

Recruiting Checklist

Things to do before you start recruiting

Freshen Your Branding

Clarify your message: Your message is your voice and your voice is your brand. Make sure that your message is consistent across all your marketing collateral like:

- Social Media (should portray what you do for your clients, how you do it and the result they get.)
- Through my wording, my website clearly illustrates what problem my clinic solves and how new patients can get started
- In-House pamphlets & handouts should portray your company voice

Evaluate Your Benefits & Compensation Packages

- I prioritize the use of modern tools and software to make the lives of my employees better
- I have updated my packages and benefits so I can compete with other clinics
- I offer fair PTO to avoid burnout

Update Your Job Listings

- My job listing clearly states the goal of the company
- My job listing clearly states how the open position contributes to the goal
- My job listing clearly states the tasks and projects that are involved in the role
- I provide a list of the benefits my clinic provides
- I list a pay range plus incentive programs

Refine Your Hiring Process

- My hiring process is consistent for all candidates
- I have a designated note taker for the interviews
- I have questions that identify if the candidate is the right fit for my culture
- I have questions that hint at their lifestyle habits - I will use these to determine if they fit my culture
- I have specific questions that dive into their experience relating to the role I am seeking)

Focus On Your Culture

- I understand the culture of my company and our core values
- I understand why my current employees like to work for my practice
- I understand what personality traits fit into my culture

Need help completing your checklist? Schedule a free consultation today!

info@hmr.net



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Post On Popular Job Boards

- My job listing is posted on LinkedIn
- My job listing is posted on Indeed
- My job listing is posted on Facebook

Create a Multi-Platform Campaign

- I am going to push my job listing within my email list
- I am going to push my job listing within my social media channels
- I am going to push my job listing through in-house marketing materials like brochures and pamphlets to my patients and visitors

Look Inward

- I offer referral incentives to my employee's incase they know anyone looking for my open role

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