

# Hiring During COVID-19



## 5 TIPS FOR GROWING YOUR TEAM DURING A PANDEMIC

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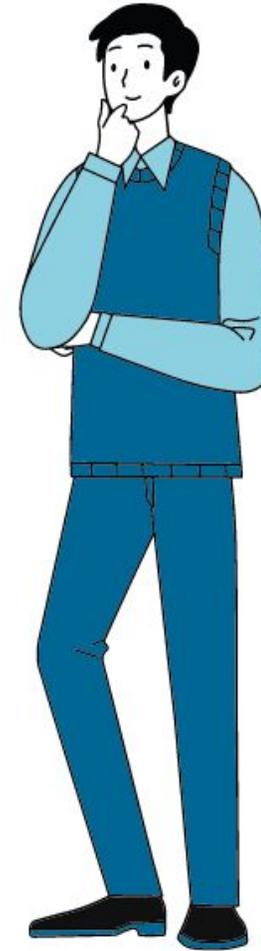
# You're hiring during a pandemic.

## Where do you start?

Against the backdrop of a complicated reopening process, many HR managers and business owners are scrambling to find new workers.

When layoffs and furloughs first began, many thought their employees would be eager to get back to work. This hasn't always been the case. For others, business is booming unexpectedly thanks to COVID-19 but now there's more work to do than ever before and not enough hands to do it. Whatever situation you're facing, our experts are here to help.

**In this guide, we share some hiring tips to think about, as well as some silver linings to consider as you look to staff up and refresh your workforce.**



## TIP #1

# Start with a fresh outlook



### See the current talent opportunity.

Despite everything that's going on, Hawaii's high unemployment rate means it's the perfect time to hire. Simply put, for the first time in a long while, our talent supply now meets – and even exceeds – our talent demand. It's an employer's market *and that's huge!* Now is the time to seize this opportunity.

### Understand what skills you need to succeed.

Understanding your current talent pool – and talent gap – is crucial. Know and prioritize the people and skills that are going to really help you and your business get out of this pandemic. How can you refresh your workforce with this type of talent? Check out the questions in our **Homework Assignment** to start fleshing out what skills you need.

### Be open.

The reality is that COVID-19 has forced many people to pursue career changes in search of stability. For example, say you need a B2B sales associate. Today, we see a lot of high-performing sales people that work in hospitality who are looking to switch careers in light of the vulnerabilities COVID-19 has exposed. Don't overlook high-performing candidates simply because they don't have work experience in your industry. As you interview candidates, know what tactical skill sets your business needs, but also *be open, empathetic and naturally curious* when you speak to them. Look beyond their resume to get at their *why*. This mindset can be really beneficial so you don't turn away someone who could potentially be a great fit for your company.

#### Homework Assignment

Think through these questions:

1. What skills or attitudes will contribute most to your organization?
2. What will have the biggest impact?
3. Has COVID-19 changed the type of employee your business needs now?

## TIP #2

# Embrace virtual candidate sourcing



**Where do you usually find your best candidates?** This might look different now, thanks to COVID-19. If you manage a beachfront restaurant or boutique store in Waikiki for example, relying on heavy foot traffic to see your “we’re hiring” sign in the window might not be the best approach. Consider this an extra push to get started recruiting online. *But where do you begin?*

It depends on multiple factors: the nature of your business, the types of candidates you need, or even the following you have on social media. Sometimes platforms such as [Indeed](#), [LinkedIn](#) or [Craigslist](#) work. Other times, local sites like [Hawaii Jobs On Demand](#), [HireNet Hawaii](#) or [Hawaii State Careers](#) are a better fit.

You could benefit from some trial and error. Or, you could get access to easy-to-use recruiting technology, like an [Applicant Tracking System](#) (ATS) to help you streamline the entire process (and improve your cost per hire too). Things like easy job posting to multiple sites, improved quality of candidates, quick scheduling features, and faster overall hiring.

*According to [research](#), 78% of recruiting professionals say that using an Applicant Tracking System, or ATS, has helped them find higher quality candidates. 83% said it has helped them hire faster.*

### TIP #3

## Get familiar with online interviews



As long as safety concerns over COVID-19 linger, giving candidates the option to interview online will be crucial. It not only prioritizes health and safety, but also allows you to build-up the hiring momentum you need to fill critical openings. A popular option for virtual chats of any kind has been Zoom, but don't forget about other options like Skype or even FaceTime. But for those new to hosting video conferences to screen candidates, virtual interviewing can seem quite daunting. After all, it comes with its own set of challenges, from using technology to building rapport in new and different ways.

