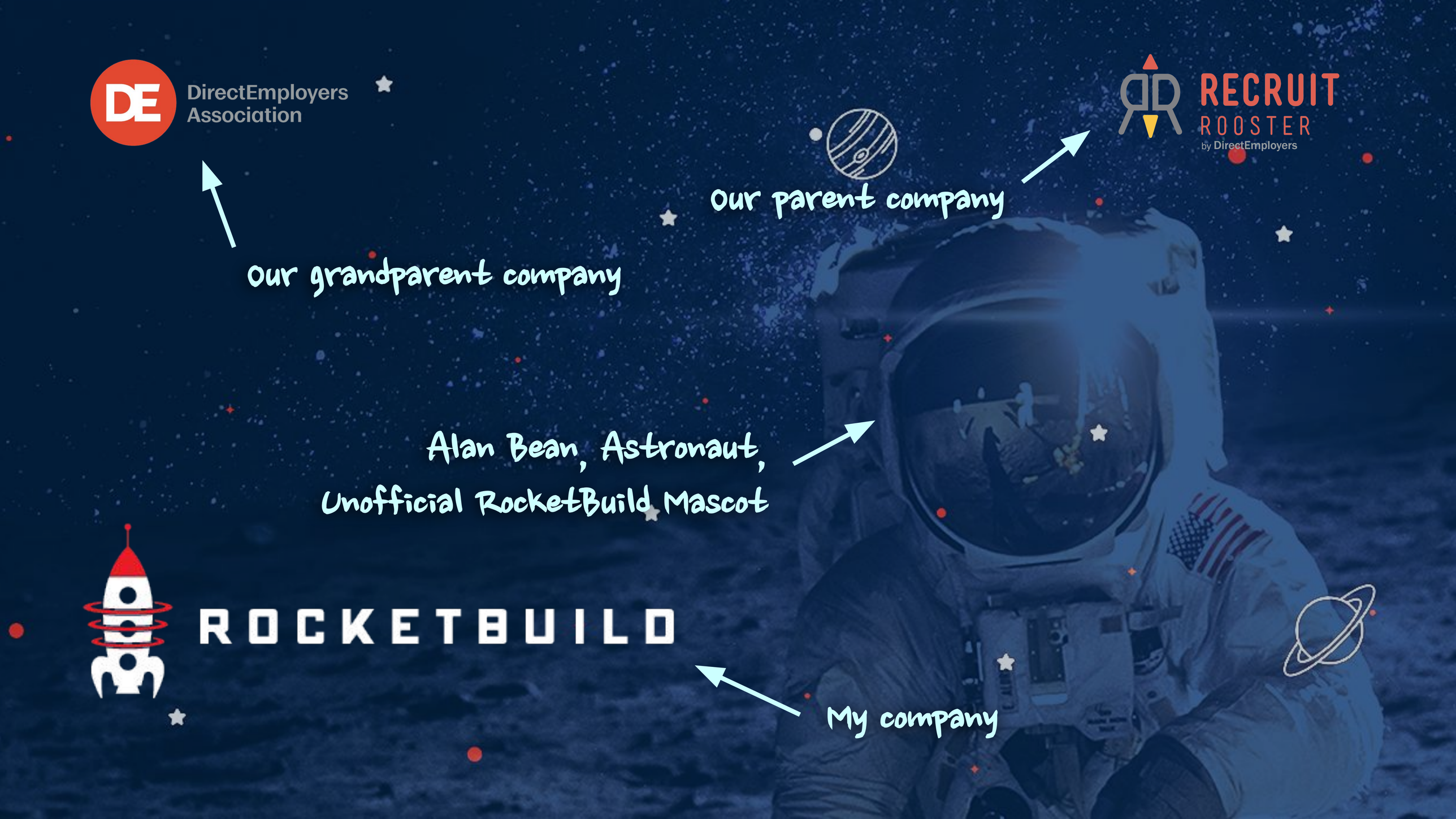
DirectEmployers Association

RECRUIT ROOSTER

Housekeeping

- If you have Zoom issues, please email kacie@directemployers.org.
- Questions can be asked using the Q&A panel and will be read aloud at the end of the session.
- Today’s webinar is being recorded and will be sent via email within a few days, along with the presentation deck.
- Don’t forget to complete the post-event survey at the end of the webinar!


DE
DirectEmployers Association
Our grandparent company
Our parent company
RECRUIT ROOSTER
by DirectEmployers
Alan Bean, Astronaut,
Unofficial RocketBuild Mascot
ROCKETBUILD
My company

ROCKETBUILD

DIGITAL TRANSFORMATION ACTION PLAN

So you have a great software or app idea... now what?

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“First, why should I listen to you?”

Also, I have a really nifty Rocketeer-inspired, profile pic.

Chief Innovation Officer, **RocketBuild**
Founder / Product Designer, **Boardable**

I’ve spent the past ten years conceiving, designing, and helping to launch tech-enabled businesses. Through RocketBuild, I have led teams that have built more than a dozen software platforms to help businesses capitalize on opportunities and/or improve business outcomes. I am also the originator of the Boardable software platform, which has raised more than $5 million in venture capital, and has well over $1 million in annual revenue (and growing).

ROCKETBUILD

“Second, how does this apply to me?”

And let’s be honest, your ideas are the best!

- Because you are either using a piece of existing technology that doesn’t work and costs too much or you are wasting tons of hours on a manual process that is inefficient and inadequate.
- Because you have first-hand knowledge of what your industry is lacking, where your department is inefficient, and how your company uses technology.
- Because you (or someone you work with) might be sitting on good ideas related to the above.
- Because you can’t count on “big tech” to solve your unique problems or help you capitalize on your unique opportunities.

