

## STRATEGIC RECRUITMENT PLANNING

Recruiting is a process that attracts potential future employees who have **KE** (knowledge, skill, ability, and other characteristics) that will help the organization achieve its strategic goals. If strategic goals are going to be fulfilled, each must flow from the foundation established during the recruitment planning process. Exhibit 5.1 provides an overview of how this process should operate.

Consistent with this model, three issues must be resolved before attracting applicants to the organization. First, the organization needs to define its strategic goals for the recruiting process. The needs that were identified in the planning process will guide the process of identifying exactly what types of employees need to be recruited, how quickly these needs will be fulfilled, and the time frame for the recruiting process. Next, the organization needs to decide how broadly it

**EXHIBIT 5.1** Planning, Communicating, and Implementing Strategic Recruiting

