



## **Confessions of a Veterinary Recruiter**

### **How the Hell Does One Deal With the Current State of Recruiting in Today's Veterinary World?**

This presentation will focus on the changing environment during the ten years I've been recruiting. While a component of the presentation will be a retrospective study of recruiting in our veterinary world, the bulk of the presentation will deal with preparing participants for the future of recruiting. Since everything needed to become a successful recruiter can't possibly be taught in less than an hour we are going to highlight some basic principles, best practices and a few very specific tips for successful hiring and retention of both DVMs and support staff.

When it comes to recruiting, people generally fall into two categories: either they feel ill equipped and lacking in training to hire or they believe they can "just tell" when someone is "right." Sadly, a gut feeling is not necessarily a good predictor of a candidate's potential.

Finding the right person in today's hyper-competitive recruiting world is more challenging than ever. We find ourselves in a perfect storm of (A) a mass exodus of retiring Baby Boomers (B) graduating Millennials with a different perspective on work life balance and (C) an influx of aggressive corporations all fishing in the same small pond.

The best tip a recruiter can give with regards to hiring the right person is to recommend waiting for the right person. It sounds simple enough, but in our world, where being a staff member short can affect daily revenue, let alone morale, it is not such an easy thing to accomplish. Especially when the number of applicants is so limited.

One thing we can control is employee retention. It is more important than ever to pay careful attention to the more ethereal qualities like trust, creativity and meaning. This is particularly true for the Millennials, the newest and largest generation in the workforce. They, along with everyone else, want to be happy, but being engaged in one's work is an even more important quality for which every employer must strive.

Happiness is important, but it has little to do with meaning and job satisfaction. We have all experienced difficult and hard-working days at the office and yet, even though we may be quite miserable at the time, we go home feeling like we had a meaningful and productive day. Employees relate a good day at the office to having accomplished something, having helped someone and not necessarily by how happy they were.

Using real life examples, the presentation will also discuss the things that keep employees engaged in their job.



# Confessions of a Veterinary Recruiter

**Odie Marcovici, DVM**

## OBJECTIVES

I'd like people to see the changes that have happened over the last few years in our profession and how to prepare for what is inevitably going to be our recruiting future. The other purpose of the presentation is to provide the audience with tangible tips and ideas to implement in their practice to keep employees at their existing jobs for a long time to come.

## TOOL KIT

### What people want/need from their job

- Motivation
- Autonomy
- Professional growth
- Recognition
- Family atmosphere

### Recruiting future

- AI
- VR
- Snapchat
- Boolean searches
- Tinder and such?

### Ads

- Matterport
- Textio
- Livestream/cattle calls
- Fit, family, freedom, fortune, fun

## KEY POINTS

1. What got us here won't get us there
2. The best jobs are never posted
3. Don't be a dick

### How to Be in the Good Human Being Business



# Notes, Quotes, Reflections & Revisions



**These are the things you need to remember**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---