

SOUNDADVICE

Part 1: Newsletter – Issue #612

Hunting for “GOOD” Employees

The biggest percentage of people that receive this article each week are business owners. With that stated, let me ask you this question.

As a business owner, what is your biggest challenge in running your business?

Over the past few years, we’ve asked that question to hundreds of business owners, and approximately 85% of them stated, “*finding good employees*”. They didn’t say “*finding employees*”; it was “*finding GOOD employees*”.

Hunting for good employees is a lot like hunting for big game or even hunting for Easter eggs at Grandma’s house. You know that big buck or that egg filled with the most candy is out there, but they’re just much harder to find.

When you break it down, there are two types of people seeking jobs. There are “Active Jobs Seekers” and just as the name implies, these are the people with resume in hand, actively looking for work. They are easy to find. The other type is “Passive Job Seekers”. As this name implies, these people are simply thinking about, but not actively seeking, a change. The passive job seeker, the more attractive ones, are harder to find.

The Gallup company suggests that 70% of the population would consider a different opportunity if one were presented to them. Gallup also states that 51% of the population is actively seeking a new job or career. Part of this 51% (approximately 65%) are extremely active and are therefore called job hoppers. The remaining part is simply looking for that better opportunity.

The trick to finding “Good” applicants is remarkably similar to hunting; you have to know WHERE to look. Where do the



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“passive” job seekers hangout or hide? The truth is, it’s not so much that they are hiding, it’s where you’re hunting.

If you’re like most business owners or H.R. personnel that are tired of interviewing bad applicants, stop hunting where all the small game and the little “bad” eggs are. The “Job Seekers” are looking at the job boards, Indeed, CareerBuilder, Zip, Monster, and hundreds of other sites. This includes the classifieds in newspapers, and “other” help wanted sites! It’s not that you won’t find people at these places, you will, but they’ll mostly be the small game and the eggs that disappoint.

If you would like to see the ***Ten Tips to Recruiting Better Applicants and Hiring Better Employees***, [click here](#) and happy hunting!

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