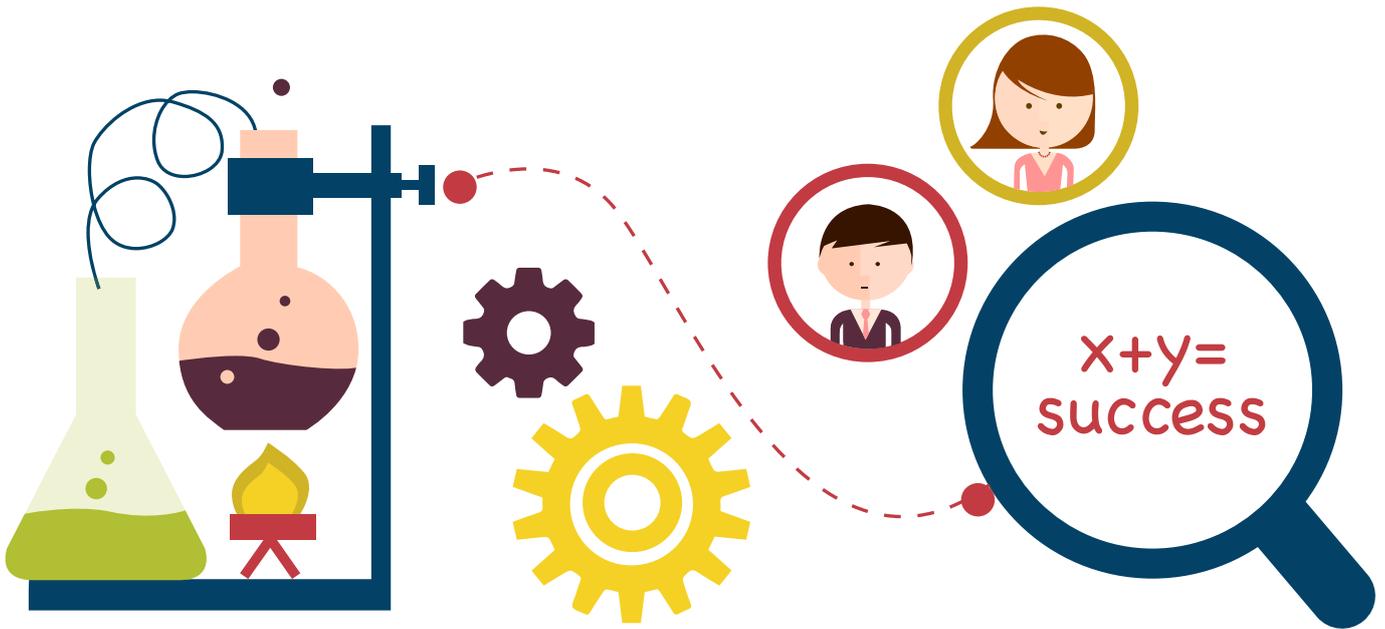


High Demand recruitment.

What's the secret to success?



Planning. Insight. Doing things differently.

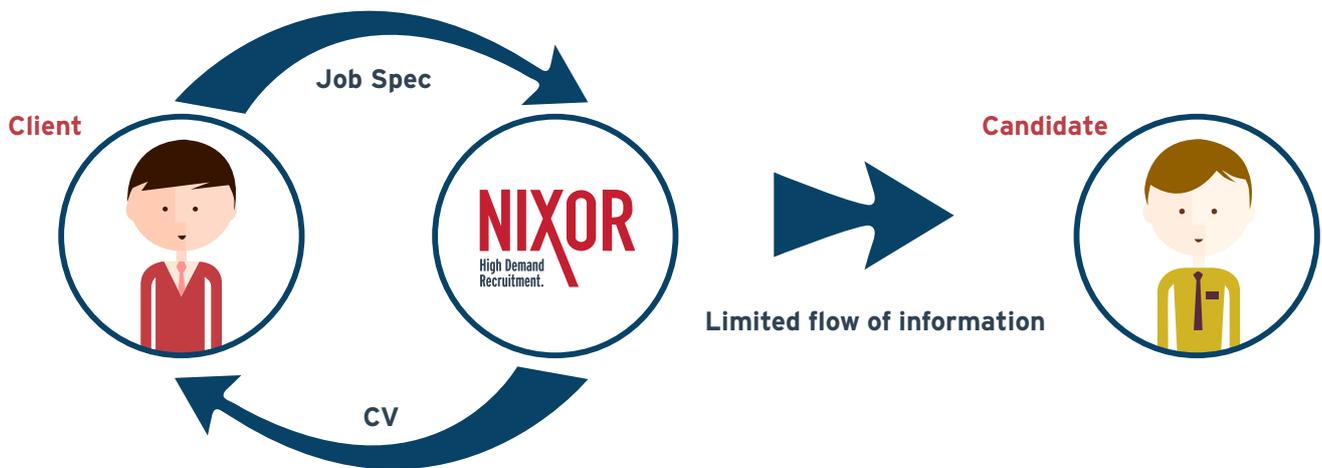
They all have a part to play in successfully recruiting for a High Demand role.