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Nobody wakes up one day knowing how to create new software and apps. We all need a little help!

“Third, why is this important?”

- You need to get internal buy-in and support in order to innovate on your systems and processes.
- You need to know how to articulate your idea in order to create an actionable plan.
- You need to know what talent and knowledge to bring to the table in order see your idea through to execution.

CAN I DO THIS?

What Goes Into Launching a New Application?

We'll focus here today

Case

Identify your pain points and/or the space for improvement. Try to quantify the problem or opportunity.

Idea

How have others solved the problem? How do your unique process lend themselves to automation or digital innovation?

Buy-In

Gather support from peers and team members. Describe the problem or opportunity in detail. Run some numbers.

Discovery

List your feature requirements. Research similar solutions. Talk with developers. Generate a scope of work.

Development

Contract or hire a development team. Set specific budget and timeline parameters. Build an MVP. Iterate, iterate, iterate.

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ON TO THE MAIN COURSE

How do I get buy-in and support for my idea?

This is important to you, but how do you make it important to everyone else?!

Buy-In

Generating Support

STEP 1

Articulate the Problem

- Be specific
- Don’t make it just about you
- Get examples from your peers and team members
- Don’t use hyperbole
- Tie to company goals and outcomes

Gina is spending 8 hours a week managing around Workday’s employee onboarding process.

We haven’t been able to spend as much time recruiting because we are spending 5 – 10 hours a week cleaning up data in 10 different spreadsheets.

We are supposed to cut 10% from our budget next year, and our lackluster ATS alone would account for most of that. We are paying too much for something that doesn’t work very well for us.

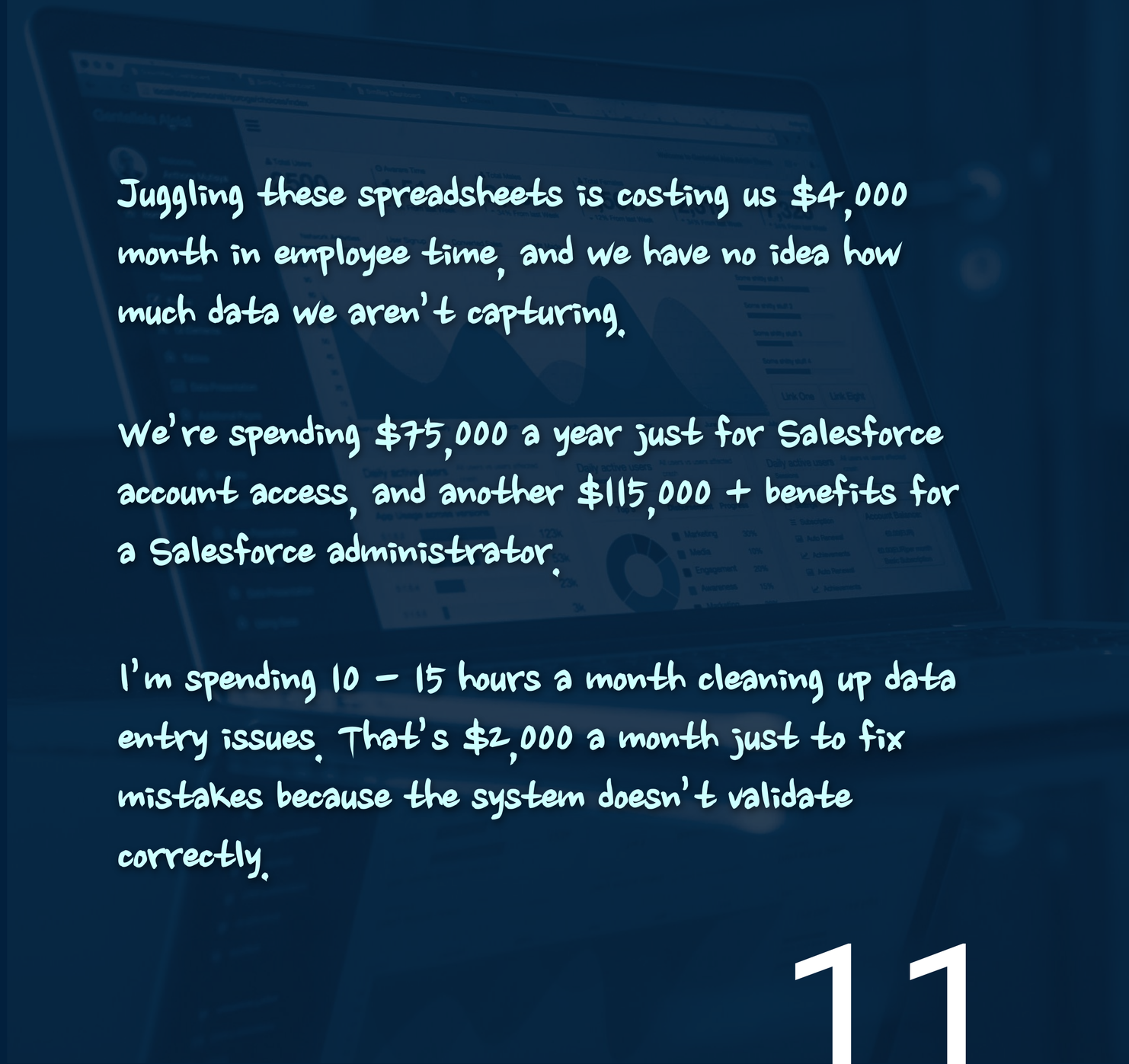
Buy-In

Generating Support

STEP 2

Run Some Numbers

- Wasted hours incurred due to inefficiencies
- Time required to manage your current system(s)
- Count costs for current system(s)
- IT and Development support needed to maintain / customize current system(s)
- Loss of revenue or added costs due to lost productivity or missing information



Juggling these spreadsheets is costing us $4,000 month in employee time, and we have no idea how much data we aren't capturing.

