

## High priority (this week)

Schedule accountant candidate tests

## Medium priority

Tweak online test for accountants: wider net and fast-contracting funnel. (before DD MMM)

Teckentuben case study. (before DD MMM)

Case studies: abstracts, meta description, title, short testimonials for top ≈10 cases. (before DD MMM)

Glassdoor updates post appraisals: follow up with Names (before DD MMM)

Indirect referrals: follow up with Names (before DD MMM)

Tweak TDS realistically in Annexure A. (before DD MMM)

## Low priority

Case studies: perfect full text for top-listed cases (top ≈10, this can be broken down further)

Social media best practices: re-entry link from social posts

Blog post: Getting started with Mac

Blog post: Comfort and ergonomics at LiteBreeze

SEO research for improved case studies, blog posts, meta description, titles etc

Hire recruiter/content-writer: responsibilities list, job ad, online test, machine tests

Indirect referrals: discussed with everyone who hasn't referred indirect candidates.

Blog post: 10 things to ask at your job interview / How to prepare for a job interview

Blog post: LiteBreeze credit rating

Common checklist for new joiners

Career website content

Coaching: EmployeeName's work July onwards

Case study texts: initial quick check of archived listing (≈10 mins per case)

Job ads: niche ads to be posted in between the regular ads to attract unique top talent

Outplacement: define process

Office 2018 project: follow up with Sibi on office space search

Office 2018 project: periodical checks on olx, magicbricks, 99acres, quickr

Day-to-day blog content: encourage seniors and help with ideas and text

## Very low priority

Corporate video: rough script, who to “act”, test shots, upwork freelancers

Branding opportunities and ideas from “recruitment marketer” consultant

Case study texts: deeper perfection of archived listing

Approach ex-employees after moving to new office

## Routines checklist

These are also added as recurring Google calendar events:

Keep an eye for PHP OT answers getting leaked online (monthly)

Re-read the LPs and Coaching FB

Job ads to be top of list at all times. Post PHP ad with varied experience range twice per month.