



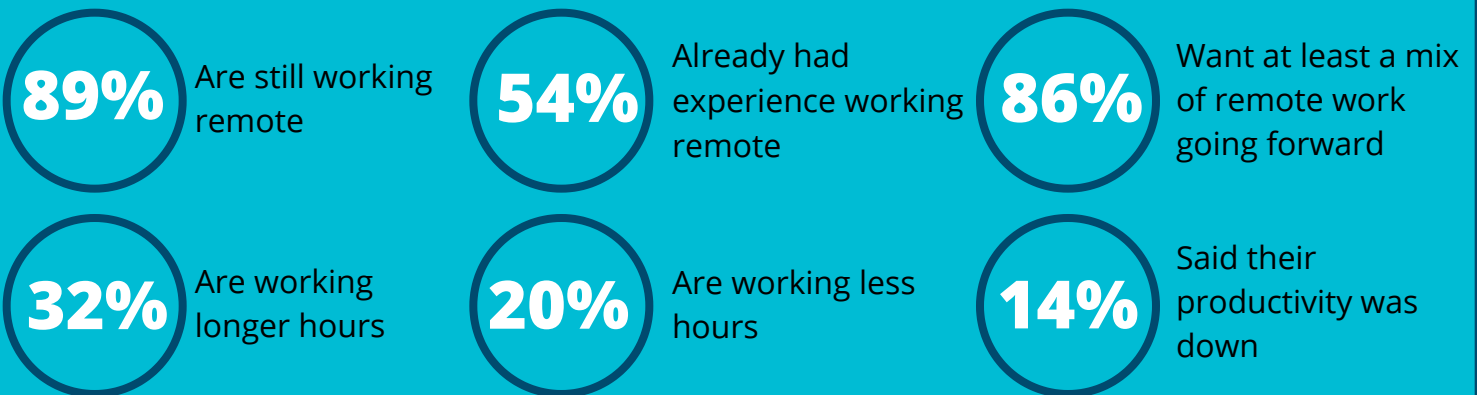
# Recruiting Post COVID-19: 7 Steps to re-establish a high-performing culture and ramp up hiring

As the economy opens back up in the aftermath of Covid-19, organizations need to embark on their post pandemic strategies for recruiting in a new world – possibly even remote for some roles. Humantelligence is helping clients to do this, and educating others on how to better understand their current cultures, set target cultures based on objective performance profiles, or for remote worker profiles, and use technology to help attract and identify people who will thrive in their organizations – whether needed in the office or screening for strong remote workers.

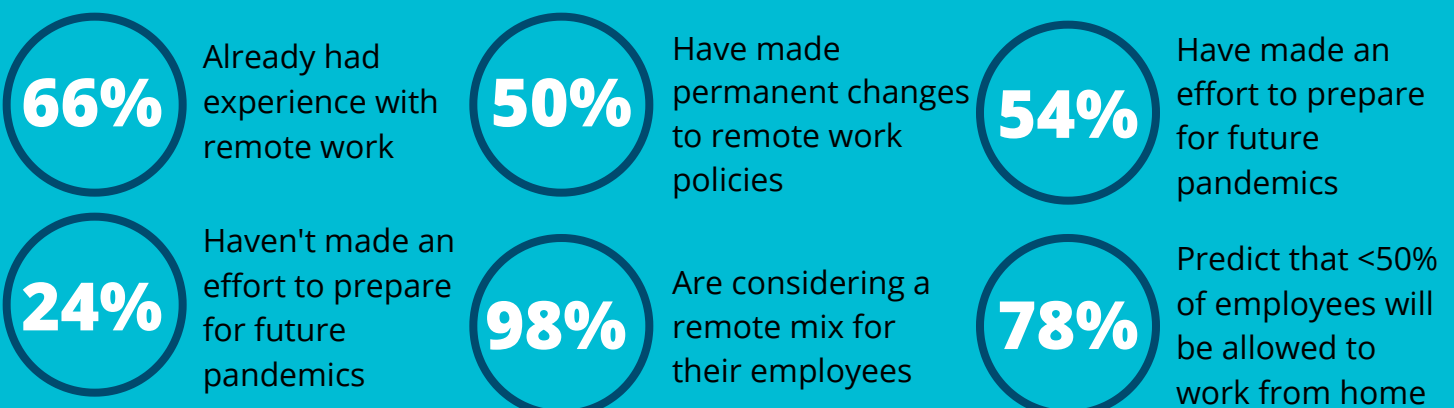
## Current State of Work

Facts & Figures as of 5/26/2020\*

### Employee Perspective



### Employer Perspective



\*Data sources include webinar survey of 311 HR managers and executives conducted by Humantelligence and an 892 person study conducted by remote.tools.

### Quick Insights

- 15% are unemployed, over 32 Million people have filed for unemployment
- 3% are still going through layoffs, 42% are planning to reopen, but still waiting, 25% are planning to hire within 3 months, 3% have begun bringing back furloughed employees, 25% are actively hiring
- This is likely the beginning of the employer-centric market. Companies have the leverage and can choose who they want. So, now there is a great opportunity for you to get ready to choose the best talent, and in so doing align your culture with your business strategy.
- Culture is still the #1 priority for candidates. Measure it, manage it, use it to attract talent, use it to identify candidates that will thrive and contribute to your culture.
- You can now hire the best person for the job with less regard for location; but be sure to measure and score candidates to find those who will be effective in a remote setting
- Some amazing talent has been laid off; move quickly to win the hunt for the best talent.

## 7 Steps to Take

### Re-establish Performance Culture Targets

- Step 1** **Measure** the Behaviors, Motivators, and Work Energizers of current employees ("B-M-W" Framework)
- Step 2** **Define** the relevant performance metrics for roles and teams (ex. sales KPIs, customer service, turnover, remote productivity, etc.)
- Step 3** **Identify** the critical B-M-W factors of people performing well in the role and team
- Step 4** **Set** target cultures for roles and teams and develop action plans based on top performers and bottom performers

### Ramp up Hiring and Win the Hunt for Talent

- Step 5** **Identify** open roles and **create** job objectives
- Step 6** **Source** and **attract** candidates using your target culture ([check out this example of how to position culture to attract talent](#))
- Step 7** **Filter** and **select** the right people for your target culture

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