



Session 2- Build A Better Recruitment Plan

Interviewing

- Keep it legal-You want a new hire, not a lawsuit!
- Know what you can and can't ask
- Be aware of any state laws that prohibit specific types of questions
(For Example, In Connecticut, it is illegal to ask a person what their current salary/hourly rate is)
- Have predetermined questions
- Questions should be drafted so you learn about the applicant
- Do they fit your culture?
- Is this the right job for them?
- Are they qualified to do the job?
- At the end of the interview, if they are a good candidate, be prepared to sell the job and company so they leave wanting to work for you.



Selling Your Company to the Driver

- Step 1- Identify who your competitors are
- Step 2: Determine what distinguishes you from them
- Step 3: Create an Employee Value Proposition (EVP)
- Step 4: Fine tune your Elevator Pitch
- Step 5: Use your interview as an opportunity to deliver your elevator pitch and employee value proposition



What is an Employee Value Proposition (EVP)?

Set of benefits offered in return for a skillset. Often used in the intro of a job description. It is what a Unique Value Proposition is for a customer. Why should an employee work for you? What are they getting out of it?

Included in EVP:

- Total Compensation Plan: Salary, Bonuses, PTO, Health & Life Benefits, Training, Travel and Reimbursements
- Career Development
- Positive Work Environment
- Company Culture, Goals and Values

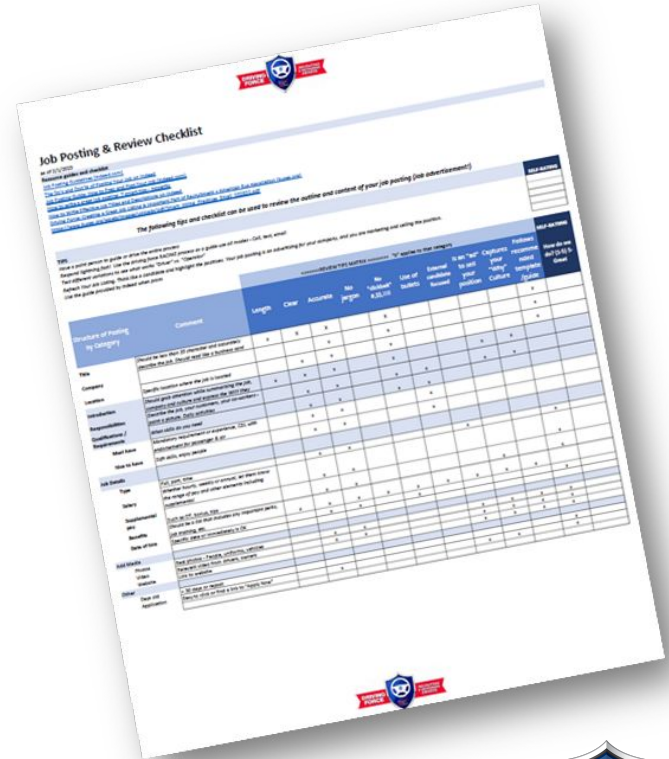


Crafting a Great



Job Posting / Listing

- Remember this is a **job ad**, you have to “Sell” your company to the candidate
- Follow the guidelines and resources provided by your selected job board such as indeed.com or ziprecruiter.com
 - Short, accurate titles <35 letters.
 - Make sure to have an intro that captures your unique differentiators
 - Quantify your benefits and make sure they are listed clearly
 - Differentiate the job, your company and culture - Know your EVP
- Use the checklist provided by the Driving Force to help craft a powerful listing
- Repost your listing every 30 days
- Try new or multiple titles to capture new candidates
- Test, adapt and repeat.



The Importance of Speed

You need to make it fast & easy to get in touch with you, but most importantly ***you need to be responsive***. Applicants shouldn't feel like they are waiting on you or worse yet that you forgot about them...

- **Same Day** Initial Contact
 - Application Received & Reviewed
 - Initial Phone Calls / Email / SMS
 - Schedule their interview
- **Within 1-3 days** Interview Takes Place
 - In person interview & other initial items
 - Follow up and/or first day of training
- **Within 1 week** Onboarding & Training
 - Do not put off getting them started

Don't assume they know or remember the date and time of their interview or first day of training. Send them reminders using SMS and Email.





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Have an idea or want to share feedback? Email drivingforce@buses.org