



# Permanent & FTC Recruitment

Dorset, Hampshire & Nationwide Placements

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## Candidate's Potential -v- Candidate's Past – Let's discuss...



I can say with confidence that the majority of hirers are looking for a candidate who has followed a particular education and employment course in their job history to date. Does this sound like you?

*Must have.....7 GCSE's, 3 A' Levels, a Degree in Mechanical Engineering, 5 years' experience in a similar role, experience at senior level, team manager...*

I'm not saying that this is wrong, but I am encouraging you to reduce the rigidity of your recruitment criteria and consider a different perspective. This will widen your net of available talent and in the current recruitment climate of a 'candidate driven market' this can only be a good thing. Right?

So, how about looking at a candidate's potential – rather than an absolute fit to the role on offer?

### Here are 4 candidate scenarios to look at:

- Mark got his degree in Marketing at Manchester Uni, a 1st no less
- Celina has worked at a local marketing agency in Bournemouth for the last 2.5 years, but hasn't got a degree
- Rob juggled his education whilst working part time – he funded his learning himself, though it took him a while to get his marketing degree in Sheffield
- Emily works in sales but has been doing an adult learning course in digital marketing as it is a passion of hers. She's been doing some freelance work on the side and has built up quite a portfolio of examples.

So, let's assume here that you want to hire someone to manage the marketing in your company.

Could you make a decision based on what's written here on who would be best for the job? Mark looks great doesn't he. The full educational credential you might want, it seems an obvious choice. But, what about Celina – what could her practical experience bring to the table? Rob shows that he's a hard worker and a multi tasker whilst Emily is proactive in her approach and wants to better herself.

They're all potential hires for the job, but all for different reasons.



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An interview is a must, a task based assessment a possibility, to see how they perform. **In a nut shell, use job related criteria for the assessment of these candidates with potential.**

We're all aware of red flags on a candidate's CV – gaps in work or educational history, entire change in career path – but maybe it's time to change our thinking that everyone has to follow the exact pattern that we have in mind.

Life doesn't always go as planned, but does that make them a bad prospect to fill the role on offer?

Perhaps we should judge them on their ability to be able to do the job on offer, rather than the path they've followed up until now?

The linear career path (degree from a good Uni and then embarking on a sensible career path) is perhaps outdated. Consider those who transfer to new departments, those who take up generalist roles or those who stay in a junior position because they love it!

- ⇒ Hiring a candidate with a 'non-traditional' potential can have a good effect on your business:
- ⇒ Diversity brings about a better performance in teams. There's more innovation which drives more revenue.
- ⇒ Widening the net of available talent, making your recruitment life easier
- ⇒ Employees with more unconventional backgrounds offer contributions beyond the scope of their position.

Hiring someone that's jumped around in their career can be daunting, a disjointed career path can be hard to understand. In this scenario I'd suggest focusing on their motives and professional goals, if they align with what you're offering. Be specific about what the job entails so there's clear understanding on both sides and you can fix any issues before it's too late.

Some will still quit; no matter what process you go through. You just can't predict or avoid it. People do tend to stay where they feel valued and where they grow. **This is something you can impact upon.** Create a healthy workplace, develop employees and build on their existing talents. Evaluate based on their current accomplishments, not just their professional or academic past.

*An article by Helen Stacey with source information from Workable*



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