



Declare your Independence from bad hires

By Laura Byrnes, APR, CPRC

Here we are smack dab in the middle of summer.

Ah...the heat. The humidity. The cyclical spike in unemployment. It can all start to feel downright oppressive at this time of year.

Fighting oppression, coincidentally, is at the root of the one big-bang-of-a-celebration this month: Independence Day. Our Declaration of Independence, after all, was a clarion call for relief from King George's oppressive rule of the American colonies.

So it seems more than fitting that we commemorate our nation's nascent independence against oppression on July 4, during the most oppressive "dog days" of summer.

While CareerSource Citrus Levy Marion can't do anything about the temperature or humidity, and while the seasonal employment slump happens every single year (don't worry, it will improve by September or October), we can help you declare your independence from what can seem oppressive, at least in terms of cost and time, and that is recruiting, hiring, training and retaining the right staff.

Depending on your industry, of course, July can be a relatively slow month for staffing up. Businesses looking for professional workers before the fall tend to do so now, before key decision makers start rotating out for summer vacation. Job seekers with nontraditional but impressive resumes may take advantage of the lull to make career moves. Manufacturers gearing up for holiday production may be in the market for additional workers.

You get the idea. When it comes to recruiting, there's no "one size fits all." What we can agree on is the damage created by a bad hire.

Without belaboring the point, the true cost of a bad hire may be greater than you think. A recent CareerBuilder survey found that 27 percent of US companies reported each bad hire cost their companies at least \$50,000. Zenefits cited a Center for American Progress report that found bad hires typically cost 20 percent of the employee's salary. The average annual wage in Citrus County is about \$36,000 so that would come to \$7,200 per employee, figuring the cost would be much higher for specialized or senior employees.

Even if we play with averages, does your company have an extra \$7,200 to lose?

Forbes magazine revisited the issue of hiring a bad apple in September and found that while the financial cost is quantifiable, chief financial officers actually rank the impact on morale and productivity ahead of monetary loss.

Why? According to contributor Falon Fatemi, "an apple spoils the bunch, so to speak. Disengagement is contagious ... In many ways, a bad hire's effect on company culture echoes beyond the employee's tenure. Poor performers lower the bar for other employees and bad habits spread like a virus."

So, we're agreed. No one likes bad hires. Yet Glassdoor for Employers found that 95 percent of organizations continue to make them every year due to "broken screening, (inadequate) interview and hiring processes, too-little-too-late candidate vetting, plus an overemphasis on candidate skills sets rather than organizational fit."

In new research cited by Glassdoor, the Brandon Hall Group found that organizations that lack sufficient interview process are five times more



likely to make a bad hire while those that invest in a strong candidate experience improve their quality hires by 70 percent. And this goes for hires from entry-level to C-Suite.

Are you ready to declare your independence from bad hires? Are you ready to go forth this Fourth of July – and onward – to celebrate a truly remarkable workforce?

If so, we offer a full menu of fee-free services to help you, and it includes assistance with job descriptions, screening and vetting candidates and help interviewing and hiring. Eligible employers may also qualify for on-the-job training grants, paid adult internships, work experience trainee programs and custom business training programs all designed to help you find and train you new and existing workers.

Other ways we can help. It's hard to miss the big regional career fairs we hold, typically every spring and fall. So far this calendar year, we held career fairs in Citrus and Marion counties, a job fair for graduating high school seniors in Marion County, targeted hiring events for health services, business and technology for area college graduates, and a youth job fair 16-to-24-year-olds. Plans are under way to expand the wildly successful youth career expos to Citrus County hopefully this fall. And that doesn't include fall job fairs.

Job fairs can be open to general job seekers or specific to targeted industries, such as healthcare, or target audience, such as older youth or college graduates. They offer you a fast, effective way to meet a variety of jobseekers in one place on one day. We handle all the logistics, promotion and provide staff support.

Sometimes you need to hire in a hurry and only want to meet with those with the skills and experience specific to your immediate job openings. That's why we also offer hiring events, exclusively for individual employers. Typically, for your convenience, these take place at our career center in Lecanto, but if you prefer they can be held at your place of business or we'll arrange an alternate site.


You say you're looking for someone with C-Suite experience, someone with a Master's degree or with exceptional technical skills? If so, then our affiliate Talent Center, which operates in partnership with the College of Central Florida, has the type of next-level recruiting services that may meet your needs. Again, at no charge to you.

And our latest initiative to help targeted industries raise awareness of opportunities in our own backyard is the Career Awareness-Talent Pipeline video project which is expanding into Citrus County on three significant fronts. First, we're adding more Citrus County companies to the library of informational videos and second, we're including more targeted industries. So if your business is in technology, logistics, healthcare or manufacturing, and you'd like to take advantage of this program, let us know. We underwrite most of the cost of the video and for what amounts to less than a dollar a day (\$325), you'll get a professionally produced company video, strategic marketing plan, lots of free-to-you promotion via our social media platforms, and distribution to your potential talent pipeline (students the parents and guidance counselors who influence them) through the public school districts.

And speaking of schools, the third way this project is growing and thanks to a generous grant from the Duke Energy Foundation, we are adding videos highlighting career preparation programs available in our public schools.

This is just the beginning of, dare I say, revolutionary programs that can help you Declare Independence from bad hires and give you cause to celebrate this Fourth of July and all year long.

If you want to learn more about our employer services, please call us at 342-873-7955 or 800-746-9950 or visit careersourceclm.com. For employers seeking professional-level or highly-skilled technical candidates, please contact our affiliate Talent Center at 352-840-5762.

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