

# Full Cycle Recruiting 101: A Guide to the Recruitment Process



Recently, small businesses in particular are beginning to make the most of the recruitment process by adopting full cycle recruiting methods. These methods essentially involve consolidating the responsibility of the entire life cycle of the recruitment process to one individual or agency.

The perks are an increase in efficiency and a much-improved client onboarding experience. So, what is full cycle recruiting, and how is it accomplished? Let's start by putting it into context with the seven stages of the recruitment process.

## Recruitment Stages

The recruitment process can be separated into numerous steps or stages. In combination, these stages are the **full cycle** of recruitment. The stages are as follows:

**1. Planning** – A recruitment plan is a predetermined hiring strategy used to recruit new employees. This stage provides a framework for the requirements of the role that needs to be filled, as well as a realistic timeline by which to fill it.

In short, the planning stage will draw upon employee value propositions, marketing strategy and the other tools and materials available in order to plan the attraction, recruitment and assimilation of the new employee.

A strong recruitment plan is a foundation from which to begin the hiring process and will save so much time and budget costs down the line. This stage should establish the nature of the vacancy, and the goals of the hiring process; and then make sure the hiring teams and recruiters are on the same page.

2. Analysis – Once the role is established, it's important to create a profile for the right candidate. This will identify the qualities the role requires, and help spot candidates with the best potential early on in the screening process.

More than this, it will determine the nature of the sourcing process; which type of media will be used and how the job descriptions and advertisements will be formed.



Sourcing a candidate is essentially a marketing exercise in many ways – the position will have to be branded correctly in order to truly speak to the ideal candidate, and this should be planned in the analysis stage, in accordance with the requirements of the role.

3. Sourcing – this is the time to put all that research and strategizing to work. Sourcing helps identify either passive or active job seekers. This can be done internally and externally and requires a process of identifying, inspecting and connecting with potential candidates.

There are multiple techniques for this, but they all involve finding the profiles that the recruiter believes the hiring manager wants to discuss. Sample profiles will help clarify the hiring manager's desires and calibrate the recruiter's judgement. While this stage is about finding candidates, it's also an important step for making sure the team is on the same page.

4. Screening – This step precedes the interview process, and involves plenty of correspondence with the hiring manager. At this stage, it's important to reference the timeframe established in the planning stage to ensure everyone is aware of the appropriate deadlines to get the roles filled.

Going through job applications to identify key, preferential and non-essential qualities of each candidate and their perceived overall fit for the role takes a long time but is a very important step of the hiring process. Conversion rates from application to acceptance of the offer can be as low as 1% so robust screening is absolutely necessary to streamline the hiring process.

Screening is also the point at which it's most necessary to balance the quality of a candidate against the time there is to fill the role.

5. **Engagement** – Candidate engagement in its truest sense begins at the awareness stage of the job application and should continue until onboarding is completed, and into the review stages of employment.

Maintaining candidate interest and passion for the role is the primary focus of engagement, but specifically, after the screening process, it refers to interviewing and further identifying the appropriate candidates for the role.

6. **Selection** – Once the interviews are complete, and the candidate has been isolated from the competition, a job offer can be made. This is sometimes a simple task, but depending on the role, can involve negotiation strategies and diplomacy.

The employment agreement needs to be drafted, adjusted, and agreed upon and the candidate needs to formally agree to all the terms of employment. These will include compensation and benefits as well as contract length, and other negotiable factors.

It's an important stage of the hiring process because it needs to cement a mutually-beneficial arrangement between the company and the employee that will promote retention and generate value.

7. **Onboarding** – the final stage of the recruitment process aims to ensure that the new employee is comfortably integrated into the role and gets off to a good start. This is more difficult than it sounds and involves management and HR, as well as usually other colleagues in the department.

A good onboarding program should already be in place and have been planned in the initial recruitment stages, and this will vary depending on the department and the role, but it's critical for employee retention and assimilation. After all the hard work to get to this stage, it's important to capitalize on it with a good onboarding process.

The average recruiting cycle lasts around 42 days, and with this many moving parts, and different skill requirements, it's not surprising that many companies aren't at the top of their game when recruiting.

One way to maximize efficiency in this process is to reduce the moving parts. And one way to do that is with full cycle recruiting. However, finding someone with a useful level of understanding in every stage of the hiring process is easier said than done.

## What is Full Cycle Recruiting?

Full cycle recruiting covers the recruiting process in its entirety and involves a single person or agency being responsible for taking the process from start to finish.

The full cycle recruiter is responsible for everything from initial sourcing maps, team analysis, then sourcing, screening, selecting, hiring, all the way to even onboarding. This means one qualified representative follows the process through its life cycle and influences, controls and takes responsibility for it.

Full cycle recruiters can work in close collaboration with hiring managers and have a lot of sway over the decisions made. They fill several diverse micro roles in the journey to gaining valuable human capital within the company.

The strengths of this method are in the recruiter's control over the hiring process. As the most qualified and knowledgeable person in the hiring process, recruiters manage the progress of the entire team of interviewers, marketers, outreach, HR and everyone involved in the life cycle of the recruitment.

This means there is direct facilitation between all of the variables within the full cycle recruiting journey and the process is streamlined as one project.

This method creates a much [more pleasant experience](#) for the candidates and thus improves retention. It also helps form more functional relationships between the individual departments involved.

## Full Cycle Recruiting: Pros and Cons

There are many benefits to this way of recruiting, to list a few:

- Everyone knows who is responsible for the process. That means all feedback is sent to the same place, and communication is more organized.
- Candidates have a much smoother ride through the hiring process. This experience turns something that has the potential to be stressful and exhausting into something that will leave a lasting positive impression as they enter their new role.
- The efficiency of the communication and overall flow of the process means it's also faster and therefore less resource-intensive. The expedited process has the knock-on effect of further satisfying the candidate.

There are some drawbacks to full cycle recruiting, however:

- Having one person in charge requires them to be adequately organized and professional. This system can backfire if the wrong recruiter is in control.
- Related to this, the whole process requires a very generalist approach, involving many skills across different disciplines. This leaves a lot of room for error, and it can be hard to fill the role.
- One recruiter can only work so fast. Therefore, full cycle recruiting is usually better suited to smaller organizations that are looking to recruit within the range that a single recruiter can handle alone.

So, the benefits are mostly to do with the efficiency of the process and how that trickles into client experience and ease of communication, and the downsides primarily relate to the limitations of a single recruiter to hire many people. These drawbacks can be further reduced by using tools such as the AI-enhanced recruitment software from [Rocket](#).

These life cycle recruiting tools speed up the entire recruitment process by helping with the engagement and selection processes and can expand the scope of a good recruiter.

## Conclusion

The recruitment process has many moving parts. This is both a strength and a weakness as specialized departments provide strong skill applications to what they do, but can often be held back by inefficient communication.

Full cycle recruiting attempts to align these specialized roles with a common central point of responsibility. This aims to increase the flow of information, improve client experience and segue neatly into the onboarding process, maximizing retention and synergy between the candidate and the role, as well as the surrounding team.