

Welcome to Today's Webinar

# Reimagining Recruiting

Tuesday, August 2, 2022, 2 p.m. Eastern time

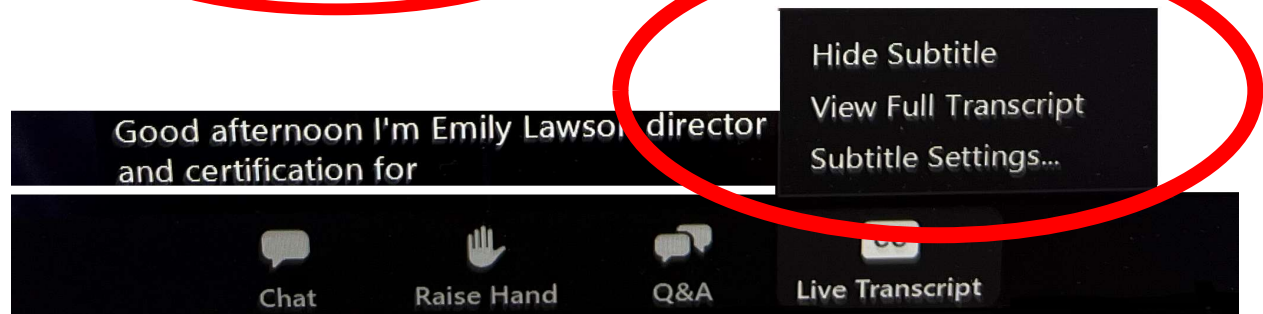


Please note that the audio will be streamed through your computer—there is no dial-in number. Please make sure to have your computer speakers turned on or your headphones handy.



American Staffing Association

# Closed Captions



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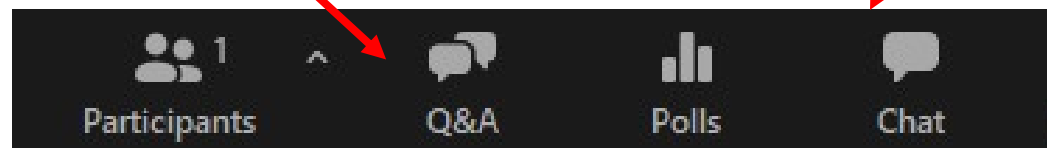
# Ask a Question, Engage With Other Attendees

## Q&A

Type your questions for the panel into the Q&A box

## Chat

Start a conversation—say hello. Engage with panelists and other attendees.



Today's program is brought to you by:



## Today's Presenters



Mary Ann McLoughlin  
Managing Partner  
Butler Street



Betsy Burman  
Senior Learning Consultant  
Butler Street

# REIMAGINING RECRUITING

*Presented by Mary Ann McLaughlin, Managing Partner & Betsy Burman, Consultant*

# Reimagining Recruiting

- State of Recruiting & the Candidates' "Operating Reality"
- Focus Areas for Success
  - Start Right
  - Great Interviews
  - Relationship Management
- Recap & Best Practices
- Q & A





# Poll



The main motivator for my candidates right now is...

1. Money, money, money
2. Benefits
3. Commute
4. Growth & challenge
5. Poor leadership
6. Layoff or return to workforce
7. Other

## State of the Union

Unemployment - 3.5%

40%

of employees are "certainly" to "somewhat likely" to make a **career move** in the near future

65%

of employees who quit are **not staying in their same industry**

Companies in limbo over back-to-office policies

[Source: The Great Renegotiation and new talent pools | McKinsey](#)

# Candidates' Operating Reality



- Inflation forcing people to find new jobs
- Covid-19 creating family-care issues

## Top 5 Reasons Candidates are Quitting?

