle any of the above methods you would consider implementing to improve your recruitment process?
- Feel free to add any other methods you can think of.

\*officevibe.com

- Face-to-face interviews
- Telephone interviews
- Trial shifts
- Group activities
- Group interviews
- Problem-solving exercises

Which of the above methods of employee screening do you consider the most important to the overall recruitment process?  
Feel free to add any other methods you can think of.

List any ideas you may have that could improve your current protocol for new employees

- Would you consider investing in an improved onboarding process if it guaranteed an increase in employee retention and happiness?

# Get To Know Your Company

In one concise sentence, describe your company in a way that would make sense to someone completely unaware of your brand, products or services.

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Consider five words that best describe your company's overall work culture. Feel free to use the word bank for inspiration!

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Challenging      Fun      Collaborative  
Friendly      Inclusive      Inspirational  
Professional      Busy      Rewarding  
Innovative      Engaging  
Transparent      Family      Motivating  
Results Oriented      Laid-back  
Supportive      Exciting      Individual

# The Ideal Candidate

Use the columns below to identify the required, preferred and desired traits of a successful candidate. This could include skills, characteristics, personality and experience or anything else you can think of. Use our first example to help with brainstorming.

REQUIRED	PREFERRED	DESIRED
<i>Trained in Microsoft Office</i>	<i>Previous experience in sales</i>	<i>Polite and respectful</i>

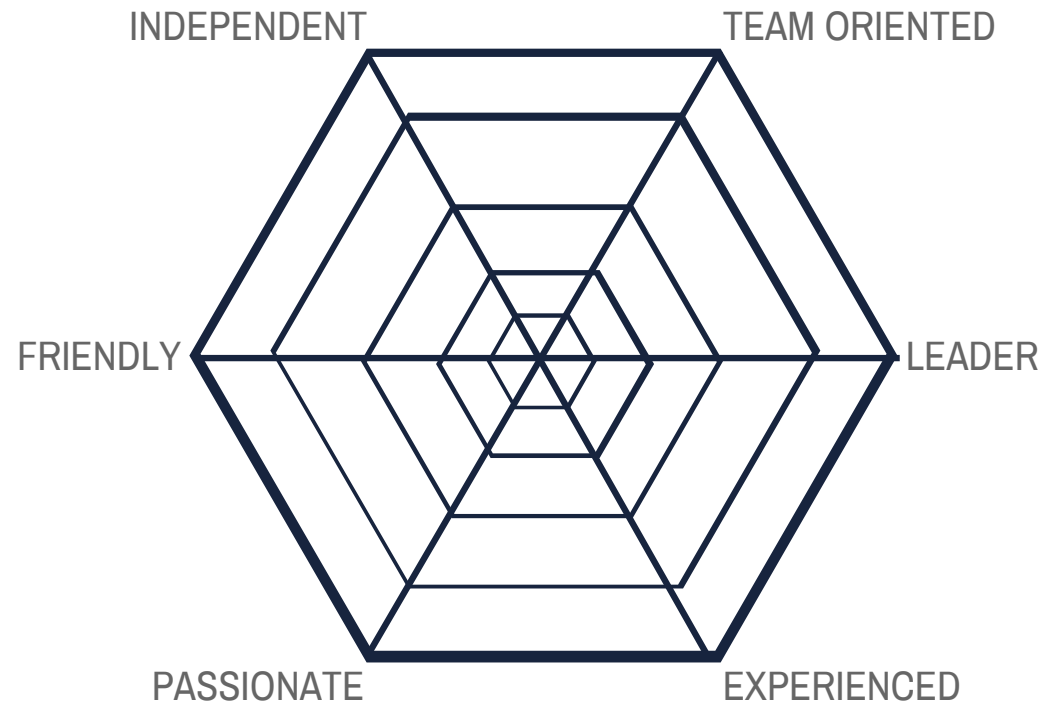
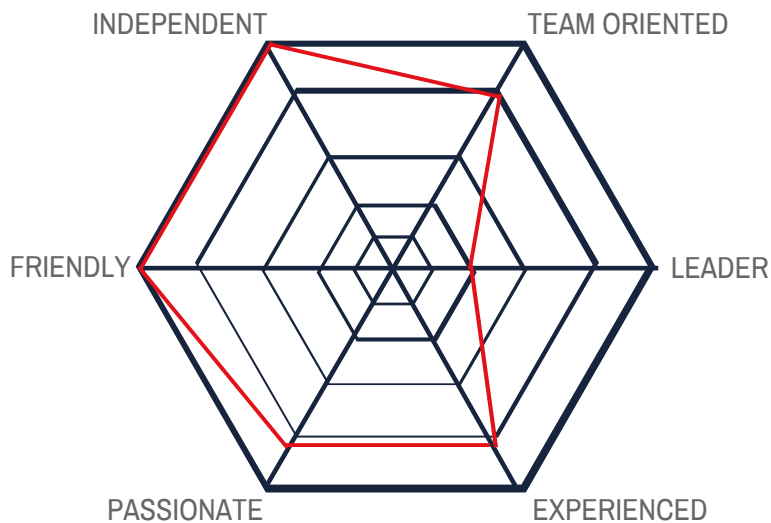
# The Ideal Candidate