We're spending $75,000 a year just for Salesforce account access, and another $115,000 + benefits for a Salesforce administrator.

I'm spending 10 – 15 hours a month cleaning up data entry issues. That's $2,000 a month just to fix mistakes because the system doesn't validate correctly.

STEP 3

Make the Case for Further Exploration

$10k

Monthly software costs

$6.5k

Monthly support costs

17%

Lower productivity

Well, when you put it that way...!

“Our ATS is costing us $200,000 a year for accounts, support, and additional man-hours. Recruiter productivity is down 17% since we started using it. I’d like to explore alternatives.”

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NOW FOR THE DIGESTIF

What makes a good app development plan?

What can I do to make this happen?

DISCOVERY

Exploring Alternatives

Now that you've made the case for exploring alternatives, you have to set yourself up for success.

Gather your requirements

Look at existing alternatives

Talk with app developers

Doing this well will determine the success of everything that follows.

How to gather requirements (a.k.a. “user stories”)

Focus on your primary users

Your app will have a lot of users, but focus your early efforts on the 20% of users that will be using it 80% of the time.

Identify who, what, and why

It isn’t enough to say what the app needs to do. You have to know what users will be doing what actions, and why they will be doing them. It helps with prioritization, user access levels, and security planning.

Be very specific

Every little action needs to be considered so that the product designers and developers don’t make assumptions that prove false.

Make the process collaborative

The more eyes, minds, and hands that are involved in the process, the greater the likelihood of capturing everything.

DESCRIBE YOUR APP

Writing User Stories

Who

- “As a [user type]…”

What

- “…I need to be able to [action]…”

Why

- “…so that [concrete reason].”

Examples

- As a **Recruiter**, I need to be able to login securely from my phone so that I can *interact with potential recruits when I am on the road*.
- As a **Benefits Specialist**, I need to be able to easily send insurance plan packets to employees from within the software so I can *save time by not jumping in and out of email.*
- As an **Recruiting Manager**, I need to be able to review the profiles of potential recruits so that I can *offer suggestions to the recruiters who report to me.*

It’s just that easy… right?

DESCRIBE YOUR APP

Things to keep in mind as you gather your requirements

Make the process open and collaborative so that you create buy-in and excitement through inclusion.

During user story creation, there are no bad ideas. This is an exploratory and divergent process. You can cull the list later.

Don’t be surprised if you come up with several dozen user stories. Again, this needs to be very granular and specific.

Your list of stories won’t be perfect, and it won’t be complete. Just do your best!

Refining your requirements

Now you have a HUGE list of needs and wants. Time to figure out your MVP (minimum viable product).

- Arrange your list into three categories. MUST haves, SHOULD haves, and NICE TO haves.
- Your MVP (version 1.0) will be a combination primarily of your MUST and SHOULD haves, with a few NICE TO haves mixed in for good measure.
- You want the resulting user story list to be lean and mean. It should describe the the best application for doing only what is needed by your team.
- Avoid the trap of putting everything on the list that it COULD do. That's how you end up with bloated, inefficient, or complex software.

This will save you money.

COVER YOUR

Assets

You've described the problem or opportunity.

My team is losing a ton of productivity because of our current recruiting software. It takes about 25% of our time just to manage the data and workflows.

You have the numbers to prove the problem case.

It costs $5k a month. We have 4 recruiters losing an average of 10 hours a week. We spend about $2k a month in tech support. That's about $180k a year!

You have the support of peers, teammates, and decision-makers to explore alternatives.

It's been two years of dealing with this. It seems like a no-brainer to see what alternative exist to save money and improve productivity.

You have a comprehensive list of requirements (user stories) to explain what is needed to solve the problem.

Great! I have a list of requirements to measure other software against. And if nothing cuts the mustard, we can explore a more custom solution.

DISCOVERY

Tips for vetting out-of-the-box software

Use comparative sites

There are numerous resources out there that compare similar software platforms. Capterra and G2 Crowd are two industry leaders. They should help you narrow it down to three or four options.

Review the marketing, but verify

Software company websites are very, shall we say, vague, often to the point of being misleading. Use them to get a rough idea of total cost. They are also useful for a preview of the user interface of the software.

Talk with a salesperson, but...

Know that they will almost always say “yes, our software can do that.” What they don’t tell you is that it may often require customization that is a significant added or third-party cost. Use your list of very specific user stories to try and stump them.

Use reviews and demos

Get plenty of individual sales demos during which you can ask pointed questions about user stories. You can even deliver your user stories ahead of time so they can plan a demo to address them. Also read customer reviews, just in case they speak to a pain point you hadn’t considered.

A REAL PROBLEM FROM...

Senior Business Information Analyst

The Nature Conservancy

“We spend tens of thousands of dollars a month on Blackbaud CRM, and that is after paying hundreds of thousands to have it customized. It took 4 years to implement, and it still doesn’t work the way we want it to. It beats our old system of spreadsheets, but not by much.”

A REAL PROBLEM FROM...

Volunteer and Member Manager

The Nature Conservancy

“We’ve looked at every volunteer management system on the market, and at best they are ‘okay.’ None of them do what we want without making us buy functionality we don’t want or need. But leadership won’t let us build our own. They would rather overpay for something that doesn’t meet our needs. I guess they think it is safer, or they trust salespeople more than they trust us.”

