

How to Build an Employee Referral Network

1. Send a letter to clients and referral sources to communicate that you are looking for good people.
2. Make it a point to mention that you are looking to hire great people at least once each day.
3. Whenever possible, write and speak about the opportunities in your firm.
4. Make referrals to clients, suppliers and service providers that can make referrals of people to your firm.
5. Refer those employees or potential hires to others when there is not a fit with your firm. Never burn a bridge.
6. Become the "accountants' accountant".
7. Place yourself in settings where potential employees are meeting. Society meetings, teaching, career fairs, etc.
8. Make recruiting and retention an important part of every day. Discuss at meetings, during reviews and with clients.