Consider the type of candidate you hope to recruit. What drives them? Are you looking for someone team-oriented or independent? For each role, fill out the hexagon based on the importance of each trait.

Reflect on each hexagon. How do those traits fit into your current culture? How can you make these roles more appealing to potential candidates who possess the desired traits?

Role: \_\_\_\_\_

Role: Customer Service Advisor



# Candidate Qualities

What are your priorities? Knowing what means the most to you as a business and in your recruitment process can make a huge difference to how you make decisions whilst onboarding new employees.

Place the following six qualities in order of importance to your company's recruitment process as a whole, 1 being the trait that holds the greatest importance.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

Creative

Professional

Team Player

Cultural Fit

Initiative

Experience

Work Ethic



# Positive Work Culture

A positive work culture is a highly underrated perk that any company can develop by making even minor changes to their onboarding methods and day-to-day approach to company operations. One of the most common questions a candidate asks in discussion of a new role is:

"What is the culture of the organisation like?"

So as employers, it is our responsibility to ensure that the answer to that question is always positive. Unlike other workplace perks, work culture is something that comes at zero cost and can have a dramatic impact on employee happiness. But how do you build a culture desirable to current and future employees?

It's important to recognise that changing a workplace culture doesn't require a complete overhaul. Sometimes simple changes and added support from directors and managers can be all that you need to create a new environment. Forming an understanding of your company's current culture and what can be improved is the first step. Secondly, employees are more motivated when they feel that they have purpose. Determining clear company values, morals and a powerful mission statement can help employees to recognise how their day-to-day work positively impacts the company, as well as its clients and customers. Finally culture is about your people. Ask your new recruits about their experience whilst it's new and fresh on their minds.





## How can you make the workplace a better environment for your employees?

From the get go, employees want to feel cared for and that their wellness is important. Creating a clear plan for directors and managers to follow and setting the tone for other employees is crucial to creating consistency, company wide.

At Wild Berry Associates we care about the culture of your workplace and aim not just to provide you with employees that are a good cultural fit, but to work with you in creating a culture that you can be proud of.

# Supporting Your Candidates

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## IMPROVEMENTS

What are some ways you believe employee happiness could increase through even minor changes in the workplace?

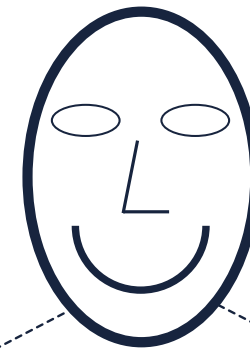


## CURRENT PERKS

What perks does your company currently offer to employees?

