

March 24, 2006



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Where's The New Guy? by Cinnamon Epley and Steve Odell, CPC

How to get the person you just hired to show up for work.

You finally found the right candidate for your vacant position and hired him or her. Of course, they need to pack up, sell the house and move to the area. Oh, and there are licensing and credentialing that will take some time. It could take months for them to get there. The good thing is they verbally accepted the position and maybe even signed an offer letter.

So why didn't they show up for orientation?

But they seemed like such a genuine person...but they said they couldn't wait to start working here...but they were going to show up right after vacation...but, but, but...

Yeah, it happens all the time. Now you have to go back and find another person to fill a position that has now been vacant for months. Whether your newly hired employees show up for work that first day or not is something that can be somewhat controlled, or at least monitored. There are steps that can be taken along the way to make sure that your candidate either reports to work or tells you they have plans to go elsewhere – long before the scheduled first day of employment.

First of all, if you hired a search firm to find this new employee for you, the recruiter will be doing a lot of work behind the scenes for you, however there are some items you can take care of that your search consultant cannot. Let us look at a few of these:

Send them an employment or offer letter that they need to sign and return to you. Enclose a self-addressed, stamped envelope. If you are not in the habit of tendering offer letters, this is a very simple and basic way to help ensure that your candidate is serious about making the move. Most professionals expect an offer letter, so do not let there be any chance they may think you are not serious by neglecting this small but crucial step.

Offer to sponsor a house-hunting trip for the candidate and spouse. Once they have secured residency, it is highly unlikely they are going to back out at the last minute.

Again, this helps promote your image of an organized and professional company that obviously cares about their employees.

If there are licensing and credentialing that needs to be taken care of prior to the employee beginning working with you, offer the websites and information about how they can obtain all of their forms and literature from your state licensing board and credentialing center. If you do not know where to find this information, ask your recruiter for help.

Do not wait until they start to order their business cards, personal letterhead, etc. Purchase these items and mail them to the candidate well in advance of them coming on board. This not only shows that you are glad to have them, it also reflects that your practice is expeditious and professional. Who wouldn't appreciate that? Also mail them a benefits package along with any forms they need to have completed. This saves time once they start and again, helps them to feel as if they are already a part of your organization.

Send them a package containing information about your town, city and state. A good place to start is your local chambers of commerce. You can also obtain information from local and state tourist and travel agencies.

Send them a bio on other employees that they will be working with. You know how hard it is to remember everyone's name when you first begin a new job. By letting them get to know their coworkers before they start work helps to emotionally tie them to the company as well as to their new team.

Send them goodies for their kids like hats, shirts, company giveaways, etc. that have the company logo or a local college or professional sports team on it. It's also nice to send something to the spouse. For female spouses, flowers with a small congratulatory note are always appropriate. The more you get the family involved, the less likely your candidate will be tempted when another practice tries to woo them into coming over and interviewing with their firm.

Send them an itinerary of what their first day will be like. When and where is orientation? Who will be taking them to lunch? What will be the topics covered in training? Who will be responsible for their training?

Have teammates and supervisors call to introduce themselves as part of the team and congratulate them on their new position. This helps the candidate feel welcome and they also feel that your company is thrilled that they are joining you.

The interview process is an anxious and expensive time, especially when a candidate is relocating in order to work with you. The number one reason candidates end up not

relocating is because of family issues. That is closely followed by the expense of moving. Be proactive in getting them there by executing the above items.

Keeping in touch during that waiting period is essential. If this is truly an excellent candidate, you can rest assured that other companies are vying for their attention as well. By using the examples outlined above, you continue to be on their mind without seeming obnoxious or appearing desperate. And they will actually appreciate you for it.

There are a gazillion tips we can give you to help make sure your newly hired employee finds his or her way to your doorstep on that first day. If you would like to further build your arsenal, just call or email us and we will share with you additional ways to make sure your perfect new employee shows up for work.

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