Colleague Powered Hiring

Boosting Recruitment with Colleague Participation

Trinity Health

Maria the recent hire.

Experienced ICU RN.
Knows other RN's.
Busy saving lives.
Not thinking about referrals.

Steve the Manager

Thinks you only have 1 req
Looking for a purple squirrel
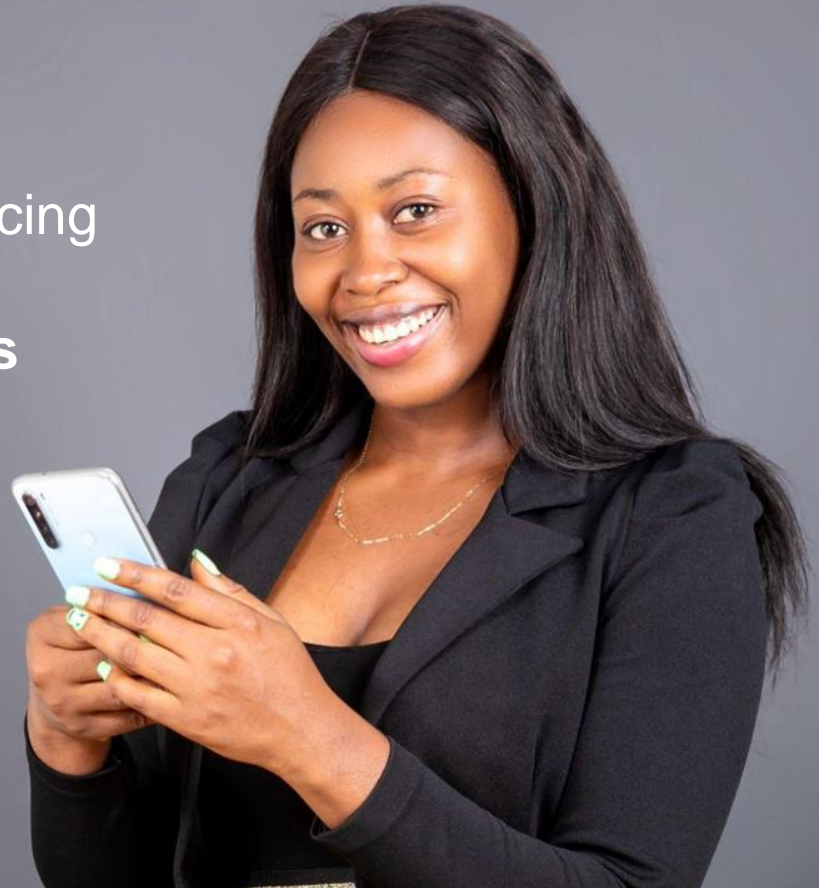Need this filled yesterday
Not thinking about referrals

Chelsea the Recruiter.

Has over 50 jobs
Half are difficult to fill
Knows she needs to do more sourcing

Might be thinking about referrals

What's in it for those three key stakeholders?

- 5th largest health system in the US
- 120 K Employees
- 40k external hires annually (10k openings)

50% of external hires (20k) = generated from referrals by 2025

Where most of us are:
Decades of policy and you're still under 5-15% hires from referrals. You're stuck.

What you will get out of this webinar:
- Making the business case to invest
- Standardizing your policy for maximum effectiveness.
- Engaging colleagues to participate.
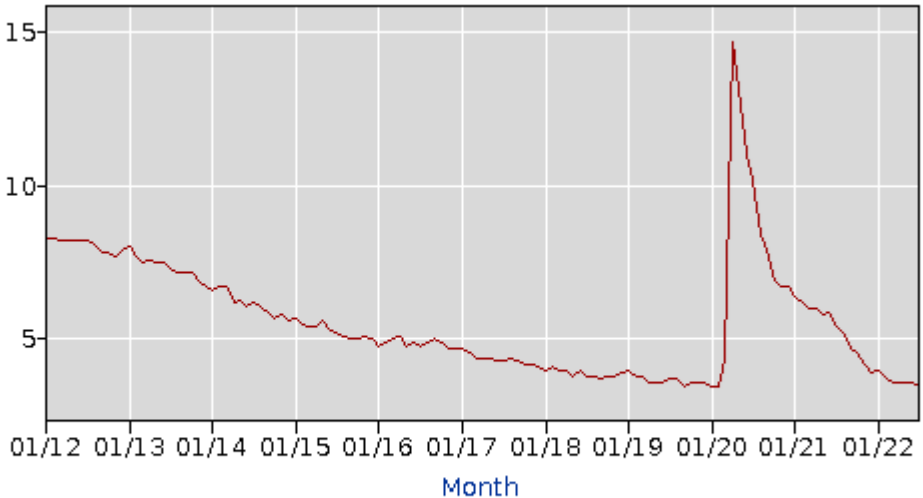- Scaling and driving optimal results.

