



Recruiting Simplified

Presenter: Monte Merz, Managing Partner of The High Country Search Group

Monte Merz is the Founder and Managing Partner of The High Country Search Group. Originally from Nebraska, he moved to Denver in 1994 and got started in the Recruiting Industry at the tender age of 25. After eight years of being the top Finance and Accounting biller ultimately Vice President for Robert Half Denver, he launched and built The High Country Search Group. Fifteen years later, High Country has 25 employees, three Perm Groups, a Staffing Group, and multiple local and national awards for both "Fastest Growing" and "Best Company to Work For."

In this presentation, Monte simplifies and discusses the key factors to be successful in recruiting, and how to apply these to your practice.

Meeting: "Recruiting Simplified" by Monte Merz

(Facilitator): Throughout Monte's 24+ years in the recruiting industry, he has seen how the search process has evolved. What used to be a pretty simple process with some fundamental tools (a phone, phone book, fax machine, and steel file cabinets) is now riddled with a plethora of search engines, social media sites, email, and applicant tracking systems. Monte talks about how the act of recruiting has gone from simple to crazy. With that evolution, *what should we continue to ask ourselves if we are going to survive and thrive in this new and more complicated environment?*

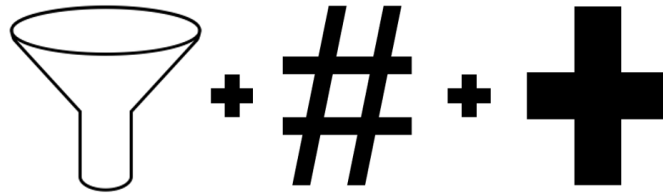
Discuss:

- How do we deal with this (now) complex environment as recruiters/ managers/ owners?

- What should be the first steps to making the recruiting process as simplified as possible?

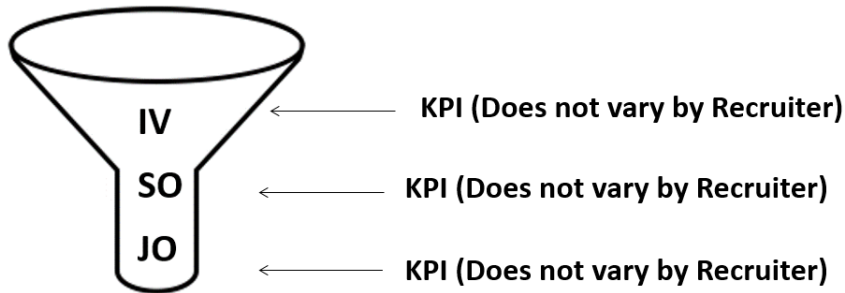
- If growing and managing teams- How do we teach new team members to navigate through the noise and avoid the "walk in the desert" as much as possible?

As Monte's path to success in search has evolved, the formula for success has become more apparent. Contrary to what we all might think, the formula for success is simple:



FUNNEL = What To Do

Phone Calls/Emails ← Variable by Recruiter (Tough to manage)



It's essential to be able to break down the formula. The funnel will be a break down of what you have to do (variables and non-variables) to create the energy you need to make placements. There must be enough activity going into the funnel to make the process work. Monte defines the energy components as phone and email, interviews, sendouts, and job orders.

Using the above energy components, what are your KPI's or quantifiable metrics for each of the below points?

- Phone/ Emails: _____
- Interviews: _____
- Sendouts: _____
- Job Orders: _____

Now that you have set your KPI's, what challenges will you face with sticking to those KPI's consistently?

What will you commit to doing differently to hit those KPI's?

Example:

- Enter (X) qualified new names to ATS/ CRM
- Daily emails with the previous day's presentations
- Listen to (X) calls each week and email notes of what to keep and what to change
- Contact (X) new hiring managers each week

POUND = How Much Of It To Do

Monthly	Excellence	Acceptable	Unacceptable
IV's	> 20	12-19	<12
SO's	> 8	4-7	<4
JO's	> 4	2-3	<2



Monte breaks down three levels of performance for the month:

- Excellence: 20+ interviews, 8+ sendouts, and 4+ job orders.
- Acceptable: 12-19 interviews, 4-7 sendouts, and 2-3 job orders
- Unacceptable: less than 4 interviews, less than 4 sendouts, and less than 2 job orders

These numbers weren't pulled from the sky but determined by looking at years of firm data. Not all will have data sets to review. With this in mind, define what your monthly performance numbers should look like at each level of success:

- Excellence: _____
- Acceptable: _____
- Unacceptable: _____

Now that you have decided your monthly performance numbers, what will get in the way of achieving those numbers? (i.e. mental road blocks, poor planning or execution)?

Start now! Knowing that we all have areas of weakness in our process that could be done better – what is one area you acknowledge and commit to working on consistently, until improved? How will you improve and who will hold you accountable?

PLUS = How To Get Along With Others

<u>Client</u>	<u>Candidate</u>
25% Found Job	25% Found Candidate
25% Worked Job	25% Worked Candidate

Lastly, Monte encourages fair, consistent, and zero political deals! To achieve that, look at each deal in quarters. Also, be prepared to share what quarter (or more) you are claiming and how you earned it. Keeping in mind the four pieces: who found the client, who worked the client, who found the candidate, and who worked the candidate (i.e., clear, prep, brief, debrief, etc.).

Using Monte's equation, what would your firm's formula be to remove the drama and keep it fair among team members?
