



CONSULTING  
BUSINESS OPERATIONS ... REIMAGINED

# BUSINESS OPERATIONS DIGEST

QUICK BUSINESS TIPS FOR INCREASING THE PROFITABILITY OF YOUR BUSINESS

August 2017

## Improve Your Recruiting Process

Acquiring top talent is difficult and yet so crucial to your business' success. Technology has advanced the recruitment process and coupled with an element of human interaction, better candidates can be secured.

Today, there is an abundance of technological recruiting and assessment options. However, companies are not able to measure the long-term impact of these hiring advances as well as you'd think.

They struggle to pinpoint the real impact of quality hires and how long they stay.

Hiring managers expect more out of their candidates, especially after they've been given assessments and the tools necessary to reveal whether they are the right person for the position. They want to enhance the process in order to attract and then secure better employees.



Acquisitions are important, time-consuming, and potentially costly during the recruitment process.

Ever wondered how this process could improve? It's a common question amongst hiring managers and HR departments. The more the system is fine-tuned the better for all involved.

A recent survey of 200 hiring managers revealed some interesting results.

1. Hiring managers said they wanted to see the recruitment process improved by their HR department.
2. They reported the desire for a more data-driven process when given the task to hire top candidates.

### Recruitment Process

Larger organizations often consist of hiring managers that are frustrated by the challenges associated with recruitment. The survey revealed HR should improve the process by utilizing different recruitment tactics.

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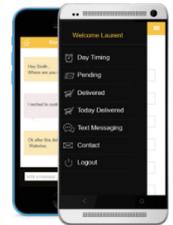
## The Future Of Mobile Apps

Who doesn't enjoy mobile apps these days? I'd wager to say that most people like them, use them and reap the benefits from the product and service that they potentially offer.

I probably don't have to sell you on the fact that mobile continues to grow. However, I wanted to share a few stats to illustrate my point.

- One million cell phones will be sold within the next year
- While that number is staggering, it's double the number of PCs that will sell
- Half of all adult cell phone users have apps on their phones

As you can see, mobile is huge! Think of the convenience and all the technology at your fingertips. We will continue to see mobile usage increase for years to come.



Mobile apps have a significant part in the increase of phone usage. Most people say that they are both fun to use and helpful. Lately, people report to be willing to even pay for apps. Of those polled, 42% of cellphone users have spent money on an app.

If you are looking to advance your brand, business or marketing plan, then consider adding an app to your business plan. People will search for apps to see if they can get a coupon, deal and for the convenience of getting push notifications. Apps are becoming more and more prevalent when it comes to products and customers are buying into it all.

Have you considered a mobile app for your business? Top categories that people search for when it comes to apps include:

- **Social Media**
- **Entertainment**
- **Communication**
- **Productivity/Organization**
- **Shopping**

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# One Minute Ideas

## Volunteerism

### Need Volunteers?

### Want to Donate Your Time?

Check out these great online services that connect causes in need with individuals willing to volunteer.

Organizations can find volunteers, and individuals can find the perfect cause in need of their help. There are thousands of volunteer opportunities posted every day.



**"No one has ever become poor by giving."**  
~ Anne Frank



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### Recruitment Process

Larger organizations often consist of hiring managers that are frustrated by the challenges associated with recruitment. The survey revealed that they feel like HR should improve the process by utilizing different recruitment tactics.



### Data-Driven Process

Hiring managers want to pursue top talent and believe the process should be data-driven. They want candidates to complete assessments and take the information gathered for consideration during the hiring process. Talent acquisition based on facts and data will ensure a better candidate and most likely a longer term employee.

Hiring managers rely on HR to set an acquisition system in place. When they don't consider best practices and stick to the old way of doing things, they hurt their team and the ability to secure the most talented candidates for open positions. Further, data is a useful tool that will enable a more well-rounded decision to be made when selecting a candidate.

Consider these things and bring them up for discussion as a team in order to create a more seamless recruitment process for your company. Working together as a team will ensure you acquire better candidates while improving employee morale and your bottom line over time. ❖

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***"Successful leaders see the opportunities in every difficulty rather than the difficulty in every opportunity."***  
~ Reed Markham, American Writer

Continued from page one – **Mobile Apps**

Mobile apps have a bright future. They are simple to use and sought after. I encourage anyone trying to grow a business to figure out a way to incorporate one because it is just one more way to get the word out about your company and product. You won't be sorry and your customers will thank you for it. ❖

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