



Being a Recruiting Tour De Force

I am a runner, I bike, I swim, and I compete in triathlons –not to win, just for fun and adventure. I really thought I was doing all this training to look and feel great in my fabulous forties. I did not realize that all this training would actually position me to become better at my job, re-build the stamina that got me here in the first place and enhance my ability to climb those recruiting hills and glide down the other side, and it has.

Before the Fordyce conference I knew I was changing my approach in my business, I was set to launch my new consulting firm this October and slowly hand over my recruiting business to another. At the conference I was re-awakened to my love for the actually art of recruiting, making the right match and creating the placement. I was enlightened to some things I was doing that were burning me out of the day to day hunt. When I came back I made a declaration to become a Recruiting Tour De Force and committed myself to making the necessary changes I needed to make to have that happen.

After analyzing my business it was clear to me that we had a pretty large based in one general industry that I have now labeled as Drug & Medical Information. With only a few changes of ink I re-branded my company as specializing in that field and I flew out to the DIA conference only 3 days after I returned from the Fordyce forum. My son went online and built a plan for me so that I could use my 4 hours of time as wisely as possible when I arrived in Atlanta. I quickly walked the floor of the exhibit hall and met the players I set out to meet, made my contacts as an EXPERT in Drug & Medical Information and flew back home the same night. I came back and called every referral I had and within 2 months singed up 5 new key clients in medical education, drug launch and drug development. My message to these companies and candidates is clear and simple. I am the person to know in the Chicago market, I am different because I benchmark each role, I meet the key players, I assess not only the candidate but I assess each opportunity and the company and I only present the best of the best, oh....and I almost forgot the caveat is that I source names of people who are already working at your competitor or a targeted company or in a targeted industry of your choice. AND it is working! My largest customer even delivers me a fresh list of source names to call each month.

Yes all these changes are positive and things are working out, I won't mislead you, my team and I are still building and working hard to build the new brand and the data base. One of the things that keeps us going is when a staff member does something they never tried before and the fear that previously consumed them is released into a LOUD, JOYFUL HURRAH – that growth process feeds everyone else and gives us the power to keep pushing forward.

I am going to share my learning lessons from the last 6 months. My experience of what's hot, what's not, what's worked and what hasn't as well as some training tid bits from some of my seminars.



Resources for People in the People Business

phone: 847.956.3330 or 877-KeenWay (877-533-6929)
email: info@keenhire.com
web: keenhire.com

What is HOT?

1. War on talent impacting every company on the planet.
2. RPO –Recruitment Process Outsourcing.
3. Emerging industries –RPO, Sourcing, Selection, and Retention.
4. Major link between vacant chairs and loss of revenue.
5. Niche recruiting disciplines.
6. Industry experts.
7. Recruiting being divided into sourcing and selection –some companies’ boast they can do it all; others segment into best services offerings in each category.
8. Retention Focus.
9. Sourcing focus.
10. Pipeline concern.
11. Managers being held accountable for talent sourcing.
12. Management being held accountable for retention.
13. Management being held accountable for employee development.

What’s NOT?

1. Generalist recruiting.
2. Only using the job boards.
3. Unemployed candidates.
4. Running advertisements.
5. Internet focus rather than people communications focus.
6. One person being a hybrid expert at everything.
7. Lone rangers.
8. 35% fees for sourcing names only.
9. Inflexibility of candidate interviews –location and time.
10. Evaluating candidates solely based on gut instinct.

SOURCING?

1. RPO –complete sourcing & selection teams.
2. Sourcing training.
3. Direct Recruiting.
4. Ethical head hunting.
5. Social Media Networking.
6. Page Ranking through Blogging.
7. Niche disciplines -Everyone WANTS to know the expert.
8. Virtual recruiting -- Work Life Balance --Stay at home moms raking it in.
9. Corporate and Agency contract recruiters making \$25.00-\$105.00 per hour.
10. Split boards & Networks.
11. Internal Corporate & Agency ‘Sourcing’ teams.
12. Off Shore sourcing.
13. Active network association memberships.
14. Agency High Performance teams-sourcers, evaluators, relationship managers.
15. Sourcing systems, processes and planning.

