



The future of hiring.

Hiring Rules!sm

Are You Playing the Hiring Game to Win?

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Have You Won the War?

Why is it so hard to consistently hire top people?





History of Corporate Recruiting

- <1995: search fees too high for non-"A"s
- >1995: in-house contract recruiters
- >1996: Internet, Job Boards, ATS
- >1998: in-house search firms
- 1998-Present: TPRs high growth, except for dot com bust
- >2002: increase in workforce mobility

Is Corporate Recruiting Model Working?



Comparisons

Factors	Corporate	Contingency	Retained
Relation w/HM Client	Some okay, some not	Weak or non-existent	Strong - partner
HM Client Perception	Don't expect "A" - Lacks job knowledge	Hit or miss	Has great network, expect A-level
Candidate Perception	Gatekeeper	Grin and bear it	Worth knowing
Number of reqs	High - prioritize	Moderate – cherry pick, MPAs	Low – commitment
Technology Need	High, core part of job	Mod – record keeping	Low - database
Candidate Pool	Active	Mostly active, some network well	Passive, strong networking
Compensation	Moderate, salary	\$150K, commission	\$300K+, getting assignments

Is Corporate Recruiting Department Designed to Deliver "A" Candidates





Don't Compete – Different Game

- Become Technology Fanatic
 - ATS: _____
 - SEO Optimization: _____
 - eQuest: _____
 - Web analytics: _____
- Create Specialist Teams and Shift Focus
 - Narrow focus to class of jobs → SME
 - Shift to Semi-active candidates
 - Target easy to find Semi-passive candidates



Finding Top Employees



CANDIDATE TYPES

Active – 15%

- Aggressively looking

Less Active – 20%

- Somewhat looking

Semi-Passive – 40%

- Waiting for your call

Passive – 25%

- Don't call

SOURCING TACTICS

Less Active

- _____
- _____
- _____
- _____

Semi-Passive

- _____
- _____
- _____
- _____



Conclusions

- The Big Problem: _____
- _____ and _____ has changed the rules
- Don't compete, _____
- Technology → _____
- ERP & networking → _____
- Job knowledge, partnership w/clients

Are TPRs best source of corp recruiters?



Next Steps

- Free Audit of Career Web Site
 - Attend Live Tour – DC in February!
 - Case Studies Needed for *Talent Rules!*sm
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- Attend Recruiter Boot Camp Online
 - Send Your Clients to Performance-based Hiring Training for Managers Online
 - Email: info@adlerconcepts.com

