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# Sniffing out The Right Talent

One of the best ways to recruit the best talent in the job market is to get off the beaten track and look for it in the most improbable places. The game of hide-and-seek serves as a good analogy: the kid who hides in the most difficult-to-find hiding place is the smartest of them all.

*“It doesn’t make sense to hire smart people and then tell them what to do; we hire smart people so they can tell us what to do.”* - STEVE JOBS

Steve Jobs was well aware of the fact when he made the above statement. Throughout his leadership, this founder of Apple hired only the best and brightest people to design and sell some of the most iconic products of our times. Smart companies hire smart people, and organisations are often only as good as their employees.

While Jobs knew how and where to look for brilliant employees. What about other entrepreneurs and organisations? What about specialised businesses like investment banking and multi-family office? Where do they find the crème de la crème of talent?

## The Talent hunting guide

Here is a guide that will show employers and recruiters how to look for talent and excellence the non-traditional way - and still hire people best suited for the future of their companies.

**Digital tools:** The digital age is redefining the way HR managers and experts are scouting and hiring talent across industries. From the traditional résumé - through word of mouth, delivered by hand or sent by post - we went online and thence to digital, where the hiring process includes online surveys and video interviews. For instance, popular portals like SurveyMonkey-for assessing candidates on specific subjects, online writing tests- to make sure candidates really want the job, and Google Hangouts- to highlight job openings and engage with potential candidates

are enabling recruiters and employers understand candidates better and hire the best among them.

## Podcasts and Webinars

One of the biggest outcomes of digital transformation has been video podcasts and webinars, which are effectively used in recruitment. Employers are making use of various video channels, including YouTube, to talk about their companies, what makes them ideal workplaces, and the HR benefits and administration services they offer. These videos can be both scholarly as well as entertaining, and, they capture the culture and values of the organization. These digital tools are also a means to make a company stand out from its competitors.

**Group interactions:** Another non-traditional approach to hiring unique employees is conducting group interactions. This is an excellent way to gauge their temperament, behaviour, attention span, working knowledge and communication skills among other characteristics. It also tells the employers whether they are a good fit for their corporate culture. One new approach to the hiring process is conducting an open house where the shortlisted candidates discuss various topics related to the employer's business. This is different from group interaction as the setting is informal and the air more casual. The open house strategy also shows how candidates behave and interact with each other.

**Personal communication:** More and more employers are connecting with prospective candidates directly, and establishing the first line of contact. This one-on-one



communication helps employers spell out specific needs and allows them to gauge the suitability of the candidates. On the other hand, it puts the candidates at ease, boosts their morale, and ups their chances of landing the job. Reaching out personally demonstrates an organization's willingness to go out of its way to hire the right person for the right job. For example, when a small company reaches out to a candidate, it enables the latter to understand his or her role in the organization much better.

**Looking in unlikely places:** While job fairs continue to be among the best places to hire talent, employers and recruiters are increasingly scouting other events for the right candidates. And, some of the unlikeliest places for a candidate hunt are business meetings, seminars and conferences, which are attended by highly qualified people. For example, an employer looking to hire an analyst would do well to look for candidates at financial conclaves. The participating analysts are already in their chosen field and probably passionate about their jobs, which makes it easier for employers to tap them and find out firsthand if they are open to change.

**Ex-employees and rejected candidates:** Many companies have an open-door recruitment policy in the sense that they rehire people who have left or reconsider



résumés that were rejected. Often, this exercise throws up a surprise - companies discover talent and skill they had previously overlooked. Whatever the reasons, if an organisation thinks that a candidate is suitable for a particular job, it cannot hurt to get in touch again and invite him or her for an interview that may help fill an important vacancy.

One of the best ways to recruit the best talent in the job market is to get off the beaten track and look for it in the most improbable places. The game of hide-and-seek serves as a good analogy: the kid who hides in the most difficult-to-find hiding place is the smartest of them all. How do you trace him? You use clever thinking and technique to find the kid - and make him part of your team. He can be one of your best recruits, your most valuable resource, and help your organisation stand out from its competitors. HC

**Disclaimer:** Wodehouse Capital Advisors does not necessarily use the above HR practices in its recruitment.

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