

GUIDANCE FOR

RECRUITMENT AND HR

Supporting social distancing and remote working



simpsonbooth | **SIMPLY BETTER**
PEOPLE SOLUTIONS



We are living in unprecedented times as the world responds to the **coronavirus outbreak** and we see its impact on how we all live and work.

At Simpson Booth, we offer pro-active recruitment and HR solutions that are highly flexible and tailored to your needs. In the current pandemic, we are expanding our services, to provide advice and support on how to manage these functions remotely. At the same time, we are following Government advice and taking every precaution to ensure the health and safety of our people, as well as our clients and candidates.

Whilst we expect some uncertainty over plans for recruitment at the moment, we also know that continuing to review your talent pool and attracting top talent is the best way to protect and grow any business. Clearly the established processes for recruiting new members of staff, particularly meeting face-to-face for interviews, needs to adapt to social distancing requirements.

Even as countries begin to move out of lockdown, the way we work will likely remain fundamentally different. Assisting businesses to confidently deliver their recruitment and HR function within these guidelines will be key to their continued success.

Internally, we have transitioned our business to new ways of working. We've expanded our use of digital tools, to ensure our business continues to run smoothly.

We are here and available to support you during these times. This booklet outlines some advice about how to manage your recruitment and HR activity, and our consultants are available via email, phone and video to assist you with all of your recruitment and HR needs.

With best wishes,



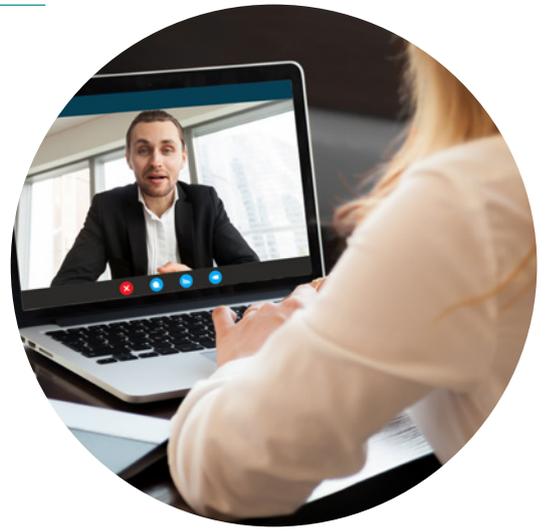
Russell Stewart

Managing Director, Simpson Booth

KEY CONSIDERATIONS

FOR RECRUITING REMOTELY

When recruiting remotely, you need to follow the same steps as you always have. However, there are some specific challenges and unique opportunities associated with each step.



1. Attracting the best candidates



The global pandemic has radically changed how we live and work. This is an unprecedented situation and we will all need to adapt to respond to it. Whether or not your recruitment needs have changed, attracting the right talent remains crucial to your organisation's long-term success.

The challenges you face will depend on a range of factors - your sector, the nature of your business and the skills you may need in the future. At the same time, with increased remote working there is a potential opportunity to attract and access a global talent pool. Here are some key things to be aware of:

▶ Your company's reputation

A range of factors affect whether a candidate applies for a role. Now more than ever, a company's purpose, culture and reputation are key. The best candidates are increasingly proactive when it comes to assessing opportunities. Passive candidates will have an even deeper interest in who and what you are.

We are seeing that the pandemic has led to many people re-evaluating what's important to them in their future career. So it's important that you think about what makes your company stand out in the current situation and incorporate that into your recruitment activity to help attract the best candidates.

▶ Create a compelling job description

Job descriptions must stand out to attract the best talent to apply for roles. So if you've had a job description in place for many years, now is the time to review it. During this time when face-to-face meetings are more difficult, the job description needs to fill that gap. The job specification should also be a professional sales document, selling both the role and your organisation. It is worth outlining how the role will work on a remote basis, both during a time of social distancing and in the future.

▶ Shortlisting candidates

Whenever you recruit, the CVs you receive form the basis of your shortlist. However, at the moment, it is important to review the applications with an understanding of the current context. In addition, where many people are out of work due to the economic challenges resulting from the pandemic, time out of work may become a less important consideration.

Currently, interviews will likely happen remotely. Interviewing candidates over video can significantly reduce the time involved in the hiring process. You may want to take advantage of this efficiency by considering a longer shortlist of candidates to find the right person for your organisation.

