



# New Year, New Starters: Supercharge your Recruitment

Date: 7<sup>th</sup> January 2026

Run Time: Approximately 50 minutes

**This session will start shortly (2:30pm)**





The detail contained within this webinar is based on GB & Northern Ireland employment legislation.

Members in the jurisdictions of the Republic of Ireland, Jersey, Guernsey and Isle of Man are asked to please contact the Advice Service to obtain the information relevant to your jurisdiction.



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# Today We Will Cover

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- **Why and how recruitment is done and keeping it legal**
- **Interviewing and the recruitment journey**
- **How to effectively onboard someone to make them feel welcome in your business**

# Benefits of a good recruitment practice

- Sets the tone for employment.
- Establishes organisational culture and values.
- Ensures employee is the right fit for you, and vice versa.
- Ensures that the workforce has the relevant skills and abilities for the organisation's current and future needs.





# Top Recruitment Tips for 2026

- Utilise innovative means of engaging with candidates:
  - Social Media (LinkedIn, Tiktok, Instagram, Facebook)
- Consider the importance of your company brand:
  - Employee Reviews (Glassdoor/LinkedIn)
  - Customer/Client Reviews (Trust Pilot, Feebo, Google Reviews)
- Be upfront about the role, including career path, salary, flexible benefits.
- Create a detailed Recruitment Strategy
- Use an employee referral scheme

# AI in Recruitment

- AI tools are becoming increasingly more common as they can stream the hiring process:
  - Reviewing job applications/CVs
  - Writing and publishing job adverts
  - Preparing post-interview documents
- Key considerations:
  - Avoid providing source data that encourages discrimination
  - Data privacy & security
  - Human Oversight & Touch



## Engaging with candidates

- Few things more frustrating than putting time and effort into recruitment and losing the candidate at the last minute. Reduce the risk by:
- Being proactive. Keep regular contact and seek feedback about what more you can do.
- Keeping candidates warm'. Provide information to reassure them you are the best choice.
- Being upfront about the role, including career path, salary, flexible benefits.

# What are the Pros/Cons for using AI in the recruitment process?

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# Legal Considerations

- Reasonable adjustments for disabled applicants.
- Immigration, Asylum and Nationality Act 2006
- Keep information relating to protected characteristics separate to main application; focus on the applicants skills and attributes.
- Hide applicant names to avoid risk of unconscious bias.
- To avoid the risk of potential claims for discrimination on grounds of race, employers should ask the same questions of all applicants to prove their entitlement to work in the UK.
- Candidates should not be automatically rejected if they cannot immediately prove their right to work in the UK, instead the reasons why should be discussed and an opportunity given to provide them.





## Identify your target audience

- Studies by the ONS have shown that more over 50s are now staying in work than ever before, and attracting these workers to your business brings many benefits, so consider what sort of policies may attract older workers.
- There is now greater value placed on the ethical nature of a company, especially for the generation entering the workforce now, as well as its corporate social responsibility and the holistic package that it offers.
- Jobseekers also value commitment to inclusion and diversity, so consider how you are demonstrating that in the sources you use for recruitment. Are they inclusive and accessible to all?

# Case Study 1

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## Working out what Candidates want

- Of course you won't always be able to match what people want. But giving some thought who you want to attract, and what they might want, is a good start.
- Employees might want:
  - Flexible working
  - Homeworking
  - More basic pay
  - Higher pension contributions
  - More annual leave
  - More of a social safety net.





# Tips for interviews

## Invite

- Detailed directions/arrival instructions
- Parking/Public transport details
- Ask if the candidate requires any reasonable adjustments

## Interviewer

- Will the interview be conducted by one interviewer or a panel?
- If a panel is being used, ensure the interviewers are as diverse as possible

## Location Considerations

- Telephone
- Online
- Face to Face

## Interview Questions

- Good behavioural interview questions allow you to draw out the candidate's strengths, areas for development, and suitability for your open position. They also will help you determine whether the applicant will fit your work environment.
- These good questions will often start with:-
  - Tell me about a time...
  - Give me an example of when...
  - Walk me through...
  - Describe for me...
- Give to candidate opportunity to also asks questions to make sure the role/ culture of the organisation is right for them...



# Example Interview Horror Stories

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## Choosing the Right Candidate

- Large Pool (10+ Candidates)
- Shortlisting Questionnaire/Test
- Assessments & Interviews
- However many interviews you conduct, make sure you're assessing for competencies
  
- Small Pool (0-9 Candidates)
- Ask yourself the following five questions:
  - Can the candidate do the job?
  - How motivated are they?
  - Will they be willing to learn new skills?
  - Can they be coached?
  - Do they fit your company culture?

# Onboarding



- A well planned and thorough recruitment and onboarding process will help to identify the best candidates
- Onboarding is your chance to properly introduce the business, how it works, its culture and goals, and your expectations.
- As some new starters joining organisations remotely, its important they still get a thorough onboarding online
- How this goes will set the tone for the rest of the employment, so it is worthwhile planning this carefully.





## Example Onboarding Checklist

- Have candidate complete their New Starter Form
- Complete a risk assessment if necessary
- Reach out to the new starter to clarify the schedule for the first day and subsequent week
- Prepare team introductions
- Prepare for new hire training
- Arrange a workplace tour

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**As a reminder..... Probation  
Periods/Unfair dismissal, why its so  
important to get**

# Summary

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- Supercharging recruitment ensures you get the best staff out there coming through your doors, and, once they're there they stay there.
- Building a coherent process for the recruitment journey is as important as the interview itself.
- Prospective employees are looking for more than a high salary. Holistic benefit packages are becoming ever more popular as employers seek to do more to support their employees as a whole, not just whilst they are at work.
- A good onboarding strategy shows the new employee this is an organisation that cares about the welfare and development of its staff. Leading to improved retention.

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# Thank you!

Any questions



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