

How to Create and Execute a Long-Term Hiring Roadmap





Business success depends on creating and executing a series of smart plans. Recruiting and hiring is no exception. If your company has ambitious growth plans, you'll need to hire the right people at the right times in order to achieve business goals.

Since most companies carefully plan their growth, recruiters can create a long-term hiring plan that aligns with the company plans. In this guide, we'll teach you how to create a detailed hiring roadmap and provide a few tips for effectively executing it.

Stage one: Planning hiring efforts for a defined time period

Broad company goals, like revenue targets or introducing a new product or service, flow down to specific departments. Each team needs to form a plan for how they'll contribute to the company's grand plans. Often times, departmental plans include expanding the team or adding new roles that didn't previously exist.

Creating a hiring roadmap starts with meeting with department leaders and understanding their needs for a defined timeframe (for example, the coming quarter or fiscal year). They should already have an idea of the roles they'll need to hire for but will need your help refining it. Here is what you should keep in mind during these conversations:

- **Have a constructive discussion about hiring needs** – Ask them what positions they'll need to hire and why? If the hiring manager says they need 10 new people, ask them to make a case for the headcount.
- **Break down the responsibilities and create a candidate profile** – Form a profile for the ideal candidate the team leader is looking for. If they insist on a certain number of years of experience, again ask them to make a case for why. You should also do your own research after the meeting to learn the experience level other companies require for similar roles.
- **Project start dates for new hires** – Find out when team leads will need each new hire to start. These dates will be critical when constructing your roadmap.
- **Consider promoting current team members or hiring internally** – Filling new roles with current team members is far easier than hiring from scratch and good for employee retention too.
- **End each meeting with a solid plan** – Every meeting should conclude with you and the department head agreeing on a hiring plan for the defined time frame. If there are loose ends to tie, circle back with them before creating your roadmap.



Your conversations with team leaders will give you the information you need to form an all-encompassing hiring roadmap. The next step is to sit down and put all the pieces of the puzzle together.

Stage two: Create a detailed hiring roadmap

Constructing an useful hiring roadmap is all about prioritizing the roles you'll need to hire for. Start by listing them all out by the target start date for the new hire. Then make adjustments based on the roles that will be challenging to source candidates for, have a longer interview process and other factors that influence your hiring efforts. Here are a few tips for creating a comprehensive hiring roadmap that will guide you to success:

- **Use data to understand your hiring process** – Review your previous hiring efforts to understand how long it takes to complete the sourcing, interview, evaluation and offer acceptance stages for different roles. Then use this data to project the total number of days it will take you to hire for each role.
- **Consider hiring downtimes** – When planning your roadmap, account for the times of year when there is a dip in applications, like the summer months and holiday season.
- **Account for turnover** – Leave space in your hiring roadmap for roles that will open as employees leave your company. Try to estimate the number of roles that will turnover based on historical data.

Now you can expand your hiring roadmap to include target dates for posting job openings, starting the interview process, coming to an employment agreement and the new hire start date – for each role you need to hire for. You can get even more detailed if it helps.

Assess recruiting resources

Before you put your plan into action, you need to ensure your company is prepared to achieve the hiring goals you've outlined in the roadmap. Here are a few recruiting and hiring resources worth taking stock of:

- **Employer branding resources** – Your employer branding content and company careers sites attracts the right people to apply. If your assets aren't up to par, try to improve them before executing your hiring roadmap.
- **Recruiting team headcount** – Make sure you have the support needed to accomplish the hiring goals you commit to. If not, include recruiting positions on the roadmap or consider working with a freelancer or external agency.



- **Recruiting budget** – Sourcing candidates can be costly but you should also budget for hiring events, candidate travel and lodging, new hire relocation and other recruiting expenses.
- **Other logistics** – In addition to your recruiting budget, consider other logistics that will impact your hiring roadmap. For example, team members will need to plan and attend hiring events and interviewing non-local candidates will require travel planning.

Your roadmap is your master plan for all things hiring. You and your team should look at it everyday so you know where you're currently at, where you're falling behind and what's coming next.

Stage three: Executing your hiring roadmap

Your hiring roadmap won't be much help without a smart and efficient hiring process. You need to execute each step you've planned and keep the hiring team involved so recruiting does its part to help the company be successful. Here's how your team can accomplish the goals outlined in your hiring roadmap:

- **Delegate tasks to your recruiting team members** – Make sure every team member has individual responsibilities that advance your hiring efforts. For example, you can delegate sourcing, reviewing resumes, scheduling interviews and organizing hiring events to individual team members.
- **Have regular check-ins with your team and department heads** – Measure how well your progressing by meeting regularly with everyone involved in hiring. Weekly meeting and monthly retrospectives for your team helps quickly identify bottlenecks in the hiring process. And regular check-ins with department heads ensures your hiring roadmap always matches their long-term plans.
- **Write effective job descriptions** – Most professionals can sense when a job description has been written by someone unfamiliar with the role. Use the candidate profile you created with the department lead to write a job description that attracts the right people. Then have them review it to make sure it accurately sums up the candidate they're looking for.
- **Know your best sourcing channels for each role** – A sourcing channel that works great for one role might not be effective for another. Use previous hiring data to determine which channels work for every role you're hiring for. You should also consider other ways to connect with outstanding talent, like asking employees for referrals or engaging an external recruiting agency.



- **Have a collaborative hiring process** – Even the most thorough hiring plans can fall apart when it comes time to involve others in the company. Members of the hiring team have to participate in the interview and candidate evaluation stages but can often be slow to respond due to other responsibilities. The right recruiting solution makes it easy for them to accept interview invites and provide feedback so everyone stays on track.

Adjust your hiring roadmap as needed

Don't abandon your hiring roadmap if you start to fall behind in meeting your target dates. Identify where the roadblocks are and adjust your goals so you still have a solid plan to follow. That also means being transparent and meeting with department heads to let them know of the changes so everyone's plans stay aligned.



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