AND FOR DESSERT

Putting it all together.

OR

How I learned to stop worrying and love custom software.

Yeah, that's a Dr. Strangelove reference.

IF YOU FIND OUT THAT BIG TECH ISN'T THE ANSWER...

Now you are ready to consider a custom application!

Get only what you need/want.

Be prepared for a large up-front cost

No ongoing account costs. You own it!

Additional costs if/when you want to add features

Tailored user experience = improved productivity

More training for new users.

There are always pros and cons.

DirectEmployers Association

RECRUIT ROOSTER by DirectEmployers

Thanks for joining us!

ROCKETBUILD

Let me know how I can help!

Jason Ward
Chief Innovation Officer
jasonw@rocketbuild.com
(765) 360-9695

ROCKETBUILD

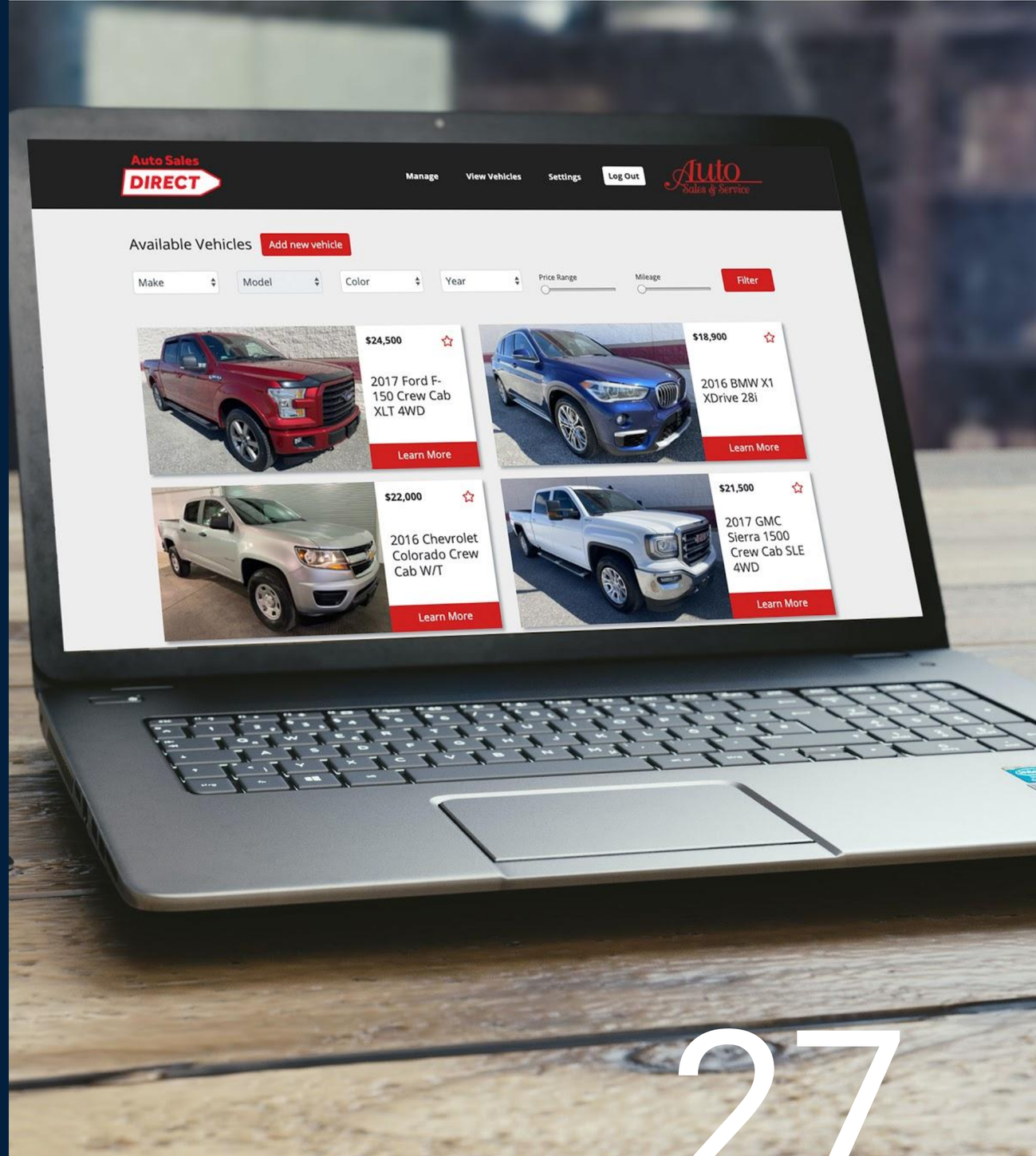
AFTER DINNER DRINKS ANYONE?

