

Far Side

Consulting

4 Strategies to Find Quality BCBAs

FIND THE RIGHT HIRES FOR AGENCY

Recruiting qualified staff is essential to growing and maintaining your agency.

The problem with traditional avenues of advertising job openings is, there is are few ways to differentiate your business. Use these strategies to position yourself ahead of the competition.

1. Colleges & Universities

This is a long term strategy. Make a list of every professor that teaches, psychology, early childhood education, and ABA in your area. Colleges and universities are goldmines for finding ideal candidates. Offer to speak to their classes on the field of ABA followed by Q&A. make yourself available after class to chat with students about potential internships and job opportunities. While they may not be bcbas now they can grow within your company.

2. Referrals

Some of the best job candidates can come from your current employees networks. With this approach, so many barriers are removed already: they already know a little about your company's culture; day to day responsibilities; and probably pay. Incentivize referrals from staff to recommend friends that may be a good fit.

3. Paid Advertising

Facebook, Instagram, YouTube and Google are amazing for finding ideal candidates. You can advertise to the exact type of person you are looking to hire. With paid advertising, you can advertise by gender, age, location, education, groups they are engaged with, and even more. With the right paid advertising strategy you'll have the highest quality candidates wanting to work for you.

4. Use Video

Even if you don't do paid ads, reach out to schools or incentivize referrals from your current staff, this one thing will help you stand out. Take some time and make a video introducing yourself and your company. Interview current staff about why they enjoy working for your agency. Share this video on social media channels and on your website. A simple 1-2 min video will make huge impact on whether someone decides to apply.

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Far Side Consulting is a digital marketing agency specializing in solutions for mental and behavioral health agencies / practices.

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