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Be creative in finding employees

By: JIM PLOTKIN - For the North County Times

How will the predicted shortfall of employees affect your business?

There have been several predictions over the last few years regarding the labor force dropping by as much as 10 million! Some of what is affecting this shortfall is due to the baby boomers exiting the work force in great numbers and future generations unable to fill their shoes quickly enough. I've also read that more mothers (Happy Mothers Day!) are leaving the work force and not returning.

What can you do to ensure that this does not affect your business? Companies have been complaining for years that the quality of applicant pools is worsening. Imagine that not only does the quality of the candidates worsen, but now the quantity of candidates is far fewer. Those companies who proactively do the best job of recruiting, selecting and retaining employees will survive during these times.

Companies are already becoming more creative in recruiting their candidates. They can also widen their qualifications on what types of employees can succeed in each position. College grads and candidates with no experience at all can greatly increase candidate pools. Some jobs that require college degrees should be re-evaluated if that is necessary to be successful. Does this mean that you never hire poor performers because they have college degrees? Workers older than 65 are starting to be recruited and hired in different industries for part-time and full-time work.

Companies that hire candidates with no experience are not inheriting bad habits from previous jobs. Companies that do this will need to identify key behavior traits and cognitive abilities needed to be successful in these positions. This will increase their odds of hiring inexperienced candidates and have them become top performers in a quicker time period.

If you hire someone who fits your culture, is smart enough to be trained in a reasonable amount of time and has the personality for the job, you now have a potentially great employee, versus hiring someone with 10 years of experience who does not fit your culture, they learn too slowly, their personality does not fit the job and they have no passion for it because they're stuck in the wrong career path. Extreme example, but it happens. Hire for aptitude and train for skill.

Jim Plotkin is chief executive officer and president of The Plotkin Group, which provides employee assessments for businesses to use in their selection, coaching, training and developmental processes. Contact him at (760) 603-8791 or jim@plotkingroup.com.