2. Virtual interviews



One of the major shifts in the recruitment process as a result of the global pandemic is the accelerated move towards using audio-visual technology to conduct interviews. There are some advantages to this. It will likely be possible to schedule interviews more easily, and it is often more time efficient to run interviews remotely. But how can you ensure that you use technology successfully?



There are a range of options for audio-visual calls - Zoom, Skype, FaceTime, WhatsApp and Microsoft Teams to name a few. We recommend utilising several of these, as your candidates will likely have access to different platforms. And make sure you test them, to find out what works best for you. There is of course nothing worse than a flurry of calls and panic trying to connect and get the system to work!

It is important to adapt your approach to interviewing when using technology. While video interviewing platforms generally offer good visual and audio quality, it isn't the same as being in the room with someone. It is important that you recognise this, and consider including some additional questions in an effort to understand more about the candidate's personality and their fit for your organisation.

We know that remote working will be a key feature of employment in the future - even as restrictions are lifted and face-to-face work is possible, it is likely that social distancing will still restrict numbers in offices. So it is important to understand how candidates would plan to approach this.

► Key considerations for video interviewing

It is important to ensure that technology doesn't detract from or interrupt the interview process. So you need to make sure your computer is properly charged, that your internet connection is reliable, that your camera is set at the right level and location to ensure a good picture. Another aspect to make sure you check is your background!

“We have been working flexibly and utilising audio-visual technology for many years, both to liaise with clients and qualify candidates. We can help you get the best result from your use of technology to interview candidates.”

Pablo Sanchez
Snr Recruitment Advisor

► Psychometrics

Given you will not be able to meet the candidates face to face one of the most powerful tools you should consider is applying a psychometric tool to help in making a solid, informed choice. In many ways these tools can remove bias and will read candidates better than any 'gut' feel can. We can also apply this approach to help build an effective induction process and guide for the hiring manager.

“We are licensed and have many years of experience in applying psychometrics. We have a number of different types which can determine role fit and can help you choose the appropriate tool for the role to be filled. In addition, these tools can be used for existing teams and individuals to identify team and leadership problems and in some cases to assist in managing performance, dispute resolution and identifying areas for development.”

Russell Stewart
Managing Director

3. Offering the right package



Once you have identified the successful candidate(s), it is important to secure them with a strong offer. However, what makes up a strong offer will vary from person to person.

Whilst salary is important, benefits can also make an offer stand out. Typically, this might include flexible working policies, days off on birthdays, or cycle to work schemes, to name a few. However, in the current climate, it will be important to review these benefits to make them applicable to current working practices. You may also have benefits that apply during the pandemic, and others for when normal working practices resume. However, a considerable and growing aspect of the package is flexibility. Clearly this may not be an option on a production line or other roles where candidates need to follow set hours to provide a service. But where there is the option to be flexible with working hours you would be wise not to underestimate the value this has to people today for a myriad of reasons.



“After seeing how different employers are supporting their people through the pandemic, I know the type of company I want to work for.”

Alex Vann
Director of People Services

4. Remote onboarding



Onboarding is an important part of recruitment. It is a foundation stone for the process of engagement and signifies a well-run company. It is more than familiarising a new employee with their role, tools, etc. It also involves creating an environment where they can interact with colleagues, build relationships, and feel part of your company.

During a period of remote working, effective onboarding is even more critical in terms of maximising the new employee's connection with your organisation and their chances of success. You need to make sure that they know what they need to do on their first day and first week, and that they know who they should contact for any questions. You should also send all new employees a copy of your company handbook and any relevant policies.

It is important that you provide access to the technology they need to do their job – phone, laptop, access to remote systems. You should also ensure access to remote IT support.

Finally, you should establish clear lines of communication with key people across the organisation, to help them meet colleagues and ensure they don't feel cut off. You need to schedule regular check-ins – more frequently than if you were onboarding them in an office location, and ensure access to training and performance feedback.

“We can support you by evaluating the efficiency of your HR operation and recommending improvements in your systems and processes.”

Nina El-Imad
Director

ABOUT SIMPSON BOOTH

Simpson Booth is a recruitment business and HR consultancy offering pro-active solutions that are highly flexible and tailored to your needs. Our sister company, Berkeley Booth, is a specialist HR, Tax and People Services Consultancy and Executive Search firm.

Simpson Booth was established in 2012. Initially concentrating on the Energy industry, we have developed state-of-the-art recruitment and HR solutions that can be applied with equal success to the delivery of quality people, tailored to your requirements, for a wide range of roles in other key sectors.

