



10 Recruitment Best Practices

1. *Engage others around a clear purpose that connects to their interest. Usually people aren't energized at the prospect of leadership development for leadership development's sake. They need a reason that leadership development will help them make progress on things that matter to them. Have a clear purpose in mind when you talk beyond just developing leaders.*
2. *Personalized letter of invitation expressing high value for this experience as well as why they are uniquely qualified to participate. Use testimonials from past KLC participants.*
3. *Short introductory workshop to teach basic language and skills as help them apply it to something they care about.*
4. *Invite alumni from programs to share testimony in a meeting.*
5. *Informational meetings with key stakeholders who are prime candidates for the training. Hold a one-hour meeting to discuss the purpose, the benefits and answer questions.*
6. *One on one invitations to individuals with which you have the most credibility. Usually a phone call or a side conversation will suffice.*
7. *Continuous communication via email, newsletters, or social media.*
8. *Work with people who have earned influence within your team and ask them to attend first and they can become the champions to encourage others to attend.*
9. *Set recruitment goals for people from various teams or departments. Have them responsible for filling a certain number of grant spots.*
10. *Start early so people can reserve dates on their calendar multiple months out. The recommendation is to start at least 3 months out.*