

THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



Date: February 21, 2024

Donald Cooper's Template for an effective 'Recruitment Video':

The challenge to be addressed:

Attracting and retaining top-performers is the #1 challenge facing most businesses today. Many businesses could immediately increase sales and profitability if they could just find the right people.

But many job applicants don't show up for interview appointments and some don't even show up on their start day, even though they've agreed to the job and, perhaps, signed a contract. Whining and complaining that "*You just can't get good people anymore!*" won't solve the problem. We need to more effectively communicate our value as an employer through a mind-shift and a process to address this huge universal problem.

The mind-shift is to define this as a marketing problem. Businesses have been marketing to their target customers to increase sales for hundreds of years. Now it's time to start being as clever and proactive in marketing to your prospective target employees.

One solution: Create an effective Recruitment Video:

Every business should be investing 'marketing dollars' into an excellent, customized 5-minute **Recruitment Video** that effectively tells their story! Some of the key elements of this video will be:

1. Who we are, including company logo.
2. What we do, for whom we do it and why it matters - why what we do is important.
3. A 'tour' of the business facilities.
4. Our history, including Awards won and recognition we've received and difficulties we've overcome. How we've created careers, not just jobs.
5. Our Culture and Values and our Commitments to our customers, our Team, to the bottom line and to our community and the planet.
6. Our Vision for the future. Where we commit to be in 3 to 5 years and the opportunities that will bring in various parts of the business.
7. Our pay, perks, benefits, flexibility, vacation and commitment to creating careers.
8. On-screen quotes from 3 or 4 of our Team members about what it's like to work here.
9. On-screen quotes from 3 of our customers about what it's like to do business with us and what they love about us.
10. 'Next steps'. An invitation to set up an interview...or, in a slightly different 2nd version of the video, "Welcome to Company X" which will be used as part of our onboarding process for those who have just joined the Team.

Specific things to decide:

1. Length of video (4 to 5 minutes is probably the range).
2. Content concept...then specific scripting for each segment. Words matter.
3. Who will commentate the video? Will it be the CEO, or will it be a professional spokesperson?
4. What background music will be most effective?
5. Who will plan, video and edit this important project? This is an art and a science. Go with someone with a proven track record on effective projects of this type. This is not a project for your niece who would love to give it a try.
6. Timing to completion.
7. What is the budget?

Where will this 'Recruitment Video' be used?

1. On your website.
2. On Social Media.
3. Sent to each Job Candidate as part of a pre-interview Info Package.
4. As part of your onboarding process. This version of the video will be slightly different and probably 10 to 12 minutes in length, going into more detail about the culture, employment policies, the Org Chart and a longer, virtual 'facilities tour'.

Bonus Note #1:

To screen employees for being a good fit with your business and the specific job for which they're being hired, use a screening tool like Predictive Success Corporation. For more info, contact Jason Taylor, co-founder of The Predictive Success Corporation, at jtaylor@predictivesuccess.com and mention that '*Cooper referred me*' to receive additional 'Bonus Value'.

Jason will send you the 10-minute Profile Questionnaire and follow up with a complimentary analysis, written Report and insightful phone call to detail and discuss your leadership strengths and style in a way that will help you become a more self-aware and effective leader.

If you believe that '**Predictive Success**' will be helpful in your business and you want to become a client, Jason will then also include a virtual **Team Engagement Session** to help your Team become more aware, productive and engaged and to create a Culture that will grow your bottom line. This is addition to all the other ongoing coaching you get on how to use '**Predictive Success**' effectively in your business. I look forward to hearing your success stories.

Bonus Note #2:

When interviewing candidates, be sure to ask yourself these 3 important questions:

1. Is this person a great fit with our Culture, Values and Standards?
2. Can this person do the job for which we're interviewing?
3. Can this person help us become the business we commit to be in 3 to 5 years?