## DISTRACTIONS

Personal



List factors most important to this candidate:

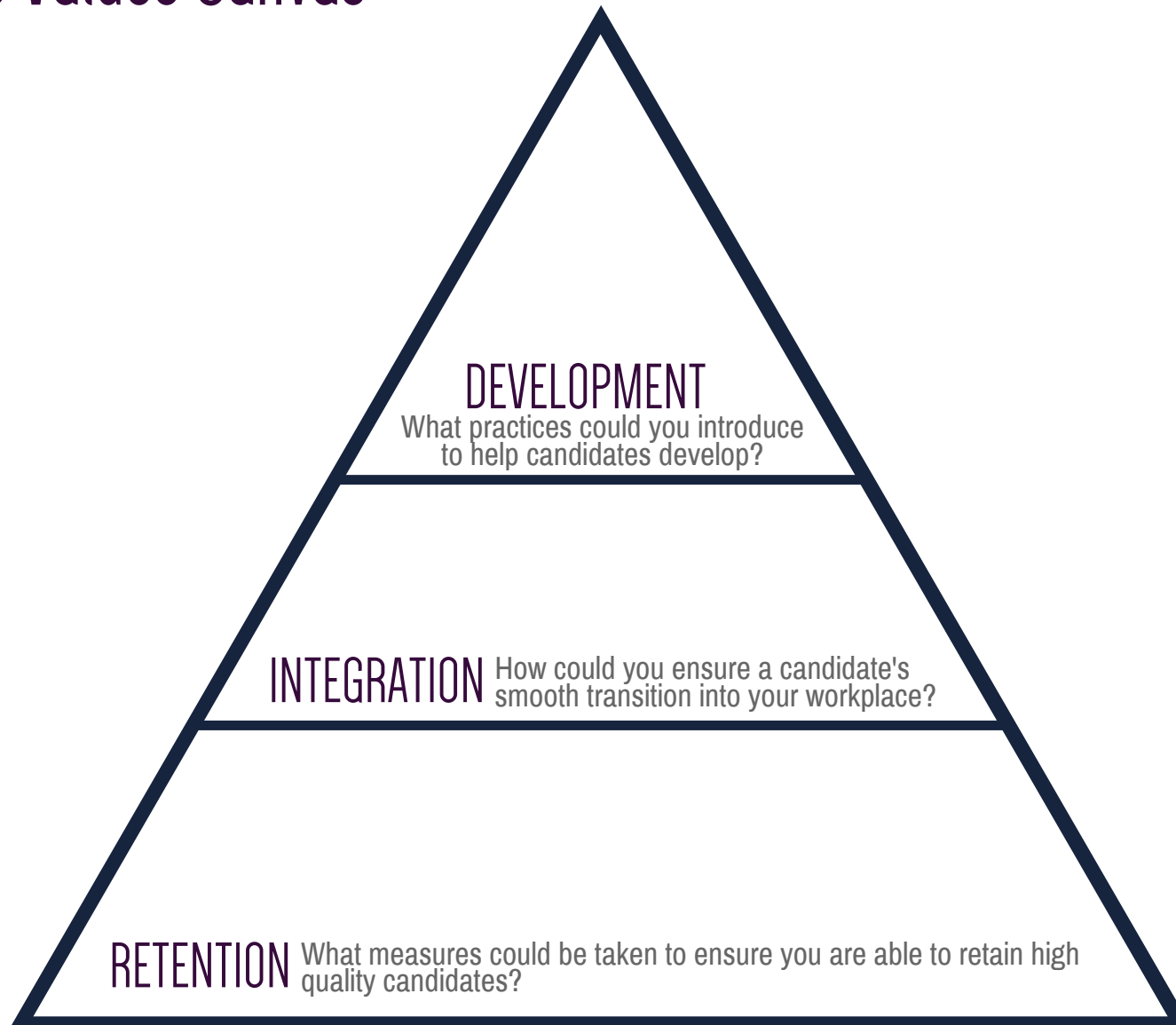


ROLE:

## MOTIVATIONS

Financial, role progression

# Candidate Values Canvas



# Candidate Needs

Are you satisfying your candidates needs? Are there workplace perks you currently offer but may not realise their value?