Why is Talent Acquisition so difficult right now?

- Overall market is in a state of flux
- Hiring plans shifting
- Recruiting costs are skyrocketing
- Technology evolving rapidly - hard to keep up (AI, Automation, Social, etc.)
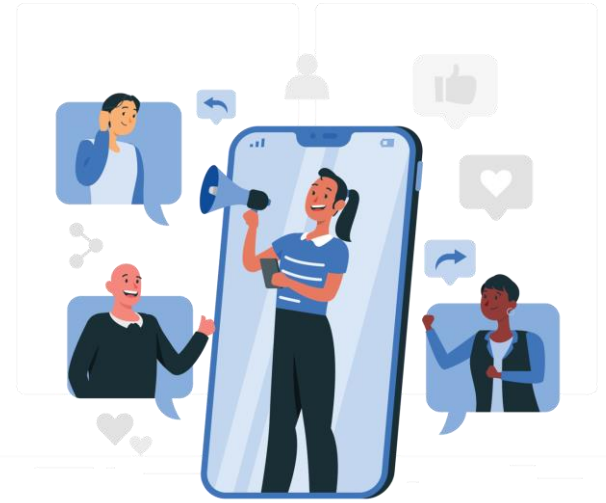
Unemployment remains historically low…

How are TA Leaders using the most **POWERFUL** marketing superpower to light up the top of the funnel?

Word of Mouth has been (and always will be) the most powerful marketing tool ever created.

Everyone knows referrals are the best source of high quality talent, which comes from **WOM.**

The highest performing employee referral programs deliver 35-50% of their hiring from referrals.

Unlocking our superpower is a challenge.

- Program Mindset: Reactive vs. Proactive
- Need Automation: Hard to scale
- We have not adequately empowered our colleagues (and recruiters) to carry our employment brand message

It's a worthy mountain.

But you can do it.
And you should do it.
And here's how…

Our 5 keys to re-launching our ERP

Executive buy-in.

Proper Incentives.

Clear and concise internal marketing and communication.

Technology enablement.

Make it fun.

#1 Business Case A Burning Platform & Investment

1. Establish your baseline (% of hires)

2. Ignite the top of the funnel (+75-175k)

3. Reduction in turnover (2x) (25% reduction)

4. Competitive cost per hire ($2k or under)

#2 Policy + Bonus Strategy Invest in your outcomes.

1. Standardization across the organization

2. Cash bonuses and payout strategy

3. Exclusions and inclusions

4. Points and Prizes

#3 Scale The technology enablement & User Adoption

1   Remove admin from TA, and payroll

2   Must integrate to your ATS / HRIS* / Payroll*

3   Data and Analytics Flywheel

4   Referral Experience

#4 Marketing "And if you don't know, now you know." -Biggie Smalls

1 Key stakeholders = Recruiters & Managers

2 Stories + WOM

3 Show that it's simple (mobile) - and rewarding

4 The "New Hire" persona

#5 Momentum Learn, Adjust, Keep Going

1 Make it fun - Our Project 66 platform

2 Bottom up: Grassroots campaigns

3 Top down: Partnership with Marcom

4 Get the competitive juices flowing

Early Results for Trinity Health

- 9k on the platform
- 3.5k referring
- 25k referrals (10k uniques)
- 900 hires

"Change is hard at first, messy in the middle, and gorgeous at the end" – Robin Sharma

Trinity Health

- 100% new hire's signed up
- The referral habit hardwired with our hiring leaders
- 50% + engagement of registered users

QUESTIONS
and potentially some
ANSWERS

Three ways to connect:

Quicki

Async Exchange

TALENT ACQUISITION IN THE TRENCHES: HEALTHCARE

Hosted by Matt Rimer

Powered by NAHCR

The Pod

Direct message