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# Five steps may help companies make better hiring decisions

Washington Business Journal - by [Timothy Burn](#) Associate Editor

Jason Zickerman, president of [The Alternative Board](#), offers five critical considerations when choosing new employees:

**Do not over-hire.** Do not hire someone with an advanced degree for a position that does not require that level of knowledge. The person probably won't stay long enough to make a positive impact.

**Watch out for low bidders.** If people are willing to work for cheap, they may have flamed out at their previous job and are desperate for money. Once you hire them, they may feel underpaid and underappreciated.

**Take your time.** It is technically possible to hire someone quickly. It will take a lot longer and cost much to get rid of the wrong hire.

**Do your homework.** It is vital to check references, conduct background checks and hold rigorous interviews.

**Leverage social networking.** You've heard of them: LinkedIn, MySpace, Twitter, Facebook. Hiring managers are finding new candidates through those online services and learning more than they would from just a resume and an interview.

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