A couple of app examples

Auto Sales & Service

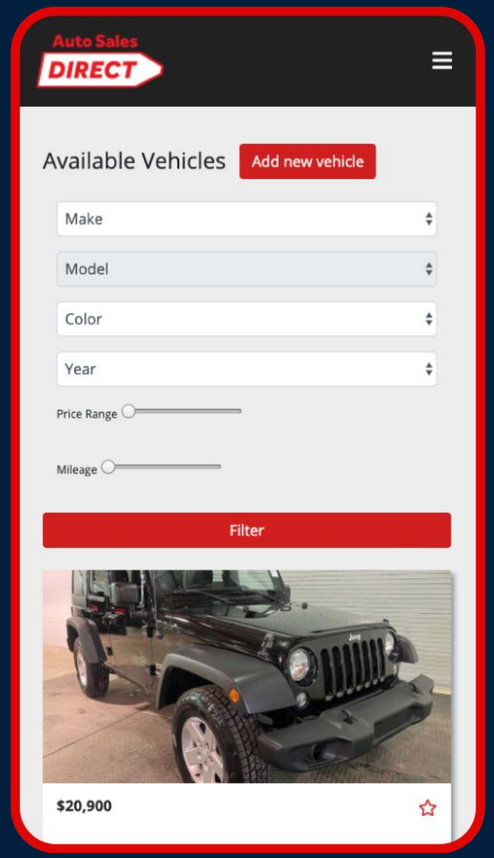
Auto sales web application

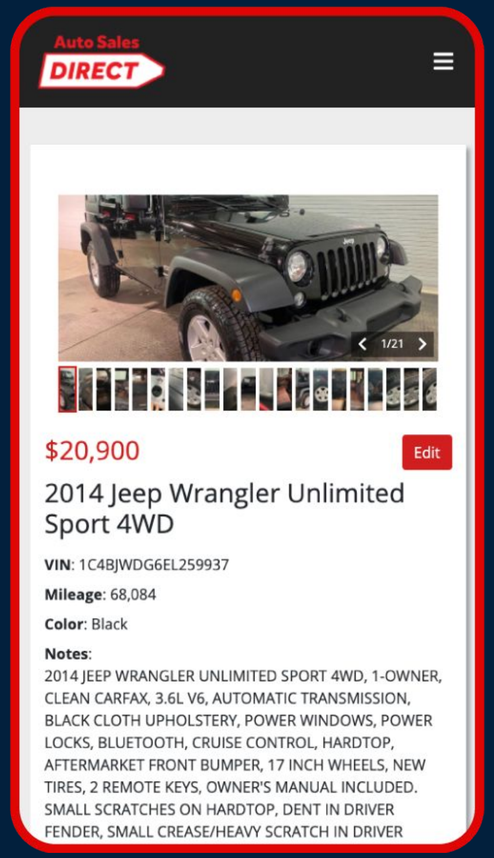
Working with Auto Sales & Service, a pre-owned car wholesaler in Indianapolis, RocketBuild planned, designed, and coded a mobile-responsive web application as an easy way for their customers to browse, save, and acquire wholesale vehicle inventory. It also allows staff to create listings with images from their phones.

