



QUESTIONS TO START YOUR RECRUITMENT INTERNAL AUDIT

To enhance recruitment at your organization, start by identifying what's effective, pinpointing any gaps, and assessing how your organization compares to the competition.

Here are 14 straightforward yet thought-provoking questions from HCRC. You can complete this exercise on your own, or use it to kick-start a meaningful conversation with your team and honestly assess your organization's current recruitment efforts.

1

DO YOU HAVE A DOCUMENTED EMPLOYER BRAND?

Do you have a clear value proposition in your employer brand?
Have you communicated your employer brand to candidates?

2

DO YOU HAVE A UNIFORM HIRING MESSAGE?

Is your hiring message aligned with your employer brand?
Have you tested your hiring message with candidates?

3

DO YOU MONITOR YOUR REPUTATION ONLINE?

Do you regularly check reviews on platforms like Glassdoor?
Have you addressed negative reviews publicly?

4

DO YOU HAVE ANY COLLATERAL (VIDEOS, BROCHURES, ETC.) SPECIFIC TO RECRUITMENT?

Is your collateral updated regularly?
Do you have testimonials from current employees in your collateral?

5

DO YOU HAVE A CANDIDATE SOURCING PROCESS?

Are multiple sourcing channels utilized in your process?
Do you track the effectiveness of each sourcing channel?





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6

DO WE KEEP THE APPLICANT TRACKING SYSTEM (ATS)?

Is your ATS integrated with other recruitment tools?

Are your recruitment metrics easily accessible in the ATS?

7

DO YOU CREATE A SCALABLE MULTI-CHANNEL OUTREACH PROCESS FOR CANDIDATE ENGAGEMENT?

Do you use at least three different channels for outreach?

Is there a follow-up process in place for candidate outreach?

8

DO YOU HAVE A DEDICATED HIRING PROCESS AND TIMELINE?

Is the hiring process documented step-by-step?

Do you review and adjust the timeline based on past hiring experiences?

9

DO YOU HAVE A STREAMLINED APPLICATION PROCESS?

Is there a mechanism for candidates to save their application progress?


Do you provide confirmation of application receipt to candidates?

10

DO YOU MAINTAIN FREQUENT CONTACT WITH CANDIDATES FROM THE FIRST OUTREACH TO THE ONBOARDING PROCESS/START DATE?

Are candidates informed of their application status regularly?

Do you send reminders or updates to candidates before their start date?

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11 DO YOU HAVE AN EFFECTIVE INTERNAL REFERRAL PROGRAM IN PLACE?

Is your referral program communicated to all employees?
Are there incentives for employees to refer candidates?

12 DO YOU KNOW WHERE THE MAJORITY OF YOUR CANDIDATES ARE COMING FROM? WHAT ABOUT YOUR BEST CANDIDATES?

Are the most effective sourcing channels identified?
Is this data used to improve sourcing strategies?

13 DO YOU MONITOR IMPORTANT METRICS?

Are these metrics reviewed regularly?
Do you use these metrics to inform recruitment strategies?

14 DO YOU CONDUCT AN INTERNAL EMPLOYEE SATISFACTION SURVEY AND USE THAT COLLATERAL IN CANDIDATE OUTREACH?

Do you have a regular schedule for conducting employee surveys?
Is employee feedback incorporated into recruitment materials?

1-5 CHECKMARKS

YOUR EVP NEEDS SOME WORK

We understand—recruitment has many moving parts, and it's challenging to make real progress when you're being pulled in multiple directions. **HCRC** offers a comprehensive analysis of your current recruiting approach to set you on a path to success. Contact us today to schedule your free discovery session.

6-10 CHECKMARKS


YOUR EVP IS SOLID, BUT COULD BENEFIT FROM TWEAKS

You're doing great—you could probably teach others a thing or two! But there may still be a few projects that could propel you to reach the results you're aiming for, even if you don't have the time to tackle them right now. That's where **HCRC** comes in. Give us 30 minutes, and we'll help set you on the path to that next level.

11-14 CHECKMARKS

WOW! YOUR EVP IS STELLAR, LET'S DIG DEEP TO SEE IF THERE'S ANY MORE IMPROVEMENTS TO BE MADE.

We're impressed! You have a strong foundation in recruitment processes and employer branding. But are you achieving the results you want? If you're looking to increase applicants or reduce your time to hire, consider setting up a discovery call with **HCRC**.

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