

# Family Business Success: Tips and Tactics for Recruiting in a Tight Job Market



# Table of Contents

<b>Brand Awareness and Online Presence.....</b>	<b>4</b>
<b>Candidate Experience.....</b>	<b>5</b>
<b>Current Employee Growth and Referrals .....</b>	<b>6</b>
<b>About Conway Center for Family Business .....</b>	<b>7</b>
<b>About the Author .....</b>	<b>8</b>

**Today's job market is extremely competitive. Recruiting top talent has become one of the main challenges facing employers due to great candidates having multiple opportunities from which to choose. More than ever, employers need to differentiate themselves from the competition to stand out to job seekers.**

With the technology available today, job seekers have a wealth of information at their fingertips. Many job candidates will research a company before they apply for a position or attend an interview. The information they find — both good and bad — will influence their opinion. Poorly handled reviews or minimal online presence could severely impact an opportunity to find top talent.

There are many inexpensive practices that family-owned businesses can easily implement to remain competitive in the job market and recruit top talent.



# Brand Awareness and Online Presence

In today's technology-driven world, a strong brand awareness and online presence can give you a leg up on your competition. Create and maintain social media pages on a variety of platforms, and regularly post and engage with your followers.

You're likely already monitoring online reviews on your own social media pages, but also keep an eye on company reviews on sites such as Indeed, Google and Glassdoor. It's important to know what your candidates

and employees are saying, and reviews may also give you feedback on areas for improvement or strengths to build upon.

Expand your online recruiting sources to reach more applicants; one source is no longer sufficient. Also, consider what type of job you're filling when choosing recruiting sources. Candidates seeking manufacturing positions may be more likely to use local newspapers or community websites, while IT candidates are going to be using the latest technology to find a job.



# Candidate Experience

Job candidates consistently report that a poor experience during the application and interview stage may drive them to abandon that opportunity altogether. Job seekers often state they will apply for a job, or attend an interview and never hear anything more.

Offer a more personalized candidate experience to job seekers and maintain communication with your candidates throughout the process. A follow-up message regarding the status of the position and the candidate's progress can go a long way. Even unsuccessful candidates want to know the outcome of the process, and many will appreciate any feedback you can offer.

Remember that the candidate's time is just as important as your time. Candidates can easily get bogged down in a lengthy process, so it's a good idea to regularly review your application and interview process to consolidate or eliminate unnecessary steps.

- Are your required pre-employment assessments still helpful in selecting a candidate, or can you cut back?
- If multiple interviews are required, can you schedule them all in the same day?

Reduce the time from application to hire and candidates will be more likely to have continued interest in your job opportunity.





# Current Employee Growth and Referrals

Your current employees are often your best recruiting source; nobody knows your business and your needs better than those who focus on daily operations! Ensure your employees can market your company to prospective talent and can concisely explain who you are, what you do and why a job seeker should work there.

Encourage your employees to participate in industry or networking events and make connections in their area of expertise. Employers should always be on the lookout for new talent, rather than waiting until a position needs to be filled to start searching; this is a great way for your entire team to contribute to recruiting efforts.

To consistently get great employee referrals, you need to invest in your current employees and focus on staff morale and retention. Whenever feasible, allow your staff flexibility and autonomy; create a culture that focuses on the needs and interests of your team; promote from within; and invest in training and development for your current employees to fill talent gaps. Often, increasing morale and retention is as easy as asking your employees for feedback and following up on their requests and comments.

Job seekers have so many options available to them today, which is key for employers to remember. If one method isn't bringing in the candidates you hoped for, there are so many other ways a family-owned business can immediately redirect and refine the candidate search.

Job candidates have also become much savvier about the interview and job-offer process, and many job seekers understand their job search is not just about getting a job offer anymore. Candidates have more control over the process and options available to them, and if they don't feel a connection with one potential employer, they can simply move on to the next opportunity.

Finding top talent in a tight job market requires ongoing creativity and an innovative approach. Employers must commit to evolving and adapting to stay competitive. Businesses that are unwilling to be flexible and adjust as needed will struggle to find and retain top talent. Family-owned businesses that continue to grow and recognize new trends in recruiting will be much more successful when recruiting in a tight job market.

# About Conway Center for Family Business

The Conway Center for Family Business is a membership-driven, non-profit organization providing educational programs and resources to help central Ohio's family-owned businesses grow and transition to future generations.

Our Mission is:

- To help family businesses be profitable and successful;
- To assist family business owners with the transition of their business to the next generations;
- To celebrate the accomplishments of outstanding family businesses within our community; and
- To increase awareness of the positive impact family businesses have on the central Ohio economy.

Family businesses comprise 80 to 90 percent of all business enterprises in North America — and 62 percent of total U.S. employment — yet nearly half do not have succession plans. Family businesses face unique challenges and opportunities in today's economy and the Conway Center can help!

Members enjoy meeting other like-minded family business owners and employees at our educational programs, networking events, annual awards program, peer groups, and more.

**Learn more at [familybusinesscenter.com](http://familybusinesscenter.com).**



# About the Author

Since the day Acloché opened its doors in 1968, we have been dedicated to the growth of businesses and professionals. At Acloché, our mission is to connect people with complementary teams. Our passion for people translates into the partnerships we share with employers by understanding each company's precise goals, philosophy and culture.

From entry to executive level positions, Acloché provides sourcing, recruiting, screening and time-efficient placements. We offer a variety of staffing solutions to help fit your specific goals, including contingent staffing, direct hire staffing, human resources consulting, and workforce solutions.

**Learn more about Acloché at [www.acloche.com](http://www.acloche.com).**







The Conway Center for Family Business provides educational programs and resources to support the growth and success of central Ohio family businesses.

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