

THE ROCKET SCIENCE RECRUITMENT GUIDE TO

# SOURCING THE BEST BEHAVIORAL HEALTH TALENT



I L A N F L U X M A N

# **The Rocket Science Recruitment Guide to**

Sourcing the Best Behavioral Health Talent

**Ilan Fluxman**

# Table of Contents

Introduction	4
Importance of Finding the Right Candidates	5
8 Recruiting Strategies	6
The Advantages of Using a Recruiter	9
Always hire someone better than you!	11
The Compound Effect-My #1 rule for Hiring!	12
About the Author	13

# Introduction

There is little difficulty in finding people to fill job openings, yet finding the right and the best people is something entirely different and much more involved. Great employees take the duties assigned to them very seriously and strive to excel, out of respect for themselves as well as the Treatment center they work for.

Finding employees with high standards, morals, and values is possible with the right approach. Here we will review some of the ways to source the best talent available.

Let's get started!

# Importance of Finding the Right Candidates

Finding the talent to fill positions in the behavioral health field is a top priority for any organization providing services in that capacity. There is nothing more rewarding than choosing a career path that allows you to help others. It is an innate human yearning to assist others in a way that will improve lives. Perhaps this could not be more true than working in the behavioral health field.

Statistics show that nearly 50% of people between the ages of 15 and 54 are affected by a mental health disorder at some point during life, ranging in severity and including anything from depression, anxiety, low self-esteem, stress, eating disorders, or addiction.

This professional career field offers an abundance of opportunities and rewards. You can choose to work with children, adults, or entire families in a variety of environments, based on your skills and passion. While the career path is not without its own stresses, it is a very rewarding one, as you witness the positive impact that you can have on someone's life.

Now, granted, if you are reading this, you are obviously already in the field and well aware of these aspects. Rather you are here to learn how to hire others that have the talents, drive, and willingness to join your team, right? I feel it is important to mention this because skills on a resume might allow you to check off pertinent details, but just as important is what you see in the candidate during conversation.

Training, skills and even experience are necessary, but if an individual does not portray empathy, it will not be a good fit. Filling vacancies with people who are ***understanding of clients and able to show compassion*** will play a primary role in how well that person does on the job and how long they choose to stay with a treatment center. This can be accomplished by following the following strategies.

# 8 Recruiting Strategies

Most organizations spend several hours and use multiple resources in attracting and interviewing job applicants, but the time devoted to deciding who to hire is quite a bit less. So how do you determine if you are truly selecting the best candidate?

It is easy to assess qualifications on a resume and it is quite simple to pick up the phone and contact a reference the candidate shared. But that is only part of the picture and not always a good indication that the applicant is the best person for the job. If a candidate is truly interested in your organization, they will have taken the initiative to learn as much as possible prior to submitting their resume.

It is no secret that the self-help books encourage doing this background check of a treatment center as well as to tailor the cover letter and resume to fit the job description. Also, how many job applicants are you aware of that will ever provide a reference of someone that will give no less than a rave review of their job performance? Therefore, taking time to connect with and getting to know a candidate prior to making a job offer will work out better for the treatment center in the long run. With that in mind follow these tips for finding your new staff members.

## **#1 Encourage Referrals**

On occasion referrals work out wonderfully. If you have professional connections whereas colleagues encounter individuals who may be good candidates, encourage them to refer over to you. Likewise, if you have trusted staff members who network with other likeminded individuals, it may work out well. When candidates have the opportunity to learn about a treatment center from inside or closely connected sources, it can prove beneficial in helping them decide if your facility is one, they'd enjoy working at.

## **#2 Attracting Good Candidates**

Finding someone who is eager to jump in with both feet, take ownership of specific tasks, and help the treatment center achieve its goals is the ultimate objective. Therefore, your focus should be on attracting candidates who are passionate about what they do.

Organizations frequently use social media to accomplish this. Making a connection on social media will also enable you to check out the profiles of candidates and have a peek into how they portray themselves online, seeing what their hobbies are, and their conversational demeanor used with others.

### **#3 Take Advantage of Technology**

There are several different online solutions for locating candidates. From job boards and social media to traditional methods of advertising, this method of connecting with candidates offers the opportunity to engage in conversation prior to a formal interview. It is also an easy way to maintain contact with former employees and a way of helping you leverage your facility as one that offers a great working environment through the use of testimonials and reviews.

