



## Recruiter Attention Deficit Disorder

***Presenter: Jeff Kaye – CEO of Kaye/Bassman and Next Level Recruiting Training***

In today's information environment, knowledge is critical and attention is the currency. Directing our attention in the right places and for the right amount of time is the key to effectiveness. In this information packed hour, Jeff will share 10 best practices that when implemented will significantly increase your efficiency and effectiveness. This episode is a must attend for anyone who wants to achieve peak performance on a consistent basis.

**Not sure if you suffer from Recruiter ADD? Give yourself a checkmark for each one of the following symptoms from which you seem to suffer:**

- You are frequently distracted from your current activity by others or by your own lack of focus
- You finish your day surprised by how little you actually accomplished, despite the fact that you felt busy all day (i.e. You were on the phone "all day" but the phone report shows that you barely cracked two hours!)
- You have a to do list of important items but always seem to be distracted by more "urgent" activities
- You find it difficult to focus fully on another person without thinking of other matters
- You constantly check and respond to email, text messages, instant messages, etc.
- People get frustrated with you (verbally or nonverbally) because you answer your phone or return text messages in the middle of meetings or conversations
- You think you are a great multi-tasker
- You are addicted to emergencies and pride yourself on being the best "fire fighter"
- You love the feeling of being "in the zone" / "in the moment" / "in the now" and the feeling of being effective and efficient during those times but are frustrated by how infrequently you are there

**How many of these sound like you? If you are like most recruiters, your attention span didn't even let you get through the list!**

**Jeff talks about creating a “Time Log” – a budget for your time. Create a rough draft of where you intend to spend your time each day:**

**Sleeping:** \_\_\_\_\_ **Getting Ready:** \_\_\_\_\_  
**Commute:** \_\_\_\_\_ **Work:** \_\_\_\_\_  
**Eating:** \_\_\_\_\_ **Exercise:** \_\_\_\_\_  
**Family:** \_\_\_\_\_ **Unwinding:** \_\_\_\_\_  
**Other (name):** \_\_\_\_\_ **Other (name):** \_\_\_\_\_

**Now break that down further – how much time do you intend to each area of your practice?**

**Research:** \_\_\_\_\_ **Planning:** \_\_\_\_\_  
**Recruiting:** \_\_\_\_\_ **Business Development:** \_\_\_\_\_  
**Managing Deals:** \_\_\_\_\_ **Data Entry:** \_\_\_\_\_  
**Social Networking:** \_\_\_\_\_ **Professional Development:** \_\_\_\_\_  
**Other (name):** \_\_\_\_\_ **Other (name):** \_\_\_\_\_

**Last step – and this is for the truly dedicated – create an actual time log over the next few days and track your professional delegation of time. Remember – like Jeff says – intending to allocate time and actually allocating time are two completely different things!**

**Exercise:** Once you’ve started to understand where your time actually goes, not just is intended to go, create a “Time Chunking” Log that you will utilize on a daily basis. Give yourself enough time in each area of importance, and stick to it!

# Day Planner

Date: \_\_\_\_\_

Time	Details
<b>6:00 AM</b>	
6:20 AM	
6:40 AM	
<b>7:00 AM</b>	
7:20 AM	
7:40 AM	
<b>8:00 AM</b>	
8:20 AM	
8:40 AM	
<b>9:00 AM</b>	
9:20 AM	
9:40 AM	
<b>10:00 AM</b>	
10:20 AM	
10:40 AM	
<b>11:00 AM</b>	
11:20 AM	
11:40 AM	
<b>12:00 PM</b>	
12:20 PM	
12:40 PM	
<b>1:00 PM</b>	
1:20 PM	
1:40 PM	
<b>2:00 PM</b>	
2:20 PM	
2:40 PM	
<b>3:00 PM</b>	
3:20 PM	
3:40 PM	
<b>4:00 PM</b>	
4:20 PM	
4:40 PM	
<b>5:00 PM</b>	
5:20 PM	
5:40 PM	
<b>6:00 PM</b>	
6:20 PM	
6:40 PM	
<b>7:00 PM</b>	
7:20 PM	
7:40 PM	
<b>8:00 PM</b>	

**Exercise:** Think about those tasks that ‘you’ve been meaning to get to’ – those items that have been on your to-do list for a while. Jot the top five that come to mind here:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Now, go back and slate them into one of the four quadrants that Jeff discussed - assign each one a number value 1 through 4. More than likely, those tasks that have just continued to slip to the bottom of the priority list are in the #3 or #4 box.

**CRITICAL**

	<b>#1 Urgent and Critical</b>	<b>#2 Critical, but Not Urgent</b>
<b>URGENT</b>	<b>#3 Urgent, but Not Critical</b>	<b>#4 Not Urgent, Not Critical</b>

Commit to yourself right now – do these ever need to actually get done? Draw a line through those that you will forever take off your task list – because they were not critical, nor urgent. For those that received a #3, write down the deadline that you commit to finishing this task. Stick to it!

**When we talk about “Planning to Plan,” the first step Jeff covers is to create a yearly strategic business plan and revisit every quarter. Below is an example that you can use to fill in your own numbers for this past year, and projecting into 2009. Start first with what you want to accomplish, and work backwards to break down into daily measurable goals.**

1. What would you like to W2 in 2009? \_\_\_\_\_
2. What is your average fee? \_\_\_\_\_
3. How many placements would you need to make to hit your desired income? \_\_\_\_\_
4. What is your sendout to placement ratio? \_\_\_\_\_
5. What do you need to do on a daily basis to achieve your desired number of placements? (see below) \_\_\_\_\_

Team Member Name	Marketing Presentations	Job Orders	Names Gathered	Recruiting Presentations	Resumes/ Data Sheets	Candidates Presented To Clients	1 <sup>st</sup> Time Face/Face Interviews	Market Connect Time
Total								

**Exercise:** Eliminate the multitasking one step at a time. Check the box for the distraction that you feel, if eliminated, will make the most dramatic impact on your ability to be fully present.

- Close out email when on the phone
- Close out the internet when on the phone
- Turn off your cell phone ringer during core hours
- Turn off instant messenger during the day
- Leave the Blackberry at your desk when in attending meetings

Try to eliminate that distraction consistently for just one week – you’ll find that you will be able to operate in much less of a fire-fighter mode!

**For more information on this topic or to learn more about Next Level Recruiting Training services or products, please contact:**

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