



GUIDE

Why Your Hiring Process Is Broken and How to Fix It

YOU ALREADY HAVE THE SOLUTION — YOUR TOP PERFORMERS

Hiring
Do's &
Don'ts



Do's and Don'ts of the Hiring Process

Your current top performers hold the key to retaining engaged, cohesive staff who will stay long-term. However, you must be willing to deviate from traditional practices so you can transform your hiring process and ultimately find the right people for your business. Whether you're a restaurant owner or hotelier, here are some common hiring mistakes paired with an easy-to-implement solution:



✓ Implement HR Tech Solutions

✗ Fall Behind Tech Trends

✓ Rethink Your Recruitment Process

✗ Waste Time on Bad Interviews

✓ Hire Based on Coachability

✗ Prioritize Skills and Experience

✓ Foster a Positive Company Culture

✗ Forget About Employee Engagement

Match. Hire. Retain.

Don't

Fall Behind Tech Trends

You aren't doing your company any favors if you're still sifting through piles of resumes and tedious paperwork. Avoiding technology will boil down to the same results every time: an endless cycle of costly employee turnover. HR tech tools can accurately complete tasks for you — without replacing human labor — so you can focus on daily operations and make smarter, faster, hiring decisions.

Do

Implement HR Tech Solutions

Applicant Tracking Systems (ATS)

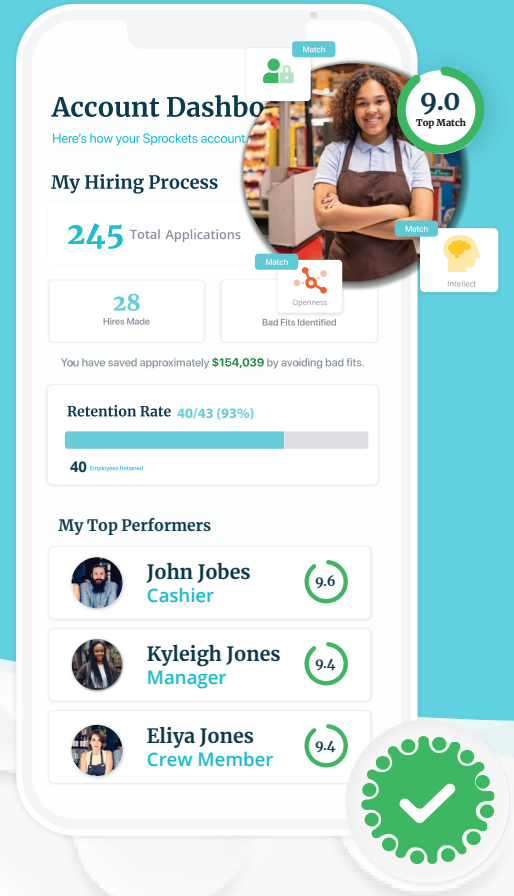
Stay organized, reduce time spent on manual tasks, and increase your productivity with ATS platforms. Filter resumes by keywords, job title, and skills to easily select the right individuals for your open positions.

Background Checks

Reduce liability, verify information, and put your mind at ease by adding background screening to your hiring process. You'll be able to check your applicants' pasts and predict their futures all in one easy-to-use place.

AI Screening Tools

Predict applicant success before the interview and without a resume. AI screening tools identify shared personality traits between your top performers and potential hires so you know if they will fit in with your company culture.



68%

of hiring professionals say that the best way to improve performance is by investing in new technology.

LinkedIn

Don't

Waste Time on Bad Interviews

Whether you've fallen prey to first-impression bias or considered everyone that applies, the bottom line is that you need to be selective — even if you have a shallow applicant pool. Know which job seekers are worth interviewing before you jump to this stage in the hiring process. You already have recruitment resources in your toolbox, so you just need to use them to your advantage.

2.3



Do

Rethink Your Recruitment Process

Promote Internally

Your next hire could be one of your current top performers. Internal hires retain information faster and reduce risk of turnover. You already know they mesh well with the rest of your staff and understand their work ethic. Plus, your employees will gain your trust if you give them opportunities to advance their career.

Use Social Media

Don't underestimate the power of [LinkedIn](#), [Facebook](#), [Twitter](#), and even [Instagram](#). Think of each one as a free marketing platform for your business (unless you boost posts with paid ads). Millennials and Gen Zers spend hours scrolling through social media, so create posts to catch their attention.

Optimize Job Postings

Ineffective job postings bring in the wrong applicants (or none at all). Postings with 300 words or less get more applicants, according to [LinkedIn](#). Attract the right job seekers by specifying job responsibilities, required skills, qualifications, company core values, mission, and wage details.

6.8



9.0

Top Match



External hires actually underperform within their first two years compared to internal hires.

Wharton, University of Pennsylvania

Don't

Prioritize Skills and Experience

If you're only hiring people based on what's written on a piece of paper, you're making a dire mistake. Resumes only tell part of an applicant's story — they do not account for the individual's character or personality. Instead, you want to hire and retain employees based on mental makeup. If you know an applicant will mesh well with your team and company culture, they likely will be successful even if they don't have direct industry experience. It's easier to hire for personality and train for skills.

