



The 2020 Guide to Efficient Hiring by



It's a tight labor market right now, and turnover is expensive. Because of this, it's key now more than ever to have a strategy put in place to find the best talent- and keep them. But how? Don't worry, Wonderlic's got you covered.

By keeping the following five tips in mind, you'll be empowered to find the best employees while understanding how the best employees will want to come work for you, too.



1

Your company culture is on point.

What's it like at your company? Is there a break room, or are there other ways for your employees to let off steam (like a pool table, ping pong, or an oxygen chamber)? Does your organization value people and, more importantly, do those people feel valued? The answers to these questions feed into your company culture. Your culture lets potential applicants know if you've paid attention to trends in the workplace and whether you're following them.

A mission statement is a great example of how you can let people know what your company's all about. It's an organization's way of directly stating their values and allowing future employees to see exactly what they're getting into. Plus, candidates get to see just how important employee morale and motivation are to their new company and how valued their individual efforts are.

The bottom line: happy people make a happy company.

2

In hiring, unlike darts, you can make your target bigger.

They want me to come in with experience, but how can I get experience if no one hires me??

As a hiring professional, you've heard the above complaint a lot from recent grads and young applicants trying to move up. It's the classic chicken-and-egg dilemma. But that's not how things work anymore, especially in 2020.

Now, hiring better means expanding your horizons when it comes to candidates. Maybe your target applicants have at least five years of experience or a specific degree or level of education. That's all excellent, great for them- but when you use those as criteria for choosing candidates, you're significantly narrowing your pool of people to pick from.

Don't narrow your hiring pool.

There are literally thousands of qualified applicants who are capable of learning on the job and performing up to (or beyond) your standards who might not meet the experience level you've (potentially unnecessarily) decided to target.

Do your company a favor, and give everyone a shot.





When you're recruiting, it's about who you know.

3

Another trend that will be getting hotter in 2020 is “collaborative hiring”, which essentially means listening to your employees when they suggest people for open positions. This practice not only increases diversity within your workplace, but also obviously expands your applicant pool. Remember when we talked about hiring outside your target market? This'll help you do that.

A great thing about collaborative hiring is that you're showing your current employees that their opinions matter and that you trust them. By considering their referrals, you're proving that their comfort within the workplace is something you value. Plus, in a tight labor market, you're increasing your chance of finding a new hire through your current connections. It's a win-win.

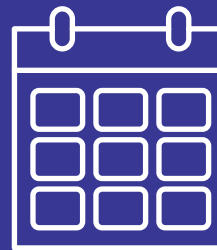
What do employees actually want nowadays? 4

As Gen Z enters the workforce and Millennials rise through the ranks, they're not just looking for a flexible schedule—they consider that a basic benefit. They're also looking for a PTO plan that perhaps doesn't have a cap or is combined with their sick days so that the number of days available to them is larger. They want to know that if they need to take a Friday for themselves it's allowed (and even encouraged).

Apple does something interesting as a perk, too— they reimburse their employees for their commute on top of allowing them to work from home. Working remotely is pretty common, but have you considered providing a transportation perk on top of that to sweeten the pot? It certainly cuts down on expenses, especially if your organization is located somewhere with heavy traffic (like Wonderlic in Chicago)!

Interested in something even more creative? Look into student loan assistance. You could offer an option to allow the transfer of a set amount of PTO toward student loan payments. Other options would be to offer student loan refinancing or matching employee 401(k) contributions with payments toward that student loan.

Every little bit counts.





5

Hiring better starts with better hires.

AI (artificial intelligence) is making its presence known as a key player in today's office setting, especially in the hiring process. Pre-hiring assessments (like our very own WonScore) are incredibly useful, because they make your hiring process easier and more effective.

Backed by rigorous scientific research, the right candidate assessment platform should be able to make your hiring more successful. Just some of the ways assessments make hiring more efficient include forecasting on-the-job success (by measuring candidates' combination of cognitive, motivation, and personality factors), providing relevant, objective scoring using job-specific profiles and benchmarks, automatically ranking applicants to identify those with the greatest potential, and (maybe most importantly) honing in on the prime candidates so you don't waste time on those who won't cut it.

Something else to keep in mind when looking for candidate assessments- is the company producing them transparent about their research? How do they use their assessment data to tabulate results? You may have heard what happened with Amazon- they got in trouble for using biased human data in their pre-employment assessments resulting in bias against women. Yikes.

In other words, You should always do your research before purchasing new platforms and software for your office- especially when you're using them to find new employees. If a company can't come up with a reason why their pre-hiring assessments produce the results they do or they don't provide the benefits above, don't buy. And of course, if they provide all of the above and more, you're on the right track.

Wonderlic's got your back.

WonScore's here to help you make the best hires possible for your company.



WonScore quickly analyzes individuals' cognitive ability, personality, and motivation to give you a well-rounded score of all of your applicants. This empowers you to compare your most qualified candidates and quickly decide who to interview first. No more confusing resumes, no more second-guessing.

Give us a call or set up a time to chat with one of our experts about how you can hire better, faster, and easier.

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