Circle any perks you offer or could consider offering that you don't currently market to candidates:

Generous Desk or Workspace

Admirable Morals and Values

Relocation Assistance

Discount Schemes

Flexible Work

Free Food

Transport Subsidies

Further Study

Work Events

Long Term Training

Charitable Events

Environmental Awareness

Functional Break Areas

Travel Opportunities

Healthcare and Life Assurance

**30%** of employees aged 18-25 would take a pay cut to work for a company with a mission they deeply care about.

# How can we transform your candidate selection timeline?

Job Fairs & Exhibitions are a great way for our consultants to meet motivated, quality candidates to meet your needs

All jobs are listed on our website and a range of leading job boards, providing easy access for potential candidates.

Even if we fill your role, we hope to keep in contact with you and continue to provide you with support in your recruitment whenever you may need it.

We continue to keep in touch with candidates to ensure they have had a smooth transition and their placement was right for them.

We discuss in great detail the vacant roles and what requirements you have for each individual role whether it is past experience, qualifications or soft skills.

Job Fairs & Exhibitions

Job Adverts & Job Boards

First and second interviews

Onboarding process

Job Specifications

Vacant Roles

CV analysis

Emails /Newsletter

Request Feedback

expectations

AVAILABLE ROLES

source candidates

METHODS

screening

CV & INTERVIEWS

placement

SELECTION

after-care

ON-GOING RELATIONSHIP

Workplace Culture

Social Media

Website

Career goals

Experience

Candidate Selections

Online reviews

Perks and Benefits

Local branch & community presence

When a candidate registers online, an email will automatically be sent to notify us. This ensures that we are immediately aware of any suitable candidates that apply.

Soft Skills

Once the correct candidate has been chosen we guide them through a smooth hiring process and place them as quickly as possible, without sacrificing accuracy.

We want to know any perks and benefits there might be to working for your company!

Our branch is established within their local area of London and operates from prime Tottenham Court office location.

We know finding the perfect employee that suits role specifications and the workplace culture can be difficult. We look past the CV and dive deeper into learning about each of our candidates individually.