Do

Hire Based on Coachability

Replicate Your Top Performers

Identify personality traits shared by your current best employees so you know what to look for in potential hires. Which characteristics make your top performers so successful at their job? Do they always have a positive attitude? Are they natural leaders? Build better teams by selecting individuals similar to your all-star employees.

Train for Skills

Employees want to learn, so if you hire for coachability and train for skills, you'll be able to teach them the specific way your company completes tasks. Plus, workers who do not have direct experience are often team players, eager to be as successful as their other team members.

Evaluate Soft Skills

Prepare interview questions that help you evaluate your applicant's character. What kind of worker do you need to add to your current staff? For example, if you want adaptable employees who remain calm under pressure, you might ask: "Tell us about something you were asked to do that you've never done before. How did you react, and what did you learn?"



85%

of job success comes from having well developed soft skills, while hard skills only account for 15%.

Harvard University

Don't

Forget Employee Engagement

If your workers are stressed and burnt out, you're not alone — 85% of employees don't feel engaged in their workplace (**Gallup**). Unengaged staff don't care about the quality of work they put out and are more likely to quit. This is incredibly dangerous as their negativity impacts other workers. Disengaged employees can be the difference between your business thriving or closing, so it's crucial you take the time to implement an engagement plan.

Do

Foster Positive Company Culture

Give Praise

Consider scheduling consistent one-on-one meetings to recognize your employees for their accomplishments. It'll give them the motivation they need to exceed expectations. **37%** of employees consider recognition to be the most important factor of success.

Offer Desirable Benefits

Create a sense of value and instill trust among your team by taking care of your employees outside of work. Benefits like tuition reimbursement, scholarship opportunities, gym membership discounts, and child care services show employees you care about their overall well-being.

Encourage Time Off

Taking a mental health day is one of the best ways your employees can destress and recharge. When they come back, they'll be even more productive and happy. Their contagious, positive energy will be apparent in other staff members as well. They'll have a healthy work-life balance and you'll have a more profitable business. It's a win-win.

Businesses with high employee engagement are **22% more profitable** than businesses with low engagement.

Gallup



Replicate Your Top Performers

Sprockets' Applicant Matching System reveals which applicants will succeed like your current top performers, empowering you to build passionate, productive teams that will stay long-term. It's proven to work and trusted by top brands like Chick-fil-A, Taco Bell, and Buffalo Wild Wings.

Average Results

43%

Improvement in 90-Day Employee Retention

37%

Less Time Spent on the Hiring Process

22%

Reduction in Annual Turnover

How Our Hiring Platform Works

Survey Top Performers

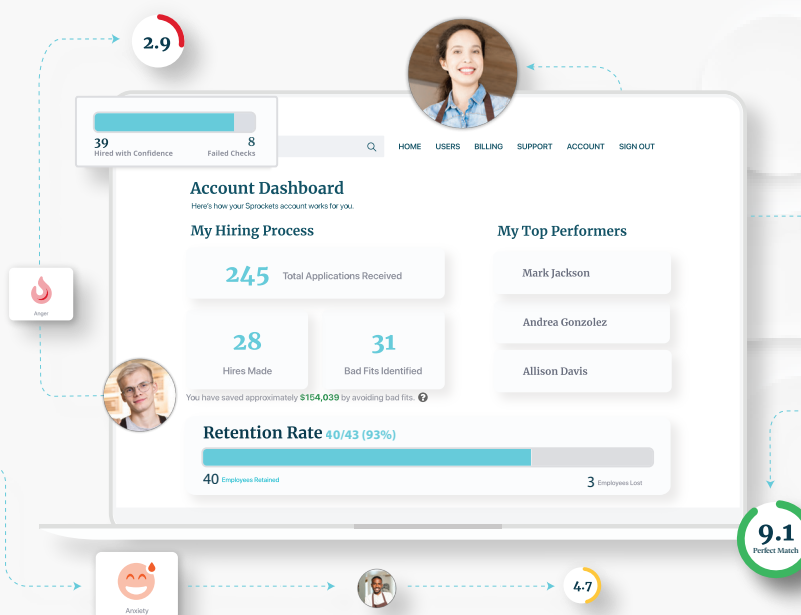
Create unique Success Profiles by having your best employees fill out a three-question survey. Then, use their mental makeup analysis as a benchmark to predict applicant success.

Screen Applicants

Our simple red-yellow-green scoring system makes it easy to identify which applicants are worth interviewing as opposed to those who will cost you thousands of dollars and wasted time.

Select the Right Employee

Focus your hiring efforts only on those who score between eight and ten (applicants who will succeed like your top performers) to build the best possible teams.





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Trusted By Top Brands



“
At Sprockets, we look
at hiring differently.”
AJ Richichi Founder & CEO

