



Back to the Future – Are You Ready for the Next 10 Years?

Presenter: Greg Doersching, Founder of The Griffin Group

Greg Doersching is Managing Partner and Founder of The Griffin Search Group, a National Search Firm working in the direct hire placement industry. He is an active recruiter who still runs a highly productive desk and is in the trenches day-to-day, just like the rest of us. He is also developer and Chief Architect of the highly successful Bullseye Recruiting Process.

For the past 15 years, Greg has been recognized as one of the most cutting edge voices in the recruiting industry. He is an International Trainer and has presented dozens of workshops and Keynote Addresses for recruiting association events. He is consistently rated as one of the top presenters for each conference.

About this Program

In this presentation, Greg takes us back to the future! The fact is that 1/3 of our workforce is retiring in the next 15 years and candidates are going to be harder to find and more in demand than ever before...and they are mobile. We have to become Head Hunters again and Greg gives his tips for key areas that demand more of our attention in the future including technology, process improvement and training.

Meeting, Week 1: “Back to the Future” by Greg Doersching

If you are reviewing this episode with a team, break the Episode into two meetings. Pause the video at 32:22 and review the points below to implement the first two rules. Resume Week 2’s meeting at 30:08 and watch through the end of the video.

(Facilitator): No different than Jell-O is synonymous with gelatin, and Kleenex with tissue, you want your name to be synonymous with recruiter! This effort can range from hiring a third party PR firm to constantly keep you in front of major media outlets, to simply creating a stellar website that truly encompasses the caliber of recruiter that you are. Your recruiting and marketing outreach should not be limited to only a phone call once every few months, but staying in front of your audience through newsletters, participating in industry associations, and penning articles in trade publications. Greg starts with getting us thinking about our web and mobile presence. Let’s take some time to openly discuss how we are doing in each of these areas and how we can continue to improve. If you are lacking for ideas, consider pulling up websites of other search firms you respect and seeing how they have their content/site structured.

Let’s start with our website. How can our brand, imagery, and each page of our site be updated/modernized/refreshed in the next year? _____

What types of content do we not yet have on our site that we should? _____



Evaluate through the lens of three prospective clients: a hiring manager, a candidate, and a recruiter considering joining your firm. What speaks to you and what is missing? _____

Let's pull up our website on a smartphone; how mobile-ready is each of the pages of our website? _____

Who will be responsible for the creation of all content listed above, and what are the timelines for completion? _____

(Facilitator): Greg brings us to Point #1 when it comes to re-mastering the art of hunting for candidates, which is to maintain contact with every prospect. This is the essence of Market Mastery, and can be done with both hiring managers and candidates alike. Think about the following questions; will you call candidates each time with the exact same type of call? Will it be a "checking in" or "touching base" call? Will it be an email or a letter? Will it be in person? Will it be to seek out open positions or do a reference check on someone? Isn't it better to have a strategy based on success versus simply deciding what you will do on the day you make the contact?

What follows is an example of what a plan may look like:

- 1) Contact every 4 months to present an opportunity that could represent a career advancement
- 2) Every year, send a birthday card and holiday card hand signed
- 3) Send a newsletter each quarter with material related to developing career capital, industry insights, or competitive insights
- 4) Send/email article twice per year on industry-specific topics or trends
- 5) Call once per year to conduct survey, interview for an article you will try to get published, or visit in person at a conference or their office

Most people do not have this kind of systemic and targeted business development plan. If you were to do something similar, or enhance your current touch plan for candidates, what would it look like?

- 1) _____
- 2) _____
- 3) _____
- 4) _____

If you are breaking the Episode into two meetings, end now and resume next week.

Meeting, Week 2: “Back to the Future” by Greg Doersching

If you are reviewing this episode with a team, break the Episode into two meetings. Resume Week 2’s meeting at 32:22 and watch through the end of the video, using the material below.

(Facilitator): Since two new people join LinkedIn every second, this tool has changed the face of the recruitment industry. Staying fully up-to-date on best practices for candidate identification, screening techniques, and networking opportunities is paramount. There is a tremendous amount of training that exists on how to fully utilize LinkedIn (several Episodes on NLE as well), but keep in mind the key areas that Greg suggests:

1. Target specific competitor companies where you know your client would get excited to see candidates from
2. Next - Target specific TITLES inside that company
3. If results are over 100 then add a single keyword

Identifying candidates is important, but the true mark of a great recruiter is being able to actually attract those candidates once we speak to them! Greg tees up a wonderful exercise for us to do to test our effectiveness in each of the prime motivators for candidates. Use your most recent recruiting script or opportunity as an example. How would you describe each of these things in a way that speaks volumes to a prospective candidate?

Prime Motivator #1: Quality of Life: _____

Prime Motivator #2: Ability/comfort to know they will be GOOD at their job: _____

Prime Motivator #3: Career Advancement: _____

Prime Motivator #4: Geography: _____

Prime Motivator #5: Money: _____

(Facilitator): Greg wraps up his session reminding us of the importance of practicing what we play. Professional athletes make it a routine part of their development; why don't we? Think about the last 10 recruiting or client development calls you've made, and select a scenario that you'd like to role play. Remember, no matter how uncomfortable this seems, you are either role playing with your peers or role playing with your marketplace – which is a safer sounding board? Candidate scenario examples to get started:

- This is a new, cold recruiting call to a candidate you've never spoken with before. You found the individual on LinkedIn. Role play the first two minutes of the introduction.
- You have shared the opportunity with a prospective candidate, and one of their first questions is how much the opportunity pays. How do you handle that scenario? (role play)
- A candidate is initially interested in your opportunity, but then does not return phone calls or emails for several weeks. You finally get the candidate on the phone; how do you engage to understand the underlying issues at play?
- You have recruited a candidate and taken a candidate data sheet. The candidate is going to be sending you their resume; how do you articulate what will happen once you receive it and what your mutual expectations are throughout the process?

CARRIER

Airtel Wireless
ATT
Bell Mobility
Cellular One
Cingular
Centennial Wireless
Cingular (GoPhone)
Nextel
Sprint (PCS)
T-Mobile
US Cellular
Verizon
Virgin Mobile

EXTENSION

number@message.alltel.com
number@txt.att.net
number@txt.bell.ca
number@mobile.celloneusa.com
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