

Where do you look when recruiting top talent for your business?



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We asked Calgary entrepreneurs how they go about finding the right people for their businesses.

Here's what members of our community had to say:

“I look within my own network. People love to make connections, especially among people they know. When I have a need, I start talking about it and more times than not, I find the perfect match in a colleague or through a referral from someone in my network. It is always great, and usually easier, to work with people who others have vouched for.”

— Amanda Schewaga, owner of [The Marketing Girl Inc](http://themarketinggirl.com)

(<http://themarketinggirl.com>).



Kevin Kent chief knife nerd and president of Knifewear and Kent of Inglewood
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“ We hire for attitude and energy rather than for experience. Some of our most experienced hires have been our worst hires. Also, since I was a chef for 20 plus years and we sell kitchen knives I tend to hire chefs who want a change. It’s great because we speak the same language. Kevin Kent, chief knife nerd and president of Knifewear (<http://knifewear.com>) and Kent of Inglewood (<http://kentofinglewood.com/>).

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“Our biggest HR challenge is finding talented, creative people that can integrate into our team’s culture. Attracting the new generation takes more than ping-pong tables, beanbag chairs, etc. It requires a deep shift in organizational culture and to gain commitment early, we’ve invested in implementing a robust internship program.”

— Kris Hans, strategist at Market Grade Ltd (<http://marketgrade.com>).

“We look in a couple of places when we are looking for talent in our business. First, we look to professionals that we see in action, it is where we can get a really good idea of their skill set and capability. Secondly, we often get referrals from people who know us and can see the synergy between ourselves and a potential hire. Lastly, we reach out to professionals we have worked with in the past to fill positions with us. Since we hire like-minded entrepreneurs to fill our training positions, there are always great people out there that are wanting to expand into other markets and are wanting to work with us. Hiring administrative talent is harder in that we do not get to see them in action before we hire. We do explore social media connections to hire for these positions. Referrals, like in business, work best for us.”

— Merri Lemmex, managing partner of operations at Lemmex Williams Training Inc (<http://lemmexwilliams.com>).

“(We turn to) networking for immediate hires. For future hires we use Kijiji, blog posts on our company website, Facebook and LinkedIn.”

— Christine Reimer, founder of Bridge The Gap Accounting Services Ltd (<http://btgaccounting.com>).

“Typically, top talent isn’t walking the streets with resume in hand. For our organization we focus on individuals who belong, or have belonged to, groups that require tryouts or auditions because individuals who excel in those environments usually have the ambition and drive and capacity to learn from failure that will make them successful with us.”

— Hamish Knox, president of Sandler Training in Calgary (<http://hamish.sandler.com>)

These answers are in response to a question posed by Sheila Musgrove, founder of [Tag Recruitment Group](http://tagrecruitmentgroup.com/) (<http://tagrecruitmentgroup.com/>) . Here's what she had to say:

“I always use a multi-faceted approach covering social media (LinkedIn and Facebook), my network and our database of talent. Our job posting ads aim to be fun and unique and get great responses!”

Get Involved!

Answer our next question: Is it true the customer is always right?

Submit your answers at the Capital Ideas website (<http://capitalideascalgary.com/home/latest-question/?source=CH1001>) by Monday afternoon. We'll publish the best answers, along with your business name and website URL.

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