



How to Hire Superstar Talent

Insider Trade Secrets of a Headhunter



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The top ten things you can do to ensure a successful path to not only attracting the best human capital in your industry, hiring and keeping them, but also how to help them reach their fullest potential so your company can too:

1) **Be a true champion for your company.**

If you don't know how to sell your company, find someone that can and hire them to be that champion! Be truthful with yourself about your ability (and your team's ability). Attracting the best starts with being the best, and having potential talent get that when they interview.

2) Be proactive rather than reactive to your hiring needs.

This strategy works well for firing people too! One great way to be proactive is to network within your industry – know the key players, the movers and shakers, build relationships with them and create a database of these folks. Fire people on time, put them out of their misery and prevent one bad apple from spoiling the batch. You must have the right people in the right seats at all times.

3) Do everything you can to create a culture where people can thrive.

Create a culture where work is fun and there is mutual respect, acknowledgment and an environment of learning and growing. Commit to recognizing and eliminating abusive managers. Invest in your employees' growth and development – this is especially critical with Millennials.

4) Get a handle on turnover.

If you find yourself losing people, it is not only costing you tons of money, but it is costing you the ability to attract top talent. Find out where the holes are and *do something about it fast!* The fish always stinks at the head, look in the mirror and take responsibility, only from being responsible can you make real change.

5) Hire based on core values, not hard skills.

With the exception of high tech positions, 90% of your decision should be based on the candidate's values and soft or intangible qualities. It's OK to use personality assessment tools but make sure to get educated by experts (not just sales people). These tools are becoming more common and are a great way to gauge culture fit.

6) Use specialized recruiters for key and tough to fill positions.

The right recruiter can save you time and money and connect you to candidates that you otherwise could not have attracted on your own. Ask for referrals as you would when seeking an attorney or a CPA. The right recruiter should be one that acts as a true partner of your business, not simply a resume referral service. Make sure to invest time with a recruiting partner so they can understand your business and needs.

7) Learn how to see beyond the resume; never judge a book by its cover.

Ask questions that are engaging during your interview. Treat all candidates with respect and follow up even if you are not going to hire them. Every candidate that you interview becomes a billboard for your company. With today's online social networking, you can't afford anyone to have a bad experience with your brand.

8) Don't underestimate the power of references.

Make sure you ask questions that can validate what the candidate claims on their resume and in the interview. Watch out for red flags. Due diligence is critical.

9) Negotiate, negotiate, and negotiate.

Know all the cards the candidate holds when it comes to compensation. Don't get caught off guard with a candidate that wants to use your offer to get a raise or comes up with a reason why he or she is worth more than what was originally discussed now that you've expressed a serious interest. This is another place a recruiter can be a huge resource to get all the cards.

10) Don't stop selling your company once the person is hired.

Be prepared for their start date. Make sure they have what they need in terms of tools, technology, training, coaching etc. The first 90 days are critical. Commit to the long-term development of every employee from day 1 and on.

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