

## High Demand Recruitment

*(The What and the Why)*

A High Demand market is one where there's a shortage of specialist skills. Of course, this is nothing new - but what is new, is the amount of attention candidates with those skills get due to today's use of social media and technology in recruitment. This constant 'white noise' requires something different if you are to reach those elusive passive candidates. We call it our 'Science of High Demand recruitment'.

Here, we'll show you what High Demand recruitment means, for both you and candidates. We'll tell you about the obstacles you'll come across. And we'll outline how you need to adapt your approach to get round them and successfully recruit the person you need.



# What you'll experience. And why.

Typical problems caused by High Demand recruitment, together with why they occur:

 the WHAT  the WHY



 Passive candidates are harder to attract than ever. If you were a passive candidate would you apply to a role with just a recycled job spec or rushed advert to go on?

 Poor (or no) recruitment planning results in expectations that do not reflect market conditions

 Too many Passive, rather than Active, candidates

 High demand roles can't be treated like other recruitment - they need employer and recruiter to work more closely together



 Usually caused by the first delivered shortlist falling short of the mark. As further searches are conducted to locate candidates for comparisons, previously identified front runners are lost to competitors.

# Cancelled Interviews



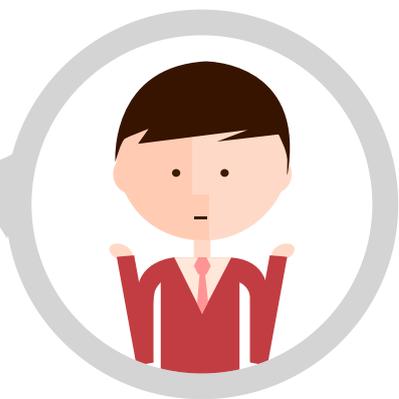
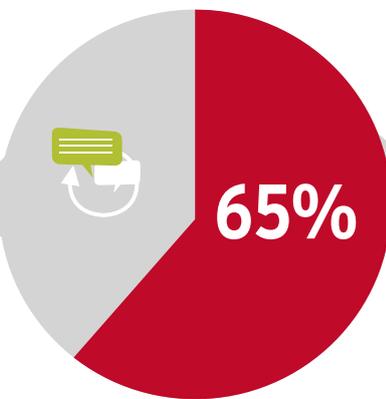
Q In High Demand candidates ALWAYS have other interviews - so you need to work hard to make sure your company appeals to them



# Negotiations

Q When they come onto the market, few candidates know their own value. But as they talk to different people and go through their job search their expectations invariably go up

# Counter Offers



Q 65% of High Demand candidates get counter offers when they give notice, as it's easier and cheaper to retain than attract

Q Nobody wants the pain of recruiting for High Demand roles

# ? High Attrition Rates



Q High Demand candidates are approached almost daily by head-hunters, especially with the rise of social media



# ? Increased salary expectations as the 'market rate' goes up

Q With each move comes higher salary expectations, so companies have to pay more than previously to attract candidates, particularly if they are passive



# ? Move towards contractor markets

Q In High Demand markets the permanent talent pool reduces as more experienced candidates move toward providing interim consultancy

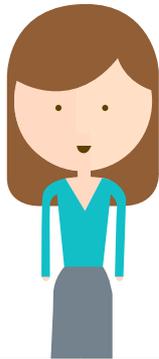
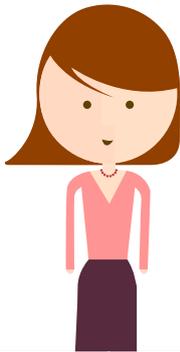
Q If permanent staff aren't available to tackle critical workload, employers often have no choice but to consider specialist contractors

**?**  
**Pressure to compromise**

**Q** At what point does an 'essential skill' become simply 'desirable'?



**Q** There shouldn't be! Proper planning and necessary steps taken early on reduce the need to compromise



**?**  
**Other hirers are beating me to the best talent'**

**Q** With High Demand candidates having more choice than ever before, you need to stand out and show them your best side



## Introducing the science of High Demand Recruitment

When there's a shortage of people with the skills you need, and everyone else is fishing in the same pool, you have to change the way you think. So rather than follow the recruitment 'norm', we do things a little differently.

### Start with thorough analysis

The more we know about what you need, the quicker we'll be able to find it. That's why we dig deeper at the start, finding out as much as we can about your business, and the sort of project it involves and the skills you're looking for so we can make sure your role stands out.

### Saving you time

We're the experts in High Demand. We know why it's different and what it takes to succeed. From making your role stand out, to understanding what makes a candidate 'right', to managing the process from start to finish. Our method not only saves you time, but also helps you beat the competition in getting the best talent.

### Making your life easier

To us, high demand recruitment isn't just about finding the right person. It's about helping you retain your existing staff too, and building a long-term relationship to be more proactive over your resourcing. That way you have fewer problems, get better quality recruitment...and look good into the bargain.

### Communication is vital

You need to find the right resource, we want to find it for you - so it's in both our interests to be open and honest with each other. So our feedback systems, progress reports and candidate updates help everyone know exactly what's going on.

Whether it's an in-depth technical interview about the role, aiding with on boarding, providing psychometric assessments on potential candidates or working closely with your business provide salary surveys, we're here to help you.

### Support at every stage

Finding the person you need is our business, so we help you in every way we can. Such as helping to write your job spec to attract the right candidate, preparing them properly for interviews and following up at every stage.

### We don't stop there

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**That's the WHAT and the WHY of High Demand Recruitment.**  
Visit our website at [www.highdemandrecruitment.com](http://www.highdemandrecruitment.com) and download our document on HOW to negotiate the High Demand marketplace.