



HIRING CRUNCH REQUIRES NEW RECRUITMENT SOLUTIONS - 5 Insider tips.

In Western Australia there are fewer than two unemployed workers for each vacancy. A recent report from Bankwest revealed 40% of businesses in WA are being affected by skills shortages and 65% of businesses are having difficulties in recruiting experienced staff. With more than 50% of businesses planning to hire new staff over the next three months (according to a Hudson Report), recruitment promises to be a growing challenge in 2011.

Strong hiring intentions from employers paired with an impending skills shortage mean employers are going to need a better method of finding and hiring suitable candidates.

To help you find the right staff here are 5 things to consider when you next recruit...

- 1) Google the candidate...don't stop at page 1, 2 or 3...Also check Google images. You are not invading any privacy. You are checking a public forum to see if your prospective employee has any common interests with you or not... best to do this prior to interview, so that you can clarify any facts or concerns.
- 2) Ask the candidate to provide 3 referees. Make sure they are genuine. When conducting the character reference, make sure you clearly state the purpose of the call and try not to say too much after. You need to listen more than you speak. Ask 3 open ended questions.
- 3) Does your prospective employee really need industry experience? Sometimes, candidates from other industries can be a blessing in disguise. Not suitable in all industries, but in sales, administration, customer service, it can be very effective.
- 4) Read between the lines....The interview went well, you are really impressed with this candidate. That's great! The motivation NOW is to get the job and what's the motivating factor after you offer the job? Make sure you find out the motivating factors and use them.
- 5) Ask the question.... "What is the next role for you with this company or elsewhere, once you have gained the relevant experience and knowledge" Listen to the answer. You will be amazed how many people stumble here. Try to work out if they are genuine and have understood the role that they have applied for and also a good way of finding out their next target/goal. Does this person really know what he/she wants.

Traditional recruitment methods in this changing employment market will require greater investments of time and money from employers, whilst yielding poorer results. A more non traditional method like Nifnex, however, saves employers money and allow them to take their pick from an assortment of experienced, high quality candidates. Employers can take the decision into their own hands, searching the database of top candidates in their industry and narrowing it down to the perfect fit for their role.

The next year could be tough, or it could be the best one yet for employers who choose to meet the challenge and try a new approach to recruitment. Nifnex is one hiring solution for the changing environment.

About Zeeshan Pasha-

Zeeshan Pasha is the Founder and MD of Nifnex, which is Australia's first identity confidential candidate database linking employers, candidates and recruiters together through an online and print platform. Nifnex has grown to be a recognised brand within the SME industry in Perth as an online platform to source candidates at a much more affordable fee which saves time and effort. The Nifnex Review, which is the print publication features anonymous job seeker profiles, articles and resources for business owners and interviews with recognised business owners who are part of the community and who are willing to share their knowledge with all other small to medium business owners.