



NLE Quick Tip: Maintaining the Mindset

Presenter: Nasrin Akter, Managing Partner, Kaye Bassman International

Nasrin Akter is a Managing Partner at Kaye/Bassman International and responsible for overseeing the placement of High-Level Executives and Mergers in the Risk Management & Insurance Division. For over 35 years, the Insurance Practice has made strategic placements in Retail (Brokerage), Wholesale (Brokerage), Carrier (Direct), Commercial (P&C), Group Medical Life, and Health, plus Private Client Services. Nasrin is a key contributor in the Insurance Practice – building a loyal client base which accounts for over 85% repeat business and referrals.

In this NLE Quick Tip, Nasrin discusses her best practices in maintaining the mindset for success in recruiting, including key metrics to become a top recruitment professional, the development of strategic client relationships, building repeat business while maintaining a healthy recruiting lifestyle.

Meeting: "Maintaining the Mindset" by Nasrin Akter

(Facilitator): Review Nasrin's eight tips to maintaining a positive mindset and thriving in search. What recommendations will you accept, absorb, and implement into your recruiting process?

TIP: Embrace the Effort and the Daily Grind

Keep communication open – Nasrin shared that taking calls after hours with either a client or candidate was not something she saw as an infringement on her time. What additional acts outside of the box could you do for your candidates and clients? How are you demonstrating value?

TIP: Quality Presentations

Nasrin is quick to identify a candidate's motivations for making a change early in the recruiting process and often that includes presenting to passive candidates. That means, instead of merely pitching an opportunity, she seeks to understand what would motivate a passive candidate to look outside of their current situation? By keeping the candidate as the priority, she can establish trust and become a true advisor to those she partners with.

With that, what questions could you ask of your candidate to demonstrate that you are a consultant and someone they can trust?

What questions do you ask to identify your candidate's motivations for change? How do those questions differ if they are a passive candidate?

TIP: Preparation Before Submittal

For candidates to stand out before submitting to the client, Nasrin likes to have no less than three traits or characteristics of her candidates to make sure that they stand out among the others. For example:

- What have you done to achieve success in such a short amount of time?
 - How do you tackle every day?
 - Are there specific strategies you have used that may have worked well in the past and some that have not?
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TIP: When Submitting Candidates to the Client – Be Thorough

Not only does Nasrin drive home the importance of emailing a candidate submittal, but she sees presenting, over the phone, to the hiring manager as another essential step she will not skip. Additionally, she finds key points specific to the clients' interests that they would want to know about from the candidate.

Examples she might ask are the following:

- Certifications
- Compensation Expectations
- Relocation Preference
- Non-Compete Details (If Applicable)



Knowing these points will vary from industry to industry, list out the key points that are vital to share about your candidate(s) to your client:

TIP: Accept Negative Feedback

Not all candidate submittals will result in an interview. Nasrin brings up a good point- how do you handle negative feedback from your clients? Instead of going on the defensive, what could you ask to improve that relationship and make sure you don't repeat the same error?

TIP: Manage Up

We won't know how to work with others unless we ask! Nasrin established a strong relationship with her Team Lead from day one by asking how best to communicate when working together. If you haven't done this already- make it a point to start today. What are your managers preferred methods when it comes to collaborating? How could you go about identifying your manager's communication style to increase your overall communication with them moving forward?



TIP: Maximize Time with Team Lead

How can you make the most of your time with your practice lead? Think of 4 bullet points of information that will help demonstrate your knowledge regarding the candidates/ clients you are reviewing with your Team Lead. Nasrin shared examples of what she might ask of a candidate/ client to establish and demonstrate credibility:

1. Candidates years of experience
2. Work history
3. Motivators for Change
4. Prevalent materials and resources that are necessary for their success. Additionally, do they need to be present with their next employer for them to consider a change?

What might you add or modify to the list of above?

- _____
- _____
- _____
- _____

TIP: Avoid Burnout

Nasrin reminds us of the consequences of burnout as they can be severe. Your productivity can drop dramatically, not only impacting your career, but negatively impacting your team and relationships with colleagues, friends, and family.

What can you do to avoid this pitfall and improve your burnout probability? Review the following action items to alleviate stress and eventual burnout- what can you do in each perspective area to keep burnout at bay?

Find Purpose – *How could you add meaning to what you do professionally every day?*



Review Responsibilities – *What are your day to day responsibilities, and what could you allocate to another person or outsource entirely?*

Give Back to Others – *What random act of kindness could you do for your candidates and clients to re-energize your spirit and purpose?*

Get Physical – *Do you miss running? Have you always wanted to try tennis? What physical activity are you willing to commit to over the next two weeks to refocus on interests away from the office? Get going today and track your experience!*

Manage Stress - *How could you manage stress more effectively? (Ex: journaling, relaxation techniques, meditation)*
