

# How to find the best candidate for your organisation

By [Regine le Roux](#)

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When managing the reputation of any organisation, investing in the right people to do the job means that you are investing in the quality of your output.



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“If you think it's expensive to hire a professional to do the job, wait until you hire an amateur.” - Red Adair, an American oil well firefighter. ”

Human capital is a vital element when establishing and building on a positive reputation for your organisation. Identifying the right calibre of people during the recruitment phase is directly aligned to the strategic intent of the organisation: knowing exactly where you are going with your business and who you need on your team to get you there. Getting this right at the onset will save you a lot of time, frustration and money in the future.

## How do you select the cream of the crop for different positions?

Here are some tips:

1. **Set up strategic alliances:** In order for you to build your reputation, you would need to employ individuals who can do the job and be an ambassador for your organisation. For example, we have really good strategic alliances that help feed the recruitment funnel. We have a great relationship with the University of Pretoria's Communication Management Department and offer their top BCom Communication Management honours students internship opportunities with us.
2. **Implement a rigorous recruitment programme:** Having a set recruitment programme for all applicants, in both small and larger organisations, is essential. By having an in-depth online application form or process, you will be able to determine whether the person is serious about wanting the position; if they are, they will complete the form in full. It also demonstrates their basic use of spelling, grammar and industry knowledge.

3. **Test their communication skills and contact references:** The next round should always involve a phone call to determine how the candidates handle themselves telephonically. If they pass with flying colours, the first face-to-face interview is set up. Should the interview go well, check references and then do personality profiling to get an idea of how they will fit in with the rest of the team. Cultural fit is extremely important in any organisation and this needs to be determined from the get go.
4. **Presentation of a case study:** As the final step of our recruitment process, the candidate is given a case study to prepare and present to our team. By implementing this, we are able to pick the best candidates for different positions, as it often highlights their strengths and shows their way of thinking.

Once you have selected the ideal candidate, a thorough induction is necessary to help them get to grips with 'how things are done around here'. During this session the vision, core values and culture are discussed. This instils a level of respect and understanding for the organisation and leaves very little room for misinterpretation; it helps the candidate grasp exactly what the expectations are. This important step links back to strategic intent and operational governance, with the message and vision being reiterated right from the top.

Building a reputation is about getting the right team in place from the onset, ensuring that everyone is on the same page regarding the business goals and vision.

## ABOUT THE AUTHOR

Régine le Roux is the managing director at Reputation Matters,

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