Planning ahead can make a huge difference. Mapping out the process early on means problems can be tackled before they arise. And with only a finite amount of time to find the right candidate, it means you're using it wisely.

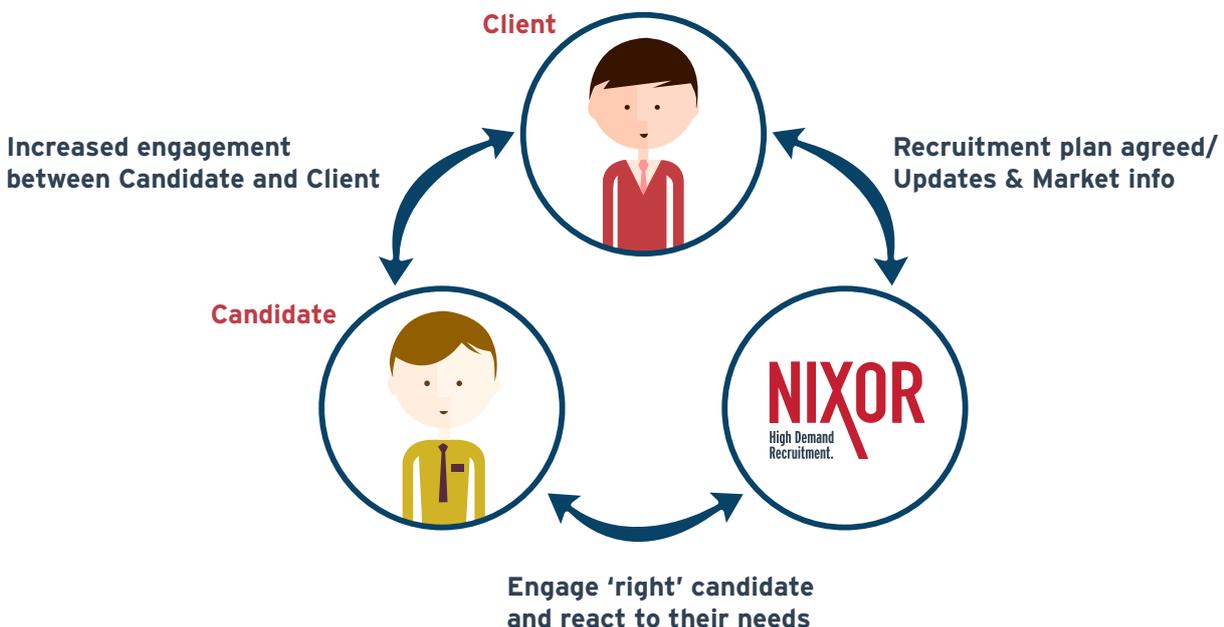
It's also important to move quickly and actively engage with candidates. So you need a different sort of relationship with your recruiter, working closely with them to provide the knowledge they need to make your role as attractive as possible. Think to yourself, what would I want to know about a role if I were looking?

The diagram below shows how sharing more information helps both of us be more focused...

Typical Recruitment Model



High Demand Recruitment Model



The steps to success

The process you go through with High Demand recruitment is quite simple. Here's what you can expect to happen when.



1

Define what you need (sign off)

Think about the skills you're looking for.

- Are you replacing someone who's developed with your business, and has a unique skills mix? If 'yes', think, does this skills mix exist elsewhere in the market?
- Have you allowed a realistic amount of time to hire and thought about 'How' you are going to do this? Have you considered how long it takes to hire people with the skills you are looking for, considered notice periods as well as your availability to review CV's and undertake interviews...
- If you're looking at multiple hires, should you change each spec slightly to make them more distinct? Hiring several people with the same skill set is notoriously difficult. Is it possible to bring in slightly different skill-sets that complement each other, or maybe look at different levels of seniority?