### **#4 Be a Treatment Center People Want to Work for**

Just as you want to find candidates who are engaging, job seekers are searching for employment with a treatment center that is attractive as well. Bottom line, people talk. While everyone ultimately works for a paycheck, in our industry this is less true. The desire is to be involved with a business that is making a positive difference in the world and treats employees well. With the multiple advances in technology, it is easier than ever to research companies and gain insight into the environment they offer. Additionally, potential candidates will assess the information gathered to determine if they desire such an environment and decide if your facility is trustworthy.

Therefore, be a magnetic treatment center. Be so great that people dream of the opportunity to work with you. As Yogi Berra stated, "If they don't want to work for you, nobody will stop them."

### **#5 Consider Collaborative Hiring**

Whether you have a human resources department in charge of the hiring, or you hire everyone yourself, consider getting trusted staff members involved in the recruiting process. Having input from current employees has its advantages. For example, staff who work together are always more productive, loyal, and happy when they enjoy those whom they work with. It is crucial that personalities mesh well within an organization, especially in the area of behavioral health, as that internal support system is of the utmost importance.

## **#6 Be Accessible**

When you are hiring, be accessible to interested applicants. This can be accomplished by sharing an email for resume submission, accepting telephone calls from potential candidates, or posting job openings on your treatment center website (be careful with this last one- you may not want to make it public knowledge that certain positions are vacant, like a medical director for instance). By having multiple options for individuals to make job inquiries or apply for positions, you are more likely to get better results from your advertising efforts. Many would-be candidates are likely already working full-time and inaccessible during standard hours of operation, thus offering alternative ways of reaching out to you is ideal.

## **#7 Campus Recruitment**

While experience is beneficial, recruiting new-hires via college campuses will open the door of opportunity for you to find a youthful, energetic individual who is extremely motivated to begin their new career. Many universities offer local bulletin board postings, or if you know college professors, reach out to them.

## **#8 Assess Talent Acquisition**

Talent acquisition takes hiring to the next level. Recruiting may fill the empty desk space, but talent acquisition is ensuring you find the right person and keep them on board long-term. It is a strategy of properly assessing what skills are required for the job, and how the person fulfilling the role can make a positive impact on the future of the treatment center's success.

This process consists of the following:

- Creating a job description that is intriguing and attracts the most qualified candidates.
- Sharing information about your treatment center brand, the culture that exists within the walls and why current employees enjoy working with you.
- Providing an attractive compensation package that is enticing from the beginning while also offering benefits along the way that are intriguing enough for a person to remain with the treatment center for years to come.
- Ongoing training and advancement opportunities for staff.

Each one of these strategies can help you find the right candidates, and the more diversity you apply in reaching out to people, the more you increase the chances of finding the best person for the job.

Additionally, taking advantage of every opportunity available to learn as much as possible about a candidate will pay off in the end. Prior to hiring you'll want to be confident the individual possesses the knowledge, passion, and skills to do the job and is also someone who is ready to make a commitment to your treatment center.

Hiring is a very involved process. The hiring timelines between posting a job and hiring is close to a month in several industries, longer in others. When you consider the cost of hiring and training as well as the loss of income due to a staffing shortage, the numbers are astounding. Because of this taking the right approach in finding qualified candidates is extremely time sensitive.

Oftentimes, hiring a professional recruiter will prove advantageous in many ways.

## **The Advantages of Using a Recruiter**

Companies that choose to advertise, interview, and hire on their own certainly find success and get the job done, but at what expense? This process takes many, many hours that essentially diverts your attention away from other tasks or duties you're responsible for. By hiring a recruiter to help fill positions within your facility, you are taking hiring to the next level.

A recruiter, a.k.a. headhunter, specializes in finding candidates for jobs, and when dealing in the behavioral field hiring an expert that has professional connections and a wide selection of resources and industry knowledge, will prove beneficial.

### **Recruiters Have Access to More Resources**

Due to the fact that headhunters are not directly involved with a treatment center, they have the advantage of making inquiries to candidates on a more personal level. These inquiries may involve gathering detailed information that a direct employer would not

feel comfortable digging into, not to mention that the applicant would feel even less likely to divulge the information to them.

Consider the benefits of finding out details such as:

- Past work history and reasons for leaving. It may also entail conversations to gain an understanding of interactions with former employers or co-workers.
- The motivation for applying for a position with your treatment center. (Money, relocating, desperation for a job, etc.)
- Inquiries about future goals to discern the level of forethought, planning, and aspirations for success.
- The types of projects the candidates were/are involved in while working for your competitor.

These direct questions help narrow the playing field of qualified candidates.

## **What a Recruiter (Headhunter) Does**

The headhunter does all the legwork for you in finding the best potential candidates. Headhunters are essentially marketers and some of the greatest salespeople around.

