

## **Keeping People at the Core of HR in a Data**

### **Leveraging the efficiency of systems while keeping human interaction & judgement integrated in the hiring process**

Data has taken over the human resources industry. 97% of human resource leaders plan to increase their investment in recruiting technology by 2020. Technology can help teams more quickly reach more qualified candidates, scrutinize them more effectively, and streamline the entire hiring process. However, technology can also turn candidates into information rather than people.

In order to conduct the best job search, it helps to remember that people should be at the center of the process. Here are a few tips:

#### **Consider potential not the past**

Job candidates have a past. They have a particular education and work experience. Unfortunately, a candidate's past may not tell you about his or her potential. You should review a candidate's past, but you should also look at the potential for learning new skills and growing into a position. Utilize pre-screening questions to explore potential not just current experience. A person might not come into a position with all the skills that are required to do the job, but the individual could become proficient if given the right opportunity. Just because someone is the perfect fit for the job on paper, does not necessarily mean he or she is the right fit for your job.

#### **Add value to an organization**

Any hiring decision should add value to an organization. A hiring decision is not about data metrics and putting a warm body in a chair. You want to create added value with the position. That means you need to create a job description that not only matches the organization but also matches the person. People do the work, and you have to remember that at the end of the day.

#### **Keep stakeholders involved**

Stakeholders are as important to the hiring process as the candidates. You need to get buy-in from the stakeholders at the beginning of the hiring process. Stakeholders should have a voice in the job description and a seat at the table during the interview process. They are an important part of the hiring process.

#### **Look for a fit with company culture**

A company's culture is the central nervous system of an organization. It is how information flows, and the way the organization presents itself to the outside world. You need to find a candidate that fits into the culture. Even if someone has great skills and talents, he or she might not be a good fit

for the organization. You need someone who embraces the morals and core beliefs of the company.

### **Much of hiring is about recruiting**

These days, hiring is often about recruiting, especially for highly sought after technical skills. That means you have to communicate and sell your company to people. Data and analytics might help you identify a candidate, but in the end you are trying to bring a person into the organization. For example, 83 percent of job candidates say a negative interview experience can change their mind about a role or company they once liked. At the same time, 87 percent say a positive interview experience can change their mind about a role or company they once doubted.

### **Consider people with non-traditional backgrounds**

Veterans and parents returning to the workforce after child-rearing are perfect examples of hiring someone with a non-traditional background. Someone with a military background might not have the traditional background and education for a job but might have developed transferrable skills in the military. A veteran could have excellent project management skills, but he or she might not state that clearly on a resume. A parent returning to the workforce may have a great prior experience but just needs to brush up on current systems. People with non-traditional backgrounds can be valuable members of an organization; you just have to see how their backgrounds can fit within a position.