



NLE Quick Tip: Destination: Candidate Conversations

***Presenter: Christine Geiger, Partner, Senior Director of Training,
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In this NLE Quick Tip, Christine discusses the recruiter's destination is to have conversations with candidates. There are many paths, many roads that lead to conversations. And each path can play a role. Some paths will reliably get you to your destination in certain verticals and markets, but not others. When it comes to engaging with candidates in modern recruiting, we must deploy all methods of outreach – use all types of engagement - and track what works best in each of our spaces. Whatever road or paths get you to the ultimate destination of having conversations with candidates, whether you are cold calling to try and “catch people,” leaving voice mails, emailing, InMailing, texting, getting people to book appointments- whatever your approach is – there is truly no right or wrong way—it is whatever works in your space to get to your destination of having conversations!

Meeting: "Destination: Candidate Conversations" by Christine Geiger

(Facilitator): This Quick Tip is 25 minutes of practical advice on using the many different roads and paths to get you to your ultimate destination of having LIVE conversations with candidates. Watch the entire Quick Tip first, and then devote time to answer and reflect on the topics below.

KNOW YOUR TYPES OF CANDIDATES

(Facilitator): What is an **ACTIVE** candidate? Why does this matter to me? How often will I be pursuing **ACTIVE** candidates on behalf of my clients? What methods will I use to reach them?



ACTION ITEM: Track your response rate and results when you reach out to 100 unique candidates using the same method of outreach.

(Facilitator): For example (*statistics below are hypothetical and for illustration purposes only*):

- Sent 100 **EMAILS** for Director of Nursing search. Received 10 responses. Recruited 2 viable candidates
- Sent 100 **INMAILS** for Director of Nursing search. Received 17 responses. Recruited 2 viable candidates.
- Left 100 **VOICEMAILS** for Director of Nursing prospects. Received 8 returned voicemails. Recruited 3 viable candidates.
- **TEXTED** 100 Director of Nursing candidates. Received 30 texts back. Recruited 5 viable candidates.

(Facilitator): YOUR TURN to track, aggregate, and analyze your results using the format below:

	MON	TUE	WED	THUR	FRI	RESULTS
Method of Outreach:						
Responses Received						
Viable Candidates Recruited						
Method of Outreach:						
Responses Received						
Viable Candidates Recruited						
Method of Outreach:						
Responses Received						
Viable Candidates Recruited						

(Facilitator): What is a **PASSIVE** candidate? Why does this matter to me? How often will I be pursuing **PASSIVE** candidates? What methods will I use to reach them?



(Facilitator): YOUR TURN to track, aggregate, and analyze your results using the format below:

	MON	TUE	WED	THUR	FRI	RESULTS
Method of Outreach:						
Responses Received						
Viable Candidates Recruited						
Method of Outreach:						
Responses Received						
Viable Candidates Recruited						
Method of Outreach:						
Responses Received						
Viable Candidates Recruited						

(Facilitator): What is a **PLANTED** candidate? How often will I be pursuing **PLANTED** candidates (trick question)? How can speaking with **PLANTED** candidates benefit my recruiting efforts? What should I *not* expect from a **PLANTED** candidate?

(Facilitator): What is a **SELECTIVELY ACTIVE** candidate? Why does this matter to me? How often will I be pursuing **SELECTIVELY ACTIVE** candidates? What methods will I use to reach them?



(Facilitator): YOUR TURN to track, aggregate, and analyze your results using the format below:

	MON	TUE	WED	THUR	FRI	RESULTS
Method of Outreach:						
Responses Received						
Viable Candidates Recruited						
Method of Outreach:						
Responses Received						
Viable Candidates Recruited						
Method of Outreach:						
Responses Received						
Viable Candidates Recruited						

WHY EXTERNAL SEARCH CONSULTANTS ARE DIFFERENT

(Facilitator): What makes external search consultants different and highly valuable is that we are constantly in contact with people who are historically not aware of available opportunities; those candidates who aren't applying to job postings because they aren't looking at them. That doesn't mean they wouldn't consider a compelling career opportunity if it dropped in their lap though. We call these folks "selectively active" candidates. **SELECTIVELY ACTIVE** candidates are our main audience in professional search, in addition to **PASSIVE** candidates.

TIMING, RELATIONSHIPS, and "LUCK"

(Facilitator): Our business is a business of _____ and _____. How do you increase your perceived "luck" of being in the right place at the right time? Increase your _____ which then leads to an increase in a _____ which leads to better results. To increase your "luck," reach out to more folks in your market to be in the right place at the right time to recruit those selectively active and passive star candidates!