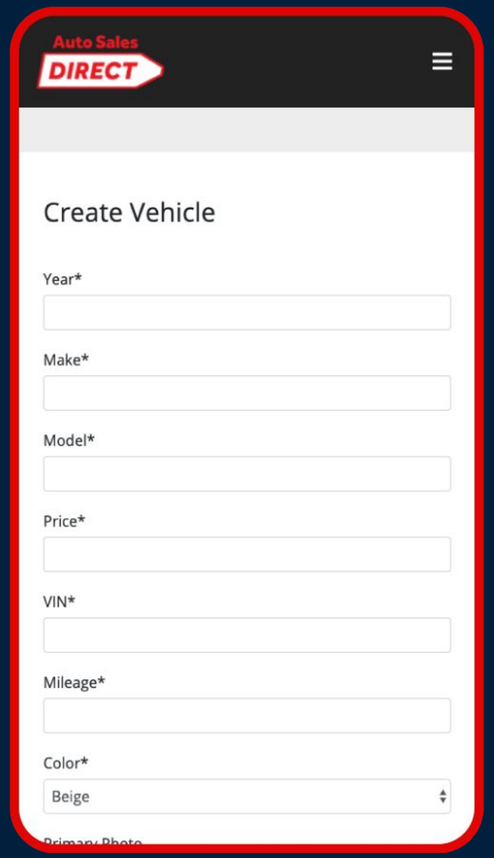


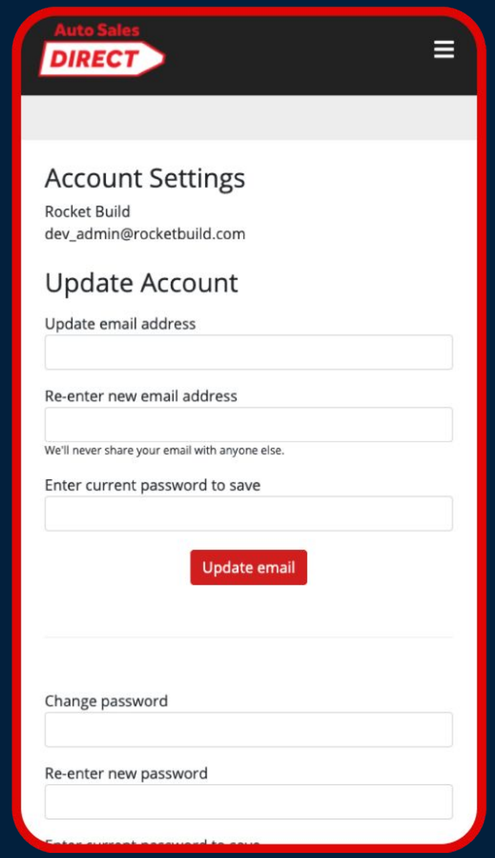
Auto Sales & Service

Auto sales web application



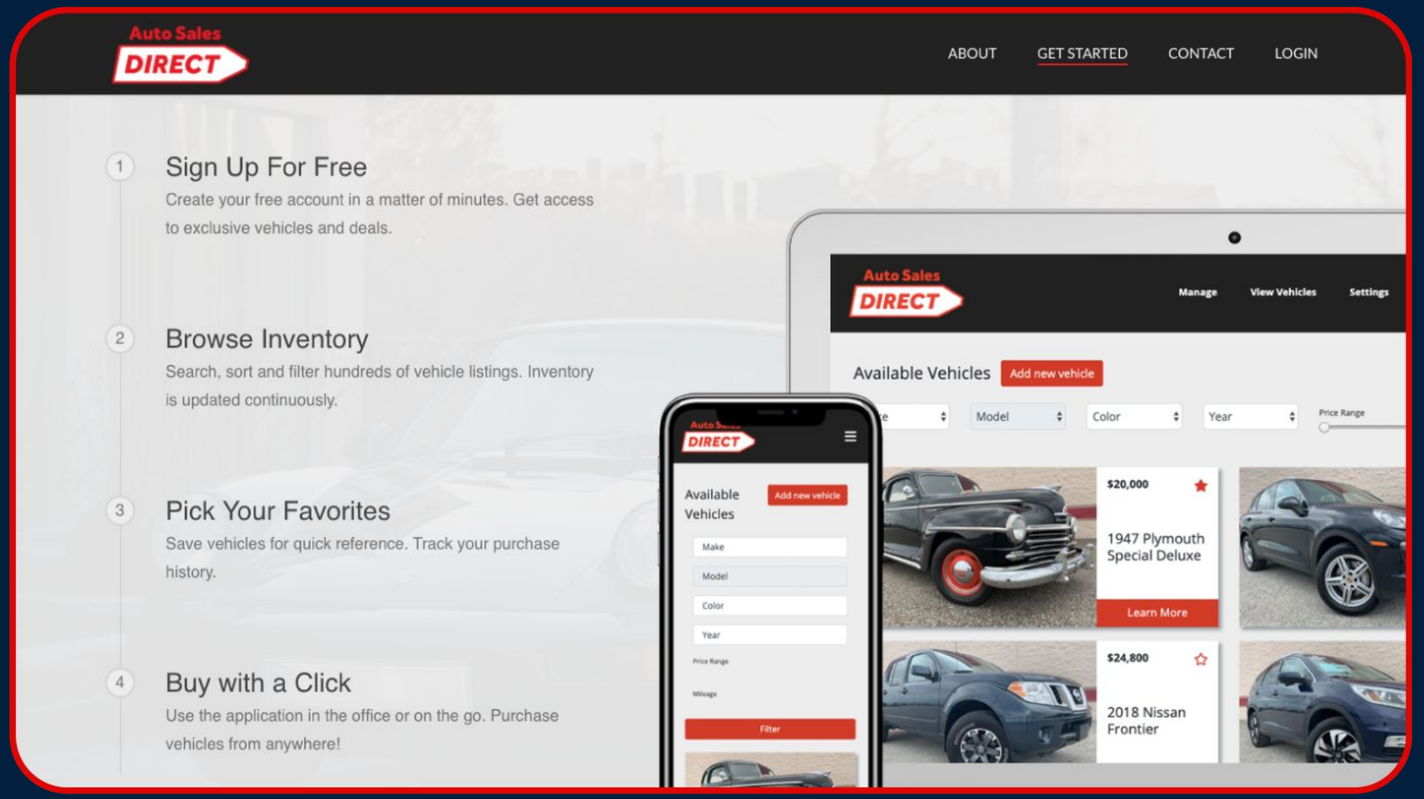


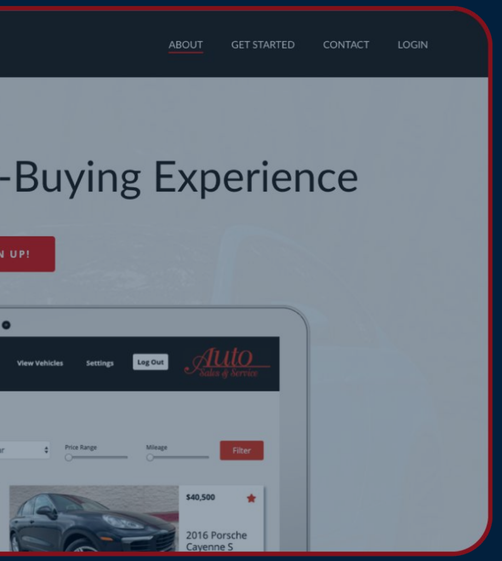


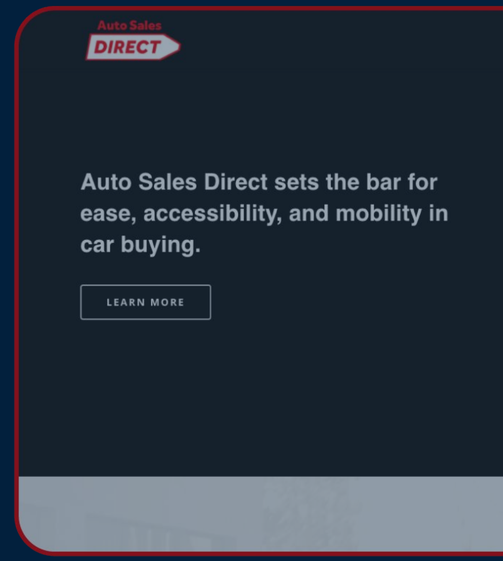


Auto Sales & Service

Auto sales web application







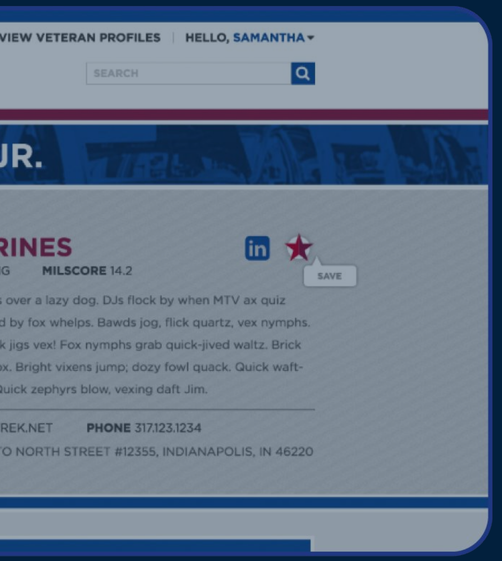
INVETS

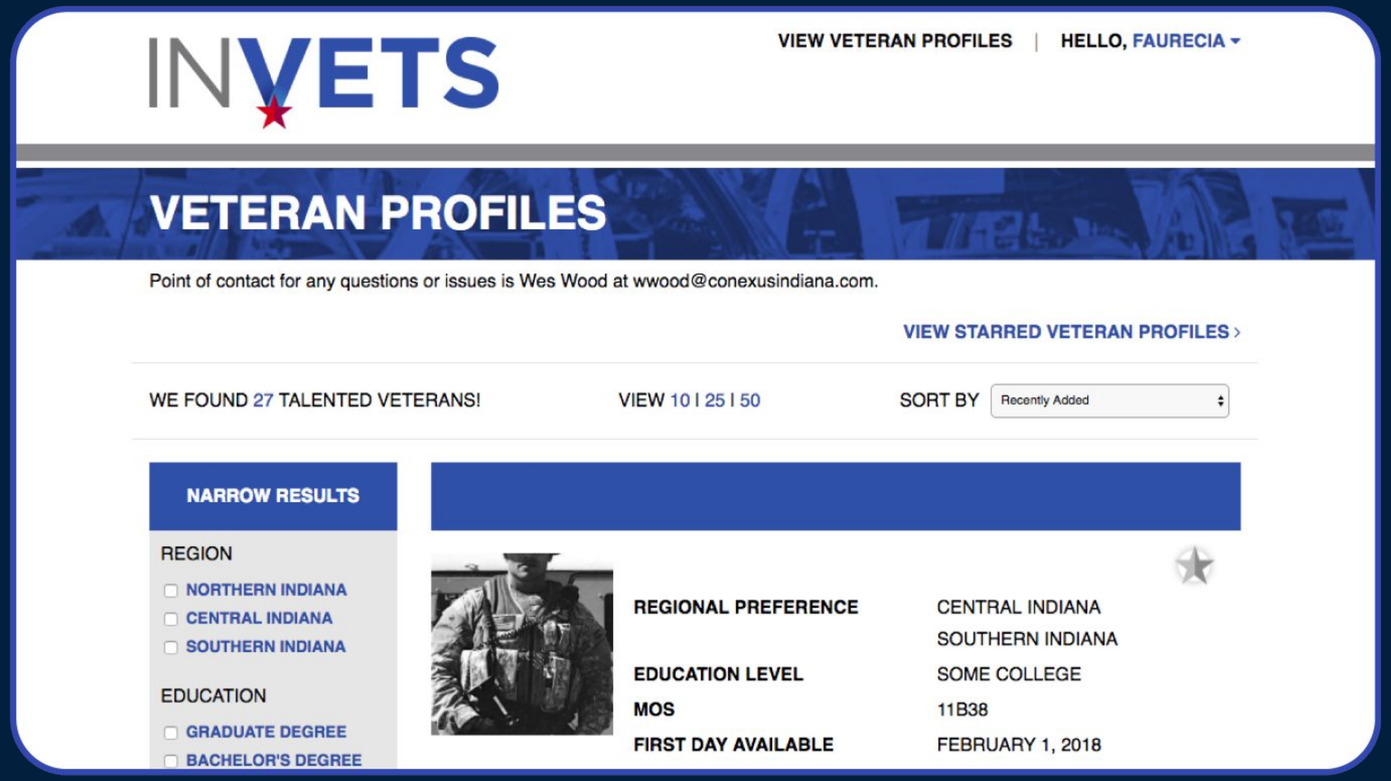
Matching service members to careers

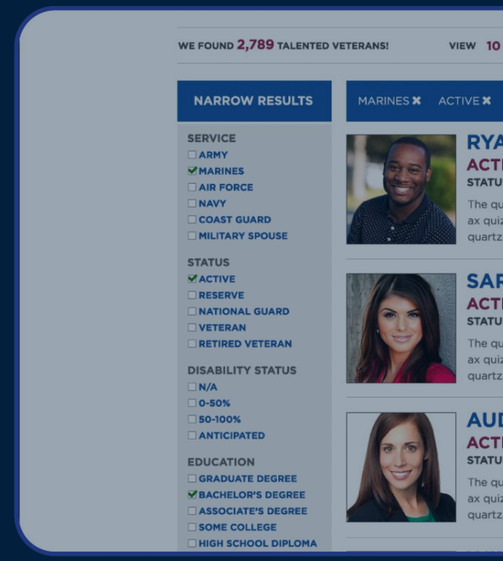
RocketBuild partnered with Conexus Indiana to pilot a web app designed to enhance the draw for veterans to find careers and settle down in Indiana. The initiative is called INvets, and it represents a first-of-its-kind platform bringing together state agencies, nonprofits, and corporations, to improve the prospects for veterans returning to or considering Indiana after their years of service. It also helps translate translate military experiences into a professional resume.

