

## Organized Posse or Hired Gun

By  
Thomas  
Brandt

**L**et's say you're hiring for a critical position that requires a high level of experience in your particular industry. It's time to review your options...

### **Option #1 - Organize a Posse** (HR Team Approach)

In this approach, you'll more than likely task a group of individuals to make personal contacts and get the word out quickly, place job ads in the newspapers and in respected publications, update the career section of your company website as well as distribute the position to several industry contingent recruiters.

Your hope is that by circling the wagons in each of these areas, you will attract the right candidates for the position.

### **Option #2 - Contract a Hired Gun** (Retained Search)

Although it may seem counterintuitive and expensive, adding a third party to the hiring mix can actually speed up the process and *reduce* your overall costs.

Think about it, if you're a highly experienced candidate, more than likely you're already employed and very busy. You don't have time to respond to job ads, research opportunities on corporate websites or even field calls from various acquaintances or recruiters.

Highly qualified candidates prefer to be approached confidentially by an individual who not only has a thorough understanding of the position being offered but insight into the culture and management style of the organization doing the recruiting.

Together with Partners in Technology, Grand Rapids, MI –

**Let's discuss the three main advantages of a retained search.**

### **Increasing Quality of Hire**

*Knowing how to identify and attract the best candidates!*

- A retained search consultant knows where to confidentially find the right candidates for you, whether it's through a network of industry contacts or by identifying potential candidates currently working at a competitor.
- The first step is to determine what is missing or not getting accomplished because the position is unfilled. You need to understand the job to be done before you discuss the level of experience and skills necessary for a candidate to be successful in the position. An in-depth discussion with hiring managers and human resource professionals is critical to ensuring that your efforts are concentrated in the right areas.
- The search consultant will identify, qualify, screen, interview and check references on candidates before you even see them. A third party provider won't waste your time with unqualified candidates or those that are just "kicking the tires" on new opportunities. A combination of targeted recruiting and pre-qualification will provide you with only the candidates you want to interview and hire.



Thomas Brandt is  
Managing Partner of  
Richfield Associates.  
Contact Tom at  
330.659.0841

### **Reducing Cost of Hire**

*The Key to Every Business – Return On Investment!*

- When a company undertakes a search, there are obvious costs such as advertising the opportunity, time spent wading through hundreds of ad responses, numerous pre-screening phone calls, the time interviewers spend away from their main responsibilities, and the big one – the lost productivity as the position remains open. When you consider all these factors the costs quickly skyrocket!
- Finding candidates quickly and more effectively reduces the waiting time for the right person to stumble across your job posting.
- By facilitating communications between employers and candidates retained recruiters know what each other is looking for which leads to more offers being accepted quicker and elimination of the need to "start over".
- Presenting only the top three or four qualified candidates that are truly interested in the opportunity, reduces the overall number of interviews conducted.
- Retained Search costs are minimal compared to the often staggering costs of a poor hire.

### **Improving Speed of Hire**

*Top talent goes fast!*

- If your goal is to find the top performers in your industry, you must be able to respond quickly. A long process can be perceived by top candidates as indecisiveness, and in the meantime your current employees begin to resent doing double duty.
- Determining criteria for "hire-ability" and providing only candidates that meet that criteria, dramatically reduces the time spent by your staff reviewing hundreds of resumes and conducting numerous phone screens.
- Coordinating interviews, allowing you to interview several candidates in one day, makes it easier to compare candidates.
- Facilitating communications between candidates and employers provides immediate feedback in both directions and expedites the process to the next step.
- Acting as a buffer between the candidate and the employer, can facilitate the presentation of an offer ensuring it meets all the candidate's expectations.

Remember, for critical positions, a retained search can not only improve the quality, cost and speed of the selection process but allow the ability to hunt down and bring in what you really want... not just what you need.