

Recruiting **the** best

For many new franchisees the toughest challenge can be finding staff to help build the business. Two businesses are working to ease that difficulty.

Organisational psychotherapist and recruitment analyst Dr Glyn Brokensha is the founder and director of a web-based recruitment management service, Expr3ss.

"Growing unemployment rates have meant a surge in applicants for all advertised positions. With advertised jobs down 49 per cent in just 12 months and the number of disenchanted workers at an all time high, we know of franchises receiving up to 150 resumes a day.

"Professional resume writers make analysing resumes unreliable and face-to-face interviews become a bit like a dating game. They can be poor predictors of how a person will perform in role," he says.

Brokensha believes traditional forms of recruitment are ineffective and it's a point

that Trish Russo, founder of idorecruit, would agree with. Previously a Franchise Woman of the Year Russo believes 90 per cent of online applications are irrelevant, causing recruiting franchisees to spend unnecessary hours sifting through resumes.

Idorecruit is targeted specifically at the retail and fast food industry, an arena in which Russo has spent 25 years, 10 of them in recruitment, notching up roles with the likes of McDonalds, Gloria Jean's, Boost Juice and Sumo Salad.

She has taught at McDonald's Hamburger University in Chicago and Australia, training store owners and store managers about hiring, interviewing and staff selection.

For a flat fee of \$295 the recruitment agency will advertise vacant positions, screen resumes, conduct pre-interviews and



Trish Russo, idorecruit

provide the client with up to five of the most suitable candidates – with a one month guarantee.

Expr3ss offers a similar screening service. Online questions eliminate those applicants who are obviously unsuitable for the role. Psychometric testing then rates applicants against a benchmark profile of the perfect employee – a benchmark tailored to each organisation. This recruitment service then uses SMS and email to contact its preferred applicants.

Brokensha believes these tools have not only reduced the time spent in recruitment but reduced the risk of getting the wrong applicant for the job.