Based on ProService's recent experience hiring during the pandemic, our experts have these tips to share:

1. **Establish a professional setting.** Designate a quiet place and think through lighting, camera angle, sound, and location. Remember, you're making a first impression on your candidate as well. Pro tip: Design a Zoom background for your interview that best reflects your employer brand and the first impression you want to make.
2. **Check your internet connection.** Do you have poor connectivity in one corner of your office? Don't set-up your virtual interview here. Frozen screens and dropped calls are the quickest way to throw an interview off course. Pro tip: Plug your computer directly into a wired internet connection for better stability if you're concerned about your connection.
3. **Do a test run.** Once you have everything set up, do a test run with a friend, manager or another employee. Use this as a time to garner feedback and troubleshoot any issues that come up.

**HR Reminder:** While video conferencing platforms offer a valuable tool to complete job interviews, employers should remain **flexible and provide alternatives**. This is critical for job candidates that have **limited access to technology**, or even individuals with disabilities that may experience similar tech access issues.

## TIP #4

# Look for candidates with high EQ



Now, more than ever, looking for candidates that exhibit high emotional intelligence (EQ) needs to be a top priority for employers, especially amid the unfolding pandemic.

But what is EQ? And how do you uncover it? Our experts share their best tips.

### Emotional Intelligence Defined

EQ covers five traits: self-awareness, self-regulation, motivation, empathy, and social skills. Combined, it's the capacity for an individual to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically. These qualities impact an employee's performance, their ability to navigate teammates and customers, and their ability to adapt and be resilient in today's crisis-hit workplaces.

### How to Detect EQ in the Interview Process?

The answer is behavioral-based interviewing. It's an interviewing technique based on the idea that it's easier to predict employee success based on a candidate's past experiences, than rely on speculation. For example, instead of asking hypothetical questions like "What if.." or "How would you handle...", employers should ask for concrete past realities like "Tell me about a time when..." or "How have you handled in the past when...." To help you get started, we compiled our favorite **behavior-based interview questions** designed to put a candidates EQ out on display.

#### Behavior-Based Interview

Questions for EQ:

- Describe a time when you were unfairly criticized and tell me what the details were.
- Think of a time when you had to work with a headstrong co-worker and tell me how you handled it.
- Share with me the last time you went above and beyond the call of duty. Tell me about the details and why you did it.

## TIP #5

# Makeover your hiring process with new technology



For many small businesses, recruiting and hiring new employees can be a very manual and outdated process. There are jobs to post, resumes to comb through, interviews to schedule, and offer letters to write. Not to mention, all the onboarding paperwork that follows once you finally find your ideal teammate.

To capitalize on an overflowing talent pool, businesses should take a hard look at their hiring processes to see how they can maximize efficiency. Oftentimes, digitizing the process with hiring technology is the solution that can help busy employers get more done, while exerting less effort. What kind of technology does this? The answer is an [Applicant Tracking System](#), or ATS.

Here are several of the big benefits businesses can enjoy with ATS:

- Publish job descriptions to multiple online job boards with a single click
- Identify qualified candidates (while eliminating others) with automated processes
- Track and manage candidates with customized workflows and dashboards
- Replace printed onboarding paperwork with e-documents and e-signatures (say goodbye to printing and scanning too)

*A Gartner [poll](#) found that 85% of organizations are utilizing new technology to onboard employees.*

Businesses everywhere are being forced to radically change the way they operate — including how they hire and onboard new employees. How can you take advantage of this crisis to make a positive change?

# How Does ProService Hawaii Help?

**ProService Hawaii is the state's leader in HR management.** We give local employers access to payroll services, benefits, WC/TDI, HR training and compliance support that make it easier to run a business through the ups and downs.

With ProService Hawaii, your business can get:

- **Local pros** who know the ins and outs of HR and your business
- **Easy-to-use HR technology** (including ATS) you and your team will love
- Innovative **solutions** that help you manage and control your labor costs
- Real-time **COVID-19 advice** to help you navigate uncertain times

Why? It's all part of our mission to help employers succeed in Hawaii.

## How can ProService help your business grow?

Schedule a free 15-minute consult to find out: [www.proservice.com/consult](http://www.proservice.com/consult)