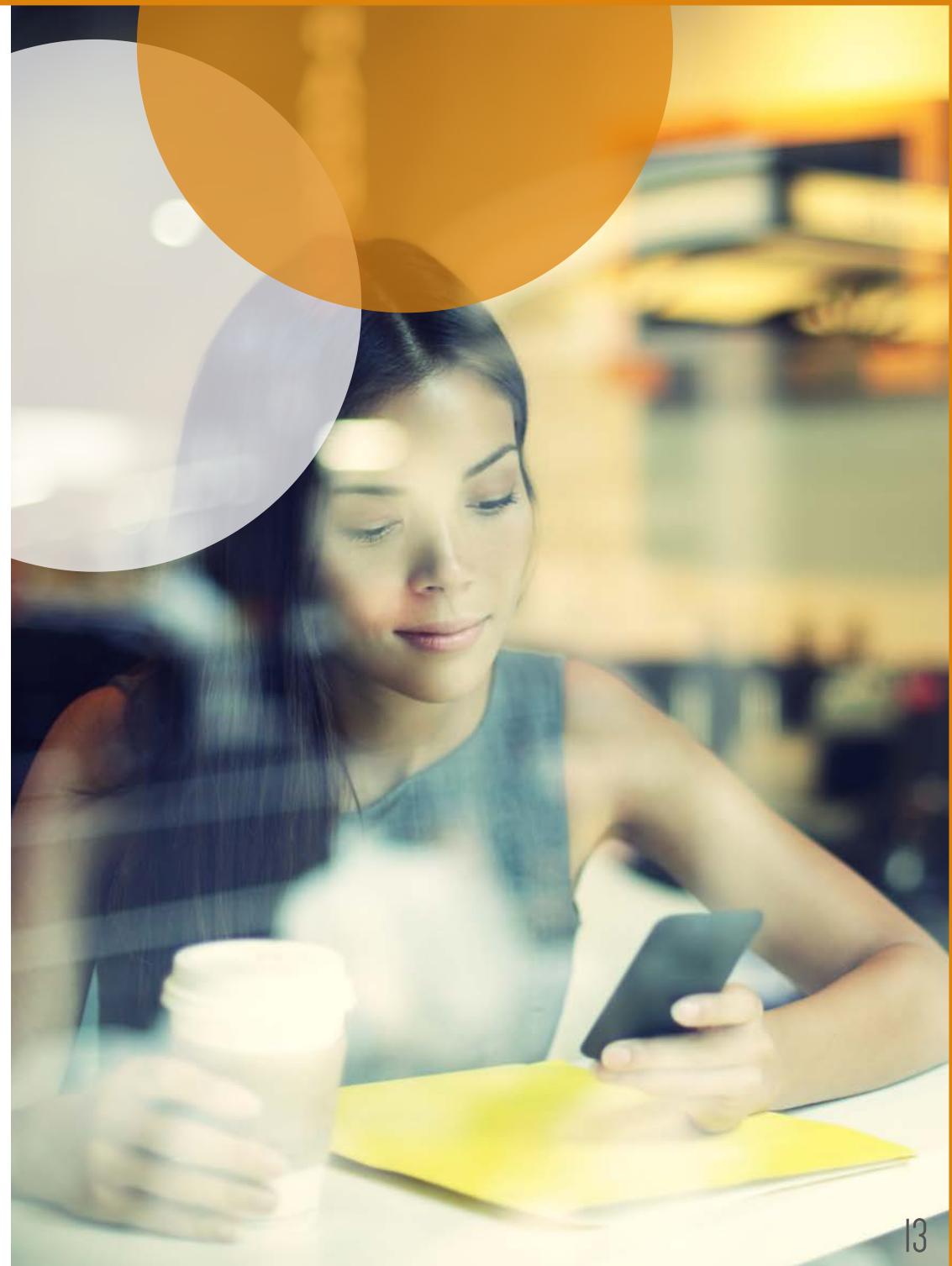


# Candidate Perception and Recruitment

In the 1990's, researchers Arien Mack and Irvin Rock discovered a psychological phenomenon that causes human's perception and ability to recognise unexpected stimuli to become distorted when we possess previous expectations or opinions. From a recruitment standpoint, a similar situation can occur when employers develop specific expectations and therefore tend to see the candidate they expect rather than the actual traits and personality they possess.

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**So how can Wild Berry Associates help?**





At Wild Berry Associates, we are experts in our field and do more than deliver candidates that suit your needs on paper. We conduct a thorough interview process and are dedicated to providing you with candidates that fit your needs, beyond their prior experience.

By putting your trust in us, potential candidates will receive an outside take on their suitability to a role. We want to work with you to produce a clear strategy and timeline to support your candidate search and beyond.

We work in partnership with you rather than just ticking boxes, forming long-term relationships with our clients and, with your help, are able to source high quality candidates that exceed all expectations.






## The first step to a better recruitment process...

By now you've hopefully had a chance to read over our Recruitment Strategy Toolkit. With these exercises and our combined know-how, there is the potential to form a partnership where we gain further understanding of your needs while providing you with improved recruitment outcomes.

By investing time in our consultant and the process, our aim is to have a transformative effect on our customers and recruitment.

A background image showing a group of business professionals in a meeting. They are wearing white shirts and ties, and are holding and looking at documents. The image is overlaid with several semi-transparent teal circles of varying sizes. The text is placed within these circles.

We hope you enjoyed this toolkit and we would be delighted to answer any further questions or explain our recruitment service in more detail.

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