The service we offer is informed by a unique level of understanding that draws on our personal experience and expertise.

Whether you're looking for suitable candidates for board-level directorships, permanent positions, interims, contract roles to fill, or want a longer-term, cost-effective alternative to maintaining your own recruitment or HR function, we can help.

We work in partnership with clients to help them find the best candidates, for everything from specific projects, or permanent placements, to executive level appointments. Using a range of search and approach methodology, we are able to guarantee success with every search. Not only to ensure the correct fit but also to ensure early effectiveness and provide significant value to your business.

We don't just propose applicants or candidates from a narrow network but proactively take the time to approach passive candidates who need to be identified, located and engaged to convert them to active candidates. Validating this approach, last year only 14% of our appointments were unknown applications. A massive 86% were directly targeted and approached with carefully crafted messages to generate interest.

We can technically improve on the delivery and end result that any of the exceptionally expensive global headhunting brands have to offer and we do provide a better end result, every time. Ask us how we can provide guaranteed candidates on a commercial model which drives performance during the search through to appointment and beyond.

We also work as consultants and advisors to help companies develop their HR strategies. This can involve offering guidance and support through business changes, conducting efficiency reviews, mentoring HR leaders or providing an in-house, outsourced recruitment function.

Maintaining your own recruitment function can be time-consuming and expensive, and you may well lack the right software tools or process. So we offer a range of tailored solutions that can cut costs, improve efficiency, enhance your reputation and de-risk the process, while still leaving you very much in charge. It also give you access to our cloud-hosted standalone software solution which tracks every detail of the recruitment workflow, tuned to your business accessible to your HR people. Fully auditable, it reduces your exposure to risk, helps protect your reputation and provides you with a database, an invaluable future recruitment tool which will remain yours.



simpsonbooth



berkeleybooth

WHY PARTNER WITH SIMPSON BOOTH?

Our people solutions work

We use state-of-the-art tools to actively source candidates to match your brief, delivering a shortlist of candidates that are suitable qualified but also highly motivated. Our outsourced recruitment solution can deliver increased efficiencies, reducing the 'time-to-hire' and cutting costs by around 30%, as well as enhancing your reputation in the market and de-risking the hiring process. This results in considerable savings in both time and resources.

We're a trusted partner

We always take the time to understand our clients and conduct thorough research, before recommending the best course of action. Only through this can we deliver the right solution for you.

We're well connected

Our varied background gives us access to a wide network of talented individuals and we're constantly adding to it. By drawing on our inside knowledge and using our range of contacts, we are continuing to develop a resource of professionals from across many sectors.

You can rely on us

We may be one of the newer names in recruitment but we can draw on many years of professional experience and we have rapidly proven our credibility. We achieved a licence to apply psychometric testing, an Investor in People award, and ISO 9001/2008 accreditation for our Recruitment Outsourcing and Executive Search processes - all within our first two years of business. Since then, we have also been further assessed and achieved upgrades to the revised ISO 9001:2015 and ISO 14001:2015 accreditation. At the same time our scope has been expanded to include 'Executive Search, permanent placement and temporary/contractor recruitment as well as the provision of complete HR and recruitment outsourcing solutions for a range of industries'.

We know people

When it comes to identifying candidates with the right skill set, experience and attitude, judgement matters. We pride ourselves on our ability to source the best people and recognise their strengths, in order to achieve the right match for your brief.

We're a small fish in a big pond

And that's good. It gives us the flexibility and agility that we might not have if we were a larger organisation. With relatively unrestricted access to a larger pool of candidates, we can move fast to find the candidates that you need and we are not blocked out from a large part of the market like some of the big recruitment companies are.



HOW TO GET IN TOUCH

As you and your business adapt to the realities of the global health pandemic, we are here to support you in any way we can. Our consultants are available through email, phone and video to assist you in all of your recruitment and HR consultancy needs.

With offices in London and Aberdeen, our dedicated team of senior recruitment professionals have a breadth and depth of international expertise across a variety of sectors and functions.

Contact:

E: info@simpson-booth.com

www.simpson-booth.com

London

One Lyric Square
Hammersmith
London W6 0NB

T: +44 (0) 207 887 1388

Aberdeen

Cirrus Building,
6 International Avenue
ABZ Business Park
Dyce Drive, Dyce
Aberdeen AB21 0BH

T: +44 (0) 1224 224 123

