

The Art of Attraction Based Recruiting

Presenter: Greg Doersching, Founder – The Griffin Group

Greg Doersching is Managing Partner and Founder of The Griffin Group, a National Search Firm working in the direct hire placement industry. For the past 13 years Greg has been recognized as one of the most cutting edge voices in the recruiting industry. He is an Internationally Recognized Trainer and one of the Top Producers for the state of Wisconsin. He served for 2 years as the President of the Wisconsin Association of Personnel Services and now sits on their Board of Directors.

About This Segment

In this session, Greg presents “The Art of Attraction Based Recruiting”. He discusses how he attracts a candidate to opportunities, tells compelling client “stories” and closes to ensure the right fit.

Meeting, Week 1: “Art of Attraction Based Recruiting” by Greg Doersching

If you are reviewing this episode with a team, break this episode into two different segments. Watch the entire first half, and pause the segment at intermission. Week 1’s suggested viewing schedule and exercises are below.

Facilitator: Let’s talk about the practical application of the insights that Greg just covered. Think about the most urgent position you are working on filling, and we’ll dig in to that specific company and opportunity at a granular level. Look at the following categories and let’s talk about each of the categories as we break down these opportunities further. What facts and stories do you have to describe each of these areas in a way that attracts a passive candidate?

COMPANY PROFILE:

Remember, there are only two types of companies that most people are attracted to:

- A stable, well established company: your candidate envisions joining that established organization and, through the normal course of promotion, could stay there twenty years and be completely content.
- A newly created organization: your candidate envisions getting in on the ground floor of an up-and-coming firm and want to share in the risk (and greater possible reward) of coming in at the beginning of the growth curve.

Sometimes, you get lucky and get to offer them both – a well established company that’s starting a new initiative! However, in most situations, you are representing a company that falls into one of the two situations above. What facts and stories can you share with your candidates to attract the passive individual?



WHAT THIS COMPANY OFFERS YOU:

Keep in mind that the biggest reason people leave their current employer is that they feel unappreciated. It is a fundamental need to feel as though you are making a difference and being recognized for your efforts – so recognize the importance of highlighting both the little things as well as the big things that your client does to show their *appreciation* and *support* for their employees.

- Official Incentives: Things like insurance, vacation time, 401(k), free parking, on-site daycare, on-site workout facilities, flex spending accounts, free gym memberships, etc.
- Unofficial Incentives: Things like company picnics, quarterly celebrations, company softball teams, happy hours in the office, industry prestige, etc.

Make sure that you list those facts or stories that your client does to make their employees life just a little bit better!

THE COMMUNITY:

If Greg's statistics ring true, the vast majority of candidates you are going to deal with will be between the ages of 22 and 45 years old. In this demographic, 82% of them will be married with children. If this is the case, make sure that you hit on the "hot buttons" of what's critically important to this age group:

- Education
- Crime
- Recreation
- Cost of Living

What do you know about the local area, local activities, or local culture that is a driving factor for your candidates? What facts can you share, or what stories can you tell, that allow this candidate to envision himself or herself, their spouse, and their children fitting in to the community where your client is located?

For homework, re-script your recruiting presentations based on the new information you just brainstormed during this meeting. Bring your revised scripts to the following meeting to share and continue to build on both factual and emotional selling information.

Week 2 Meeting: “Art of Attraction Based Recruiting” by Greg Doersching

Resume the video where you left off last week (the beginning of the second half of the video), and use the Facilitation Guide to help you continue to enhance your recruiting presentations and platforms. Watch through the end of the video.

Facilitator: Greg gave some additional tips to help us all gather some extra information about our clients and our opportunities. For homework, spend some time Googling for any awards that your client has won, or spend some time on www.bestplaces.com for some added insights into the community in which your client is located.

Additionally, let's walk through the two examples below. The first is clearly a job description – the second is relying on the art of attraction based recruiting. How does your script compare to the examples below, and how can you continue to improve what you started last week?

Example 1 – Job Description:

Title: Assistant Controller
Company: Large Recruiting Agency
Job Category: Accounting Finance
Location: US-IL-Bannockburn
Job Status: Full-Time Employee

Looking for job security? Work for a company that is the growing healthcare industry! Currently seeking an Assistant Controller due to growth. The Assistant Controller is responsible for the overall company accounting activities including financial reporting of operations that guides management and leads to an effective annual audit. Responsibilities include managing the month end close, full P&L and balance sheet reporting, internal compliance and audit, g/l account reconciliation and analysis to ensure financial statement integrity, oversee all fixed asset accounting, supervise a/p, assist controller on year end audit and special projects and act as a reference point for Great Plains users. In addition, assist the Controller in the constant vigilance and improvement of company compliance with proper policy and procedures, recommend and implement improvements as necessary.

Qualifications:

- Bachelors Degree and CPA required.
- Four to six years experience in a multi-location, growing corporate accounting environment.
- Proficient in Microsoft Office Products. Great Plains experience highly desirable.
- Detail oriented, analytical, team player, good written and oral communications and professional.

Salary/Pay Rate: \$75,000 - \$85,000 /Year N/A Assistant Controller

Example 2 - Attraction-Based Recruiting Presentation:

Jim, thank you for getting back to me. I called you, very simply, because I need your help. I've got a very good client of mine that is looking for a project engineer, and here's the situation: this is a company that's been in business for over 50 years. They have 7 different facilities around the United States, are extremely stable, and aren't going anywhere. They've undertaken this new mission to grow a project engineering section for facilities in Wisconsin and California. What I really like about this company is just the simple way they treat their people. In addition to offering standard benefits – medical, dental, all the standards - they do all the little things that make their employees truly know that they are valued. They offer an on-site daycare facility, they offer tuition reimbursement not only for the employee but for the employees family, this is a company that "gets it" when it comes to taking care of their people. On top of that, they happen to be located in a community that most people haven't heard of because it's a very small town – Plymouth, Wisconsin. But what's important is when you think about what Reader's Digest had to say about them; they rated every individual county in the United States for the best place to raise a family. Sheboygan County was #1 on Reader's Digest's list, and Plymouth is smack in the middle of Sheboygan County. Because of the quality of education, the low crime rate, the access to all different types of activities – AND you can afford it all – this is a great place to live in and to be based. The role this person will play is to head up all of their project engineering work. You will be the go-to person when it comes to project engineering.

Here's where I need your help. I wanted to take a quick minute and outline that for you, and then simply email some additional information to your home tonight, and if you look it over and decide that it's something that you want to pursue. Great – my contact information is on there and you can certainly give me a call and we'll pursue it. But what most likely is going to happen is that this will strike a chord with someone you know – and if it does happen, simply forward that email on to them and they'll know how to get a hold of me. So that's where I need your help.