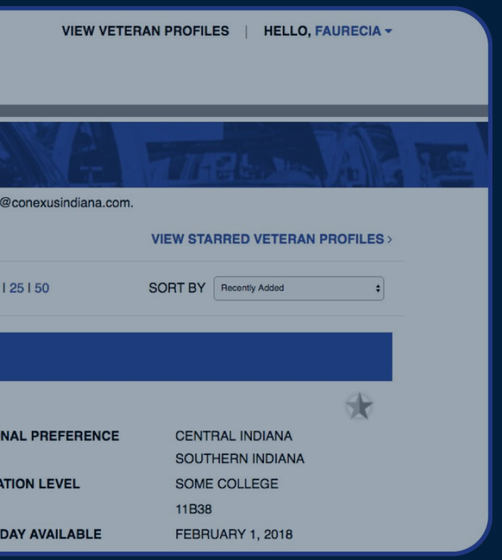
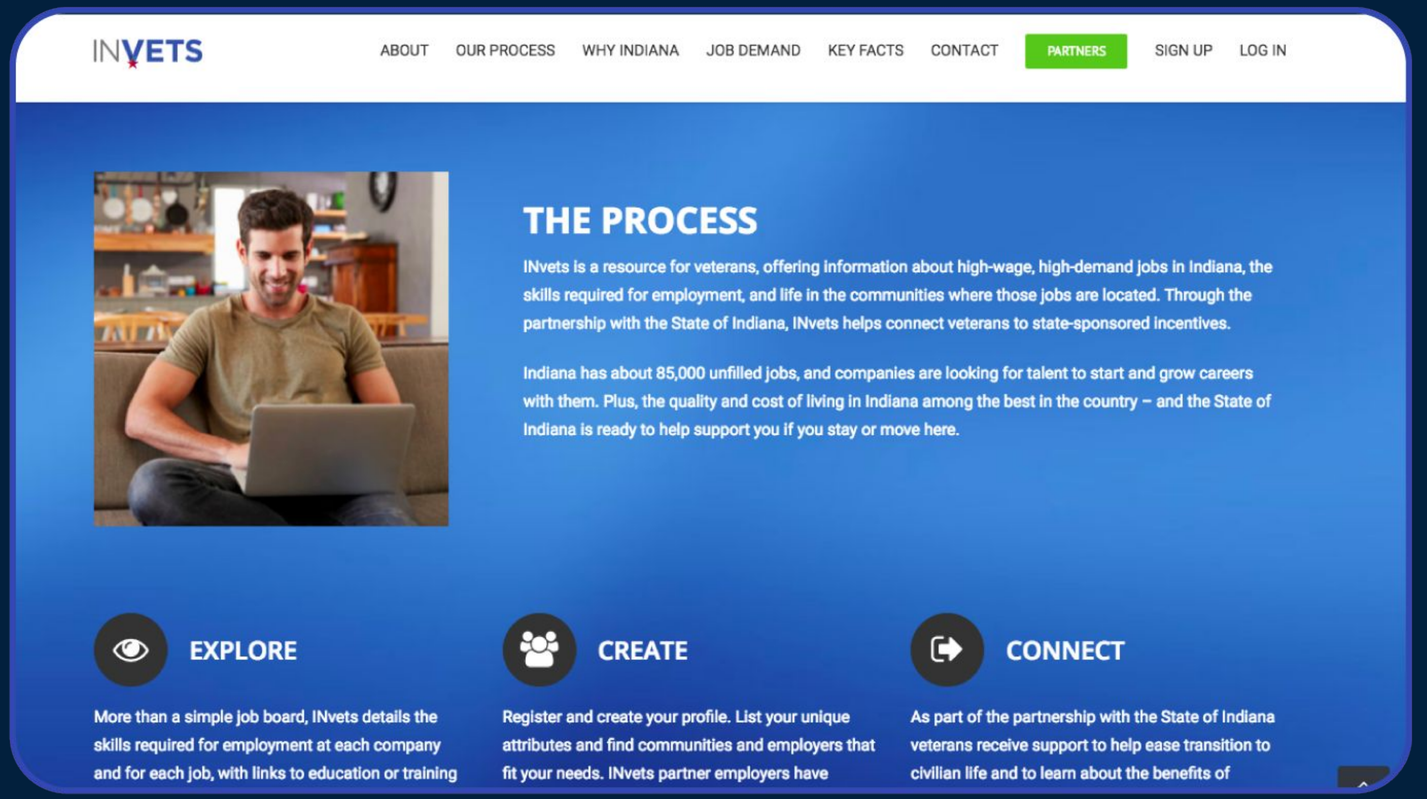
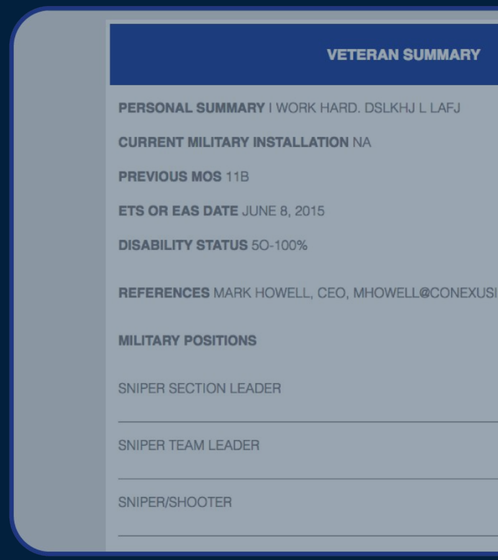
INVETS

Veteran employment application







INVETS

Veteran employment application