2



3

Create the spec

- Make sure it reflects what you are looking for now. Using old out of date Job Specs may feel like time saved, but this will often backfire further down the process.
- It needs to sell the role, company, company ethos and the types of projects the successful person will be working on. Remember High Demand candidates will see several job specs a week so think... how does yours stand out.
- Using an agency? Make sure they're well briefed on the team fit and personality you're after.
- Think about your ideal candidate not just in terms of their skills, but in their background, industry sector, projects worked on and personality.
- Paying the 'market rate' won't attract exceptional candidates, unless there's another compelling reason to move.

Search your own network

- Think about the skills you are looking for. Is there an internal person who could move? Giving them an opportunity will look good internally and potentially create an easier role to recruit for as a back-fill.



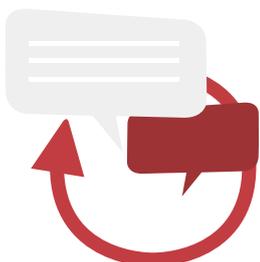
Approach sourcing partners

- Take the time to properly brief them with a recruitment plan. This will save time further down the process, as CV's will be more specific and candidates will be 'sold' on your opportunity over the competition.
- With only limited time, choose one or two trusted suppliers, give them all the information they need and focus on specific objectives. Working with multiple suppliers only dilutes the information you give out to the market, making it harder to attract talent and extending the time it takes to hire.
- Make the suppliers accountable, agree deliverables and time scales.



Interviews

- Start by planning your interview structure. Think how it will take place - phone, face to face, Skype? If anyone else is involved, what's their availability? Will there be a test? And can the interview be more efficient?
- Interview against the job on offer. If you like a candidate and they can do the job, don't risk losing them to see more people. In High Demand it may take weeks to find an alternative and you risk losing the initial favoured candidate.
- Play to your strengths - if you're an SME, move quickly to get in before the competition, if you're a corporate sell the benefits of working for a large company.
- Sell the opportunity - the best people will have other options, so tell them why they should choose you.
- Talk to your recruiter about a candidates motivations, and go out of your way to appeal to them.



4

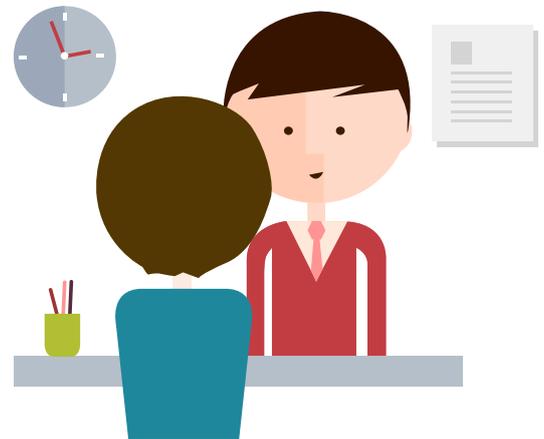


5

Review CVs

- Always try to give feedback, positive or negative it will massively improve the search results and save you time.
- If you're looking at passive candidates (those not currently looking for a new job), consider that these people may not have been in their current role for a long period.
- Remember, sometimes great candidates can undersell themselves on a CV.
- Remember, in High Demand the passive candidate may not have an up to date CV prepared, so consider setting up an initial informal discussion over the phone to establish suitability.

6



7

Give Interview Feedback

- If it's negative tell us why. Think long-term, your reputation will improve in the market and who knows you may cross paths in the future. Also it will help your recruiter further refine their search.
- If it's positive, it'll help your recruiter engage with the candidate. Think about why they're a yes, where they'd fit into your team, what plans you'd have for them - it all helps keep them more interested in you than your competitors.





The Offer

- When you're making an offer, make sure your information's up to date - it's commonplace for a candidate's salary expectations to edge higher as they're exposed to the market and see what others are offering.
- Be prepared for counter offers - most candidates get them. Find out what it will mean in advance by talking to the candidate or recruiter.
- Keep things moving. Waiting for sign off, for example, can be a real turn off if the rest of the process has been much quicker and you'll risk losing the candidate.



8

Make the decision

- Be objective, and always judge candidates against the agreed job and person spec.
- In some sectors you'll have three great candidates to choose from, in others you' might be lucky to find one. Either way, waiting to compare candidates could mean the first has gone before you find anyone else suitable.



9

10

Post Offer

- Even when a contract's signed, candidates will still attract interest from competitors. So keep in touch with them, meet them to discuss the role, invite them to a staff social event, even just call and have a chat before they start.
- Keep your recruiter involved. They can keep the candidate engaged as they work their notice.
- Work with your recruiter to iron out 'new job jitters' early on - a well-timed call from your recruiter a few weeks in may provide valuable insight into how the candidate is feeling.