

21 strategies FOR HIRING



When hiring an employee, each spa needs to have a hiring strategy, a plan of action that describes your company's recruitment process. The tips below are basic steps to help guide and create a strategy within your spa.

- 1** Write a clear job description.
- 2** Create a job posting — focus on what the job entails versus listing skills only.
- 3** Make the application process easy to access and complete.
- 4** Utilize employee referral programs and social media networking — successful candidates may not be actively searching for a new job.
- 5** Use valid assessment tools to determine if the candidate matches the profile for the position and will fit into the work environment with other top employees
- 6** Branch out — there are many sources for finding good employees.
- 7** Explore campus recruiting or intern-to-hire programs.
- 8** Use a ranking system to ensure early candidates are not forgotten in the interview process.
- 9** When possible, promote within to maintain employee morale.
- 10** An individual with an extensive self-employment background is likely to return to self-employment as soon as possible — hire this person as a consultant.
- 11** When applicable, consider utilizing a temporary employment agency rather than hiring in haste.
- 12** “Overqualified” is generally better than “underqualified.”
- 13** Have the individual leaving the position interview their replacement.
- 14** Test skills and industry knowledge of a prospective employee — be specific.
- 15** Consider assessing the energy level of a potential employee — if engaging in more than one interview, aim to schedule them at different times of the day.
- 16** Inquire about significant gaps in employment history.
- 17** Consider utilizing an outside recruitment service if creating or following a fair and efficient hiring process is overwhelming.
- 18** Make use of pre-employment questionnaires.
- 19** Test each new employee for illegal drug use.
- 20** Thoroughly check each applicant's background and references.
- 21** Delineate the terms of employment.