A successful recruiter gathers all pertinent details from you in regard to the position that you're hiring for. Then he formulates a marketing strategy that will target an audience with the most promising attributes to fit your needs. The next step consists of reaching out to connections within his network, advertising on various platforms, and contacting qualified candidates.

Recruiters have varied methods of acquiring contacts and work from multiple angles in order to fulfill the job he is hired to do. Having a recruiter offers many advantages because they are removed from treatment center environment, unlike you. And, as such, they aren't bound by certain details and constraints, that you, the employer might be bound by.

For example, if your major competitor had a staff member who performed exceptionally well, wouldn't you like to grab him or her? Most likely the answer is yes. But how do you find out who these staff members are? It is also probable that out of respect for your competitor, you either choose not to approach the individual or you lack the available

time and resources for reaching out. Hence, a potential major advantage of the headhunter's services.

Remember, the headhunter is working for you and when it comes to providing complete satisfaction, it's no holds barred. Headhunters have developed a process of advertising, attracting, and conversing with candidates. They will even assist candidates in transitioning from their former jobs, if necessary; all in an effort of nurturing connections every step of the way, which is in the best interest of everyone involved.

In the end, with the services of a recruiter, your facility will have been saved hours of precious time and expenses, and most likely have the position filled much faster than you could have accomplished on your own with a much higher caliber candidate.

Once the position is filled, the recruiter's job isn't necessarily complete. It is common for them to contact the newly hired employee to follow up on the first day on the job and consistently over the course of the probationary period. The recruiter is entirely vested in the success of the candidate and making sure you, the client, are happy.

When you choose to hire a specialized headhunter, you leverage your facility by having access to experts who are well-versed in the behavioral health treatment field. The headhunter professional will always work in your best interest, with the hope of not only helping you once, but more so building a relationship with your treatment center and collaborating in future endeavors as well.

While the headhunter is finding the best possible candidates to fill your vacant positions, your time can be spent growing your business, all the while setting yourself apart from your competition.

## **Always hire someone better than you!**

Many years back as a corporate recruiter at a technology company, I was asked by the IT manager to find him a software developer. I presented a few candidates and we interviewed three. One in particular stood out- he was exceptional- he had it all- attitude was great and he was a very skilled developer who blew us away with his knowledge and previous projects he had worked on. I was ready to hire; my IT manager

was not. When I pushed as to why not his answer was: "that guy is better than me- he will take my job eventually if I hire him." Being younger and more naive in those days I left it and moved on. Later that day I had a meeting with the CEO to catch up on our hiring progress. The developer role came up and I told him about the guy we had interviewed. "That's great" he said, "when does he start?". "He doesn't", I replied and told him that the IT manager had decided against hiring him. He asked me why and I suggested he ask the IT Manager. He called him in and asked, and to my surprise- the IT Manager gave him the exact answer he had given me about the guy- he was afraid that he would take his job.

The CEO looked at him very sternly, but very calmly and said, "this is your one and only warning, I want people that are better than you. You are better than me- that is why I hired you. Think about how strong our company will be if everyone is better than us?" "Your job is safe, no one you employ is going to take it from you- but do something stupid like that again and you won't have a job"

## **The Compound Effect-My #1 rule for Hiring!**

Just think about how strong this rule is- how strong will your business be if everyone in the company is better than you? This is much easier to do in the beginning, it is relatively easy to find 5-6 people that are better than you. But once you have 30 or 40, it becomes much more difficult- so remember the compound effect. Hire better than you and make sure the people you hire know to do the same- this should have a compound effect that will put your business in good stead for years to come! If everyone in your company is better than you and their hires are better than them and they all have the right attitude- promoting from within and growing your workforce organically will be a strong money saving strategy.

### **Final Words**

Whether you choose to try out the strategies suggested above or hire a recruiter, finding outstanding team members is not an easy task, but it is possible and well worth every effort put forth. It can be and very often is what makes or breaks a treatment facility.

# About the Author

Ilan Fluxman, author and CEO of [Rocket Science Recruitment](https://www.rocketsciencerecruitment.com), has two decades of experience in professional recruiting. During the past five years, he has directed his focus specifically on behavioral health. Having firsthand experience of working in multiple facets of this industry, he is dedicated to utilizing his recruiting knowledge and expertise in headhunting to better equip businesses with talented team members. He is passionate about helping overcome the challenges in this important field so people's quality of life can be improved on both the professional levels of those working in the behavioral health industry, and for the patients seeking help.

For more information about recruiting services, visit:

<https://www.rocketsciencerecruitment.com>

Or

Email: [ilan@rocketsciencerecruitment.com](mailto:ilan@rocketsciencerecruitment.com)