

# IT as a Recruiting Tool

7 Actions to Take Now to Get the Best People

*by Thomas Douglas, CEO, JMARK*



The key to success for any organization is its people. But top performers and dependable, solid workers don't want to work for an organization that doesn't have good technology in place to help them be successful. Outdated workstations, poor-performing environments, the inability to provide flexibility, inadequate security—these are signs of complacency. If you want to attract top-notch workers, there are seven actions your organization needs to take to demonstrate commitment to employee success:

## 1. A COMPLETE TECHNOLOGY PLAN.

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Technology debt has hurt thousands of organizations. When infrastructure, applications, and innovation capabilities are not prioritized, an organization can fall so far behind that it is very costly and sometimes prohibitive to catch up. When this happens, it is impossible to cite your technology design as a reason someone should come work for your organization. As a best practice, JMARK recommends a full five-year technology plan to ensure your organization is operating at an optimal level.

## 2. TRAINING PLANS.

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Having a technology plan is tremendously helpful; however, the investment is not fully realized if your team doesn't know how to use it properly. Fact: Most organizations only utilize about 30% of the capabilities of the applications they have in place. Providing each person with a training plan for their most-used applications will enhance their performance and productivity and ensure they are constantly learning, which is a key success driver for any business. At JMARK, we find "cheat sheets" and quarterly training classes to be very helpful. When new hires learn about your ongoing training, they'll know your organization is committed to their continued success.

## 3. SYSTEM OWNERSHIP.

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Applications are constantly evolving. To keep up with the changes, all primary applications should have an application/system owner. This should not be the departmental or organizational manager in most cases (because they don't have the time). It should be someone who has the time and passion to learn the enhancements and capabilities of the system. They should be responsible for studying the improvements/upgrades of a system and training others who utilize that system.

## 4. IDEA MANAGEMENT.

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At no time in history has it been so important to let people know that their ideas and opinions matter. By creating an idea management process, your future employees will know that their ideas for innovation, improvements, and even workflow changes will be heard. Within JMARK, we have an email address dedicated to gathering these ideas for review and discussion.

## 5. FLEXIBILITY.

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One of the lasting effects of the COVID-19 pandemic on business is that it created a strong desire among the workforce for a better work/life balance. Flexibility toward scheduling and remote or hybrid work is going to be a “right to play” item in recruiting and retaining top talent moving forward. Organizations with good technology can easily facilitate the ability for people to work from home when their job allows for it.

## 6. OUTSTANDING IT SUPPORT.

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We all know IT breaks, and always at the worst time. But by having an amazing support experience that responds to the priorities of the organization, your people will be more productive. High-performing IT support also shows potential recruits you care about empowering them to do their best work.

## 7. POSITIVE CULTURE AND ONLINE REPUTATION.

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New employees want to hear from their potential peers. If your organization’s online reviews are mostly poor, people will be less likely to consider you as a potential career path. Good culture is supported by good IT. This allows for more positive reviews and the ability to catch the attention of more great people.

When your people succeed, your business will thrive. Prioritizing these seven items will help you recruit the best of the best and pave the way for their success.

Ready to create the kind of IT environment employees dream of? We’re ready to help. [Click here to start the conversation.](#)

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