



# Continuing to connect businesses with candidates you need to succeed

By Laura Byrnes, APR, CPRC



Exactly four years ago this month, we welcomed Innovation Citrus to the business community and penned our first column for the publication. Back then, I started off by saying how excited CareerSource Citrus Levy Marion was for the opportunity to let you know about workforce development innovations designed to save Citrus County employers time, resources and, frankly, headaches when it comes to finding and hiring the right candidates.

Today, you're reading our final column for this publication as Best Version Media shifts focus to its neighborhood magazines. You know what they say, all good things must come to an end and we certainly wish our friends at Best Version Media all the best as they continue to find ways to serve our communities.

But while our happy partnership with Innovation Citrus is at a close, the good news is that CareerSource CLM has not changed our mission to connect businesses with qualified, skilled candidates and candidates with employment and career development opportunities.

Something else that hasn't changed is the fact that we do not charge businesses or candidates for our services.

More on that later. First, I think it's worthwhile to look at what has changed.

In June 2014, you may painfully recall, Citrus County's unemployment rate was 8.6 percent, there were 4,172 residents out of work and 44,575 who were employed. I can't fast forward to June 2018 because March is the most recent data we have as of deadline, but we've seen the unemployment rate drop to 5.2 percent, there are 2,532 unemployed – a drop of nearly 40 percent – and 45,960 residents now working.

Not to mix my fables here, but despite the Henny-Penny-Sky-is-Falling headlines we see month after month, when you take the long view, it is clear that the economy has improved. Yes, you may think of those gains as slow and steady but remember who won the race?

However, to continue with the analogy, there is no question that the finish line – a robust economy bustling with full employment – is still a bit down the road.

So how can we (CareerSource CLM) help you (businesses) cross that finish line?

That question circles back to where this column began, both at the top of the page and four years ago.

Back in 2014, I asked what you thought the most important ingredient might be for your business to succeed. Of course, product and service, facility, audience/market share as well as equipment are all critical but what I wanted you to drill down to is that secret sauce that not only adds value to your operation but sets it apart from the competition.

At the time, I cited Mark McDonald, group vice president and head of research for Gartner Executive Programs, who said that the “most important thing in your company is not a thing. It's a person and your people.”

When you hire a new employee, you aren't just filling a vacant position, you are investing your time, resources, and faith in a key corporate asset. Regardless of the size of your operation, finding the right person with the right skills, attitude and commitment can help your business grow.

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Conversely, making the wrong hire not only has the opposite effect, it can punch a huge hole in your bottom line.

Four years ago I noted that the US Department of Labor suggests you'll pay about one-third of a new hire's annual salary to replace them – a 2017 report by Employee Benefits News confirmed that 33-percent replacement cost – while a study by the Society of Human Resource Management (SHRM) estimated it can cost up to five times the employee's annual salary.

SHRM's The Cost of a Bad Hire can be Astronomical published in May 2017 indicates that the cost of recruiting, hiring and onboarding a new employee can be as much as \$240,000.

The article also pointed out that "there are extra costs incurred when that person turns out to be a poor fit, not the least of which may involve finding a replacement."

According to the Brandon Hall Group, a Florida-based human capital research and analyst firm cited by SHRM, variables that go into calculating the cost to replace a bad hire include:

- Recruitment advertising fees and staff time.
- Relocation and training fees for replacement hires.
- The negative impact on team performance.
- The disruption to incomplete projects.
- Lost customers.
- Outplacement services.
- Weakened employer brand.
- Litigation fees.

Clearly, it is much wiser and less costly to hire the right candidate in the first place. Therein lies the rub, especially if you run a small or medium-sized business without the luxury of a separate Human

Resources department or perhaps even a staff member dedicated to the task.

So how you can pull that rabbit I alluded to earlier out of a metaphorical hat ?

It's not magic. It's CareerSource. We offer employers a variety of customized business services, available, as I mentioned, at no charge.

CareerSource CLM can provide as much or as little support as you want or need. Our HR professionals can help craft job descriptions designed to hone in on the exact talent you're seeking. We will use the power of the state's premier online job board, Employ Florida, to post your positions locally and throughout Florida. Once we find qualified candidates, you can be confident in the selection process through candidate assessments, such as "Prove It," which tests and scores job candidate skills and work habits.

If you aren't familiar with how we can help you recruit, screen, hire and train employees, then please put us to the test. If you'd like to learn more, a great place to start is by visiting the Business section of our website at [careersourceclm.com](http://careersourceclm.com). If you are ready to get started and take advantage of our custom business services, call our Business Development team at 800- 746-9950.

I'll close by paraphrasing what I said in ending our original column:

For the past four years, we used this space to share cost-saving ways for you to leverage CareerSource Citrus Levy Marion resources to build and expand your business. We invite you to do so in the months and years to come.

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## FIVE WAYS TO RULE THE LEADERBOARDS



- 1. Post great content**  
(at least once per day. Twice is best.)
- 2. Request citizenship with many people**  
(and they will often request it back). The more citizens you have in your Myopolis, the more exposure you will build. Exposure, interaction, comments etc. increase the likelihood that you will trend higher.
- 3. Interact with many posts.**  
Comment, share, pingworthy, agree etc. The more interactions you have the more you will increase interest in people becoming your citizens. The more citizens, the more exposure for you and your brand.
- 4. Invite people to Myopolis.**  
The more people you invite from other social media sites, or people who are new to social media, the larger your base. Remember, people don't need to leave their current social media communities (although once they experience Myopolis they may make that choice). At first, it's harder to take someone away than it is to get them to add Myopolis.
- 5. Build your own communities that matter.**  
Get four or five close friends, colleagues or clients to use Myopolis as their primary means of connecting. Even small groups begin to carry heavy influence and motivate people to remain active.

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