



Tips on Recruitment

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Objectives

- Define your vision for the department & institution
- Build an employee value proposition & strategy to sell it
- Identify individual needs that will make or break recruitment
- Tailor the recruitment experience to maximize a match



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Define your vision for the department & institution

- Vision: By 2029, UAMS will lead Arkansas to be the healthiest state in the region through synergies in education, clinical care, research and purposeful leadership



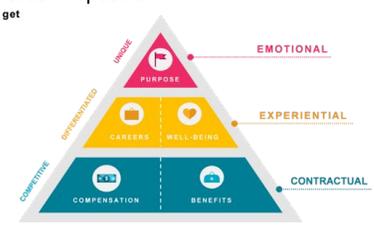
- The UAMS Department of Anesthesiology is poised to partner across the clinical and academic enterprise to help lead a transformation in health for the state



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The Employee Value Proposition
What your team members get

1. Location
2. Money
3. Time



<https://www.brinknews.com/curating-compelling-employee-value-proposition/>



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Three Primary Variables Drive Recruitment

1. Location
 - Family & Friends
 - Weather, activities, airport
2. Money
3. Time




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Time

1. Total hours
2. Autonomy
3. Time Off
4. Predictability
5. Flexibility




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Intrinsic Motivation

- Autonomy
- Purpose
- Competence
- Relatedness

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Promote Employee Referrals

"Turn every employee into a recruiter"

- Best recruitment strategies are word of mouth
 - Faculty recruit through professional networks, social connections with private practices, social media
 - CRNAs recruit through social networks, social media
 - Budget to send department members to academic meetings
 - Surgeons recruit through professional networks

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Prioritize the Candidate Experience

Well designed recruitment experience shows that your organization cares about its people

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Listen

- What motivates the candidate?
- Who do we need to convince?
- What key variables will drive the decision?
- What is the bottom line? Is one defined?
- What are they NOT asking?

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Edmund Tori, DO

Master of Influence & Persuasion

1. Manage your state
2. Assume the best
3. Make them comfortable
4. Remove objections early
5. Move people with what already moves them
6. Remark about the remarkables
7. Make it easy

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6 Universal Principles of Influence

Robert Cialdini

1. Reciprocity
2. Commitment/consistency
3. Social proof
4. Authority
5. Liking
6. Scarcity

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The Visit

- Showcase the community
 - Recruit the family, real estate tours, school tours
- Make them comfortable
 - Transportation, Lodging, Restaurant
- Highlight the professional opportunity match
 - Individual interviews to learn about the institution
 - Panel interview just before lunch

Follow up

- Timely communication with the candidate
- Negotiating for resources
 - Academic recruits
- Stay in touch with candidates who do not come
 - Academic network
 - Community network
 - Alumni network



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Attract & Cultivate Talent – Play the Long Game



- Focus on Education
 - Fellowships
 - Residency
 - Medical School
 - COM Recruitment & Selection
 - CON CRNA School



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