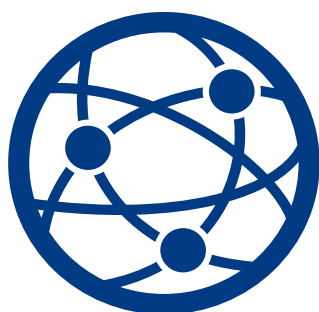# Tips on How to Find Your Own Employees

At a time when unemployment is low and competition for talented employees is high, hiring can be difficult. But the cost of a bad hire is greater than waiting for the right one. Here are some ideas on how to find the people who align with your plans to grow and share your vision.

Ask Your Own Network of Industry Professionals

People you have worked with over the years will know what traits you value in an employee, what skills are most important and what qualities drive you crazy and you wouldn't hire. Your network will be able to speak to the kind of leader you are and how you manage.

Hang Out with Candidates Online

One of the best places to find future employees is using the same resources as they do. Join blogs, forums and LinkedIn groups specific to the types of talent you are trying to attract. Look for user groups on Twitter or Facebook groups that appeal to your target audience.

Leverage Your Connections

Ask your employees, customers and former colleagues for referrals. When appropriate, offer referral bonuses. Many times, this is less expensive and more targeted than a job board.

Leverage Your Website

Create a career page on your website to make jobs easily accessible and create an easy process to apply. Make certain your website is optimized for mobile since more and more candidates are viewing opportunities on their phones.

Get the Word Out

Never underestimate the power of networking. If you are hiring locally, talk to other local business owners and let them know you are hiring. They also have a network of contacts they can leverage on your behalf.

Use Industry Specific Job Boards

Increase your visibility by posting jobs in places where your target talent will see it. Many industries have industry or job specific posting sites that allow you to focus your search in specific areas.

Use Social Media

Social media is another way to not only get the word out to your network of contacts, but reach their contacts. Look at local Facebook groups, industry LinkedIn pages or just ask your friends and connections to share your posts with their connections.

Grow Your Own Talent

Consider creating internship programs as a way to add to your recruiting pipeline and invest in your company's future. Many seniors and graduate students from colleges and universities welcome the opportunity to get real world experience and get an extra advantage over other graduates when entering the workforce.

Go Back to College

Many graduates stay connected to their college and university alumni centers and former professors and classmates. Build relationships with the professors and staff at local schools (or schools specific to your needs) to help identify up and coming talent.

Participate in Career Fairs

School or community career fairs are a great way to network and meet active job seekers. Almost like speed dating, career fairs allow you to interview multiple candidates in a short period of time.

Use a Recruiter

A truly skilled recruiter knows to ask about more than a college degree and years of experience. They know to ask about what you want that we won't see on a resume. We know what drives and motivates candidates to make a change and how you and your company can align to meet those qualities.

The Adept Talent Team

Owned, operated and recruited by engineers, the agile team at Adept Talent will leverage our global packaging pipeline to quickly help you find the talent you're looking for.

Whether you require knowledge of packaging materials or business processes, our recruiters can provide additional resources, specific expertise, or a complete packaging department, right when you need it.

While there are many approaches to finding your own employees, the best solution is to try multiple avenues to see what works best for you and your company's needs. If all else fails, our team at Adept Talent sources packaging experts for the most iconic brands in the Food, Beverage, CPG and Life Sciences industries.