

HOW TO FIND GOOD EMPLOYEES

Hiring good people doesn't need to be complicated

Hiring great people doesn't need to be complicated or expensive. Whether you're scaling your team or filling a key vacancy, this toolkit will help you find and attract the right candidates—without wasting time or budget.

Step 1: Define the Role Clearly

Before you start advertising, get clear on what you're actually hiring for:

- What does this person need to do every day?
- What skills or experience are essential?
- What type of person will thrive in this role and in your company?

Use this to guide your advert and screening process.

Step 2: Create a Clear, Compelling Job Advert

A job advert should do two things:

1. Inform: what the job is, pay, location, hours, etc.
2. Attract: why someone would want to work for you

Include in every job advert:

- Job title (clear and searchable)
- Location & working hours
- Pay rate or salary
- Type of role (full-time, part-time, temp-to-perm)
- Key duties and responsibilities
- Must-have skills/qualifications
- Benefits or perks
- How to apply

Use clear, friendly language—no need for jargon or corporate fluff.

Tip: Use the free job posting tool on [Jobasaurus.co.uk](https://www.jobasaurus.co.uk) to build a candidate-friendly advert in minutes.

Step 3: Promote It in the Right Places

More exposure doesn't always mean better candidates. Post where your ideal applicants are most likely to look.

- Post your job on: [Jobasaurus.co.uk](https://www.jobasaurus.co.uk)
- Your social media and company website
- Local job groups or Facebook communities
- Industry-specific job boards (if applicable)

Avoid expensive listings unless they're proven to work for your industry.

Step 4: Make Applying Easy

Don't scare candidates away with long or clunky forms. Keep it simple:

- Mobile-friendly application process
- Only collect what you need (CV, key experience, contact details)
- Respond quickly to good applicants

Remember: Good candidates move fast, especially in high-demand sectors.

Step 5: Focus on Attitude & Potential

Experience matters—but so do mindset and values. You can train skills, but not attitude.

Look for:

- Communication skills
- Reliability
- Willingness to learn
- Team fit

Don't overlook someone just because they haven't done the exact job before.

Step 6: Interview with Intention

Use interviews to uncover how candidates think and behave—not just rehearse CV points.

Ask:

- "Tell me about a time you solved a problem at work."
- "What kind of team helps you do your best work?"
- "What would make this role a great fit for you?"

Keep it conversational and honest.

Step 7: Communicate Clearly

Update applicants at every stage—yes or no. Ghosting damages your brand and puts off future candidates.

Best practice:

- Acknowledge applications promptly
- Keep shortlisted candidates in the loop
- Give clear feedback if someone isn't selected

Final Thought: Smart Hiring Starts with Simplicity

Hiring doesn't need to be a guessing game. With the right prep, tools, and approach, you can consistently attract and hire great people.

