



7 Questions to Build Your Talent Acquisition Framework

- 1. What is our employer branding?** This should include company culture, business goals, initiatives, philanthropy, company perks, remote work vs. office work, etc. Employer branding should paint a clear picture to job seekers about what your company does, what it values, and who works there. Employer branding also needs to be consistent across different positions and external media.
- 2. What is the budget for the position?** This question encompasses salary, expected time for the HR department, extra hiring process costs (i.e. a candidate lunch), and the cost of any sponsored job postings.
- 3. Where will the job be posted?** Companies should strategize how to navigate job boards, career pages, employee referrals, social media, etc. Online job boards such as LinkedIn or Glassdoor are becoming increasingly popular for job seekers to find job openings. However, these websites also require well-written job descriptions so that the top candidates are able to find your job openings when they search.
- 4. What constitutes a qualified candidate?** This is an important question to ask all stakeholders for a given position. The answer to these questions helps inform hiring decisions about who would make the best employees. Qualified candidates do not have to have all the necessary skill sets, but there should be a threshold for the amount of training new employees need to be successful at their job.
- 5. How will we engage qualified candidates?** This question is meant to answer how the recruitment process will work after an application. The interviews, phone screens, emails, etc. should be structured in a scalable manner.
- 6. Who will manage the hiring process?** Every small business has different managers for hiring. Some business owners own the process themselves until their business grows too large. Many use an HR team or hiring managers. Another option is to outsource the hiring process to a recruiting company or an outsourced HR firm.
- 7. How will data be used?** Analytics should also drive your talent acquisition strategy. It can help improve the candidate experience, attract better talent, and drive down costs. When building your talent acquisition framework, plan to collect data throughout the process.