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OCTOBER 2016

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Best practices...

9 Ways to Improve Your Hiring Process

Taking the time to find the right person - someone who is not only technically capable but also a good fit for the company - is important. Companies that are successful in hiring have a process that includes attracting high-quality candidates, evaluating both their technical and soft skills, and taking the time to get to know the people in different ways. Here are nine tips to build and improve your own hiring process.

1. Write better job descriptions.

If you're not careful, the way your job posting is written can deter great candidates from applying. Many companies write detailed descriptions with long lists of responsibilities and requirements, but a study by researchers in the United States and Canada found that this can actually alienate qualified employees, the Wall Street Journal reported. Be sure to present the description with a "Needs-Supplies" approach, which focuses on what the company can do for the candidate, rather than the "Demands-Abilities" approach, which focuses on what the company expects from the candidate.

2. Embrace digital trends and social media.

Most people want to work for companies that keep up with the latest tech trends. A survey by MIT and Deloitte found that the vast majority of respondents, ages 22 to 60, want to work for digitally enabled organizations, which means businesses will have to stay ahead of the curve in order to retain employees and attract new ones.

3. Focus on soft skills.

Although the right skill set may seem like the most important factor in whether a candidate is a good fit for a particular role, the truth is that skills can be acquired, but personalities cannot.

"Social intelligence" - being able to navigate social situations and work well with others - is very important," said Maynard Brusman, a San Francisco-based psychologist and founding principal of consulting firm Working Resources.

"Don't become pigeonholed into thinking the person with the exact necessary experience is the right person for the role," added Tom Gimbel, CEO and founder of staffing and recruiting firm LaSalle Network. "Consider soft skills - like interpersonal skills, communication skills, thought processes and emotional intelligence - because they matter."

4. Check social media profiles.

If you're not looking through the candidate's social media profiles, you could be missing a key way to find out more about the individual as a person and an employee.

While it's legally risky to allow a candidate's social media activity to factor into your hiring decisions, it can give you a better picture of someone you're interested in hiring. In a Business News Daily article, Aliah Wright, a manager with the Society for Human Resource Management, said that social media can be used as a skills assessment, especially if a candidate has professional blog posts or portfolio work.

5. Fit the personality to the job.

A candidate's personality is another important factor to consider. For example, a trait such as empathy would likely be much more important for a nurse or a social worker than it would be for a tax attorney or a computer programmer.

"What kind of person you hire depends on [the] culture of organization and the kind of job," Brusman said. "A great person with all kinds of skills may be [a] good fit for one and [a] poor fit for another, simply based on their personality type."

6. Improve your interviews.

A study by Leadership IQ found that failures exhibited by new employees may result from flawed interview processes. Eighty-two percent of the 5,000 managers surveyed reported that the interviewers were too focused on other issues, too pressed for time or lacked confidence in their interviewing abilities to pay attention to red flags candidates exhibited during the interview process.

This is because the job interview process generally focuses on making sure new hires are technically competent, whereas other factors that are just as important to employee success - like coachability, emotional intelligence, temperament and motivation - are often overlooked.

7. Ask the right kinds of questions.

"If you ask someone why they left their last job and they blame someone else, it's important to follow up with another question." said Paul Harvey, a professor of

management at the University of New Hampshire. "If they continue to blame external forces for their problems, you may want to look for another employee."

So what are some other great questions to ask? John Schwarz, CEO and founder of workforce analytics company Visier, said answers to questions such as, "Who are you going to be 10 years from today?" and "What makes you get up in the morning and do what you do?" can tell you a lot about a candidate's drive and ambition.

8. Let candidates interview you, too.

Be open and honest about what it's going to be like to work for your company and give a realistic preview of the work environment. Allowing prospective employees to interview you will give you a chance to see what's important to them. Plus, it will give candidates a chance to determine that they want to keep pursuing a job at your company, or to decide that it's not the right fit for them.

9. Keep an eye on your reviews.

Potential employees often seek insider information about companies they want to work for, and this includes salary estimates, interview tips and reviews from current and former employees from sites such as Glassdoor. According to Glassdoor, 46 percent of its members read company reviews before they speak to a recruiter or hiring manager. Top candidates may not apply in the first place if they don't like what they see: 69 percent of job seekers said they would not take a job with a company that had a bad reputation, even if they were currently unemployed.

*Source: Marci Martin, Business News Daily; Additional reporting by Brittney Helmrich and Nicole Fallon Taylor.

Recent Placements and Current Engagements

Enterprise Business Development- Strategic Capture +\$1M Integrated Solutions- NYC Region, Denver, Seattle, Houston, Chicago

Regional Sales Manager- Network Video Solutions- Mid-Atlantic

Project/Programs Operations Leader- Access Control Hardware

Customer Service Leader- Access Control

Vertical Market Sales Manager- Multi-Family Housing- Access Control, Midwest

Regional Sales Manager- Access Control- Metro NYC/NJ

Regional Sales Manager- Network Video-Southern CA/Southwest

Field Applications Engineer- Network Video- Midwest Territory- Chicago Based

Vertical Market Sales Manager- Education Solutions- Network Video

Enterprise Business Development- Phila, DC, Boston, Atlanta, Denver, Houston, Seattle, Chicago

Director of A&E/Consultant Business Development- Enterprise IT/Security Solutions

Western Regional Sales Manager- Life Safety Technologies- Los Angeles- **COMPLETED**

Regional Sales Manager- Network Video- Pacific Northwest

Vertical Market Sales Manager- Gaming- Network Video

Product Manager- Network Video and IoT Solutions

National Customer Service Leader- Life Safety Technologies- **COMPLETED**

Business Development Manager- IP Video Solutions- Vertical Markets, Midwest-Based

Business Development Manager- Enterprise Solutions- Houston

Regional Sales Manager- Enterprise Access Control- New England

Customer Service/Inside Sales Leader- Southern California

Vertical Market Sales Manager- Multi-Family Housing- Access Control, Northeast-
COMPLETED

Regional Sales Manager- IP Video- Ontario/GTA- **COMPLETED**

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