



12 RULES OF RECRUITMENT

1 Not all recruiters are created equal. Choose wisely, and make sure you hire someone dedicated to your success.

2 Are the candidates considering a move or leaving a bad situation... Did they create it?

3 Do the candidates want to live in your community?

4 Interviews should challenge the candidate's knowledge, experience, and ability to think. We can help design questions relevant to your needs.

5 Marketing should showcase your community. Advertising should complement your efforts and ignite interest in potential candidates. We help to develop your outreach materials.

6 Why settle for the standard reference checks? We can provide the full 360 degree perspective.

7 Think of the resume as a portrait of each candidate- A skilled recruiter will go behind the photo to determine the real picture.

8 The opportunity must be presented to people that aren't looking, but might consider.

9 Psychometric testing is imperative.

10 A bad hire is costly to your organization. Making smart choices is critical from the very outset.

11 Before a candidate is presented, you must ask the difficult questions.

12 Any new hire must elevate the bar for your municipality- if you don't think they can, then cast the net again.



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