What’s HOT with SELECTION?

1. Pre Employment screening.
2. Pre Employment testing.
3. Background checking.
4. Credit checking.
5. Social security traces.
6. DMV traces.
7. Google searching.
8. Lie detector testing (retail).
9. Benchmarking winners.
10. Personality assessments.
11. Behavioral based interviewing.
12. Values Based Assessments.
13. Competency testing.
14. Skills testing.
15. Pre Interview - On line testing.
16. Committee interviewing.
17. Team based assessments.
18. Communication style assessments.
19. Hiring systems.
20. Clear expectations at time of interview.
21. Pre employment on boarding.
22. Score and rank systems comparing candidates.

Dos and Don'ts of being a RECRUITING TOUR DE FORCE

DO

1. Get your clients commitment to **you** conducting the search.
2. Find out who your competition is- inside the company and out.
3. Find out what else they have done to find this person or these people.
4. Set the stage for you to control the hiring process.
5. Require they put some skin in the game (\$, time, resources).
6. Create a benchmark of values, behaviors, competencies by assessing the current key players on the team.
7. Gain more buy in that you are the recruiting force to be reckoned with.
8. Get a list of industry movers and shakers from the executives.
9. Get a list of companies to source from the executive directors.
10. Make it clear that all their competitors are calling the same list.
11. Clearly define the state of the talent pool and the challenge ahead of you.
12. Create a plan of action that utilizes 10-15 different resources for the search.
13. Set a goal to generate 10 new names per day and reach out and touch 5-7 per day.
14. Limit your time on the boards.
15. Source good resumes.
16. Set the pace to harvest 5 names from each resume.
17. Give the client a by when list that they can expect to get either results from you or reports on results from you.
18. Make a list of the social networks or resources you will use
 - Linked in
 - Ning
 - My Space
19. Make a list of the traditional or recently traditional resources & boards you'll use
 - Monster
 - Career Builder
 - Dice
 - The Ladders
 - Other niche boards
20. Run searches to see who comes up.
21. Contact these people and find out **who they know**.
22. Ask for introductions.
23. Ask for referrals.
24. Be an expert when you make those calls.
25. Use every call to brand yourself & your company & your discipline.
26. Ask who they know like themselves who is excellent at what they do and might be interested or who can route you in the right direction: remember birds of a feather flock together.
27. Use some sort of system to qualify candidates so you can spend your time with the right people and generating more contacts.
28. Qualify your top candidates and compare them to the benchmark you established.
29. Continue to give your clients a view into the challenge of your search.

communication about things like good candidates you are taking out of the running, new & similar search assignments or pending candidates that you might be presenting. Let them know you are working for them. Stay in the loop on their progress as well.

DON'T

1. Jump into a search before you know what you are truly looking for.
2. Allow yourself to be treated like a vendor.
3. Take a brief specification or download the job description from company web.
4. Overlook the importance of meeting or speaking with the key players- assess them through your own instinct or use appropriate tools.
5. Under estimate the power of an RPO or Large vendor presence.
6. Get trapped into the find the right resume game.
7. Only recruit off the boards.
8. Get lazy or complacent.
9. Under value the time you'll need to spend on shaking the referral tree and building your network.
10. Avoid planning.
11. Ignore your promises of what you said you'd produce.
12. Reject documentation or tracking of your results.
13. Work for free.
14. Spend too much time in one resource.
15. Let the candidate or the client run the show.

As I am taking my recruiting operation and merging it with my consulting firm I am excited for the opportunities to compete in new markets, take on major projects and play the recruiting game at a higher level. How exciting change and reinvention is!!!

I look forward to sharing more of my thoughts, lessons and learning on the Tour De Force of Recruiting in my upcoming articles.

Best in Success
Margaret Graziano
5% Factor/Keenhire.com