

## Avoid Turnover--Hire Right

When an employer hires a new employee, the right choice is critical. Your company wants to avoid the high cost of turnover! In addition to the advertising, interviewing and training time associated with hiring a replacement, your company must also look at the loss of productivity and knowledge that escapes when the employee walks out the door.

It is important to spend time at the beginning of the hiring process, mapping out a strategy. Below are some steps you might consider to help reduce turnover risk.

- Identify and document key job responsibilities and qualifications for the position.
- Develop a strategy for the interview process. Ask the same open-ended questions of all the applicants in order to gain consistent information for evaluating the applicants. Behavioral or scenario questions provide insight on how the applicant will handle certain situations. Focus on the prior positions they have held so you can establish a track record, identifying strengths, weaknesses and pertinent intangible attributes.
- Where possible, quantify responses to develop a meaningful evaluation process to measure and select the best candidate.
- Don't rule out a candidate's ability to fit in with your company's culture. Also, make sure the future employee will be satisfied with the job that you have to offer.
- Sell your company and the opportunity to the applicant. Give the candidate an opportunity to sell himself.
- Remember "first impressions" count; listen to your "gut" instinct.