

## Maybe you could use a boomerang

A worker leaves your company for a more lucrative opportunity, then re-applies for a job with you when that position doesn't work out.

The logical course is not to rehire such employees. Their loyalties are clearly elsewhere. But research is starting to disprove that logic.



### **RESOURCES FOR GROWTH**

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While there is some bitterness among employers toward what are being called "boomerang employees," a majority see value and opportunity in strategic rehiring.

For one thing, boomerangs require almost no training upon their return. With recent estimates showing a \$1,500-per-employee investment in training new hires, the dollar value of boomerang employees is instantly apparent.

Most employers who hire boomerangs will also tell you that returning hires are psychologically more committed to the company's success than they were before they left. Don't fear that the employee will just leave again when another opportunity presents itself. Instead, rest assured that most boomerangs come back with tail slightly tucked. Not only that, but their return shows they buy in to the company culture and mission.

Given the combination of productivity value and money savings that boomerang employees

represent, your company should put together a rehire policy if it does not already have one in place. Rehire policies ensure that your company chooses the best candidates for rehire while eliminating poor choices, and at the same time alleviates any negative feelings that current employees may have toward boomerangs.

Whether your industry lends itself to rehiring or you've never even considered wielding a boomerang, keeping tabs on former employees is invaluable. Think of employees who have left the company amicably in the same way colleges and universities view alumni. In fact, creating an alumni database of former employees can prove fruitful, if only for networking.

You can maintain those relationships by adding former employees to your e-mail and newsletter mailing lists and by inviting them to large company events.

Alumni contributions can keep a college going. Similarly, your former employees can be extremely valuable assets.

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