

Staff Your Business Using a New Employee Recruiting Paradigm

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Take a drive down any of the streets in the Industrial Park or the Commerce Center and look at all the help wanted signs in front of the buildings. Then ask yourself: “How does this reconcile with the fact that California’s December 2010 jobless rate stood at 12.5 percent; second only to Nevada and worse than Michigan?”

The apparent dichotomy reflects a larger phenomenon impacting a vast majority of companies, as highlighted by a recent survey of manufacturing and distribution companies conducted by RSM McGladry.

According to that survey, 60 percent of the responding companies are planning on hiring in 2011 but they are also experiencing difficulty finding qualified workers. A mid-2010 New York Times article said that, despite large numbers of unemployed people to choose from, manufacturers still can’t fill their openings.

The issue exists because of a mismatch of the candidate’s skills when compared to the skill sets required by their prospective employers. For example, manufacturing companies looking for people to operate complex computer numerically controlled (CNC) machine tools require candidates to possess higher-level math skills, as well as the ability to read technical blueprints and perform basic programming of the computer controls. Other types of skills scarcities also exist when companies look to fill positions in areas such as customer service, information technology and engineering.

According to a recent survey conducted by the Society for Human Resource Management and the executive career site of The Wall Street Journal, a majority of HR professionals believe that employee turnover will only increase as the economy continues to recover.

This same study also found that the top three reasons that employees start looking for a new job are: #1 – better pay and benefits (OK, so you guessed this one); #2 – unhappiness with their career development; and #3 – they are ready for a new career experience.

When you add the approaching demographic wave of soon-to- retire baby boomers with the current skill shortages and higher potential for turnover, many managers are left wondering what to do.

That’s where the new recruiting paradigm comes in. Actually, there is barely any recruiting involved at all, as the paradigm is designed to let you grow your own employees. That’s right, our Fast Track Institute can take your best performing, lesser-skilled employees and develop them into the highly skilled employees your business needs to grow and prosper.

Chances are there are employees who have been working at your company for months or years that are dedicated to the company, have a strong work ethic and are ready to take the next step in their careers.

By identifying these individuals for inclusion in this type of Fast Track professional development program, you will be proactively addressing each of the commonly cited reasons that lead current employees to start looking for employment elsewhere.

You will be jump-starting your employee's career growth and investing in a training program that will eventually allow them to perform highly skilled work.

Once this training is complete, that same employee will be ready for a new career experience. To recognize their increased contribution to the company's success, you can now reward them with a promotion and appropriate pay increase, thus closing the loop on the top three reasons your employees might start looking for a new job.

Now that you've filled that position with your newly trained and reenergized employee, you can backfill their vacated position with external recruiting. Of course, since the entry-level positions will be easier to fill, you keep your overall staffing level at the proper level to efficiently manage your business.

Oh, and did I mention that you might be eligible for a City of Santa Clarita Enterprise Zone tax credit of up to \$37,440 for each qualifying employee you hire?

In addition to potentially saving money, once your company earns the reputation of being a place where employees can grow, all of your recruiting will become even easier!

For more information about how College of the Canyons Economic Development Division can help your business call (661) 362-3112 or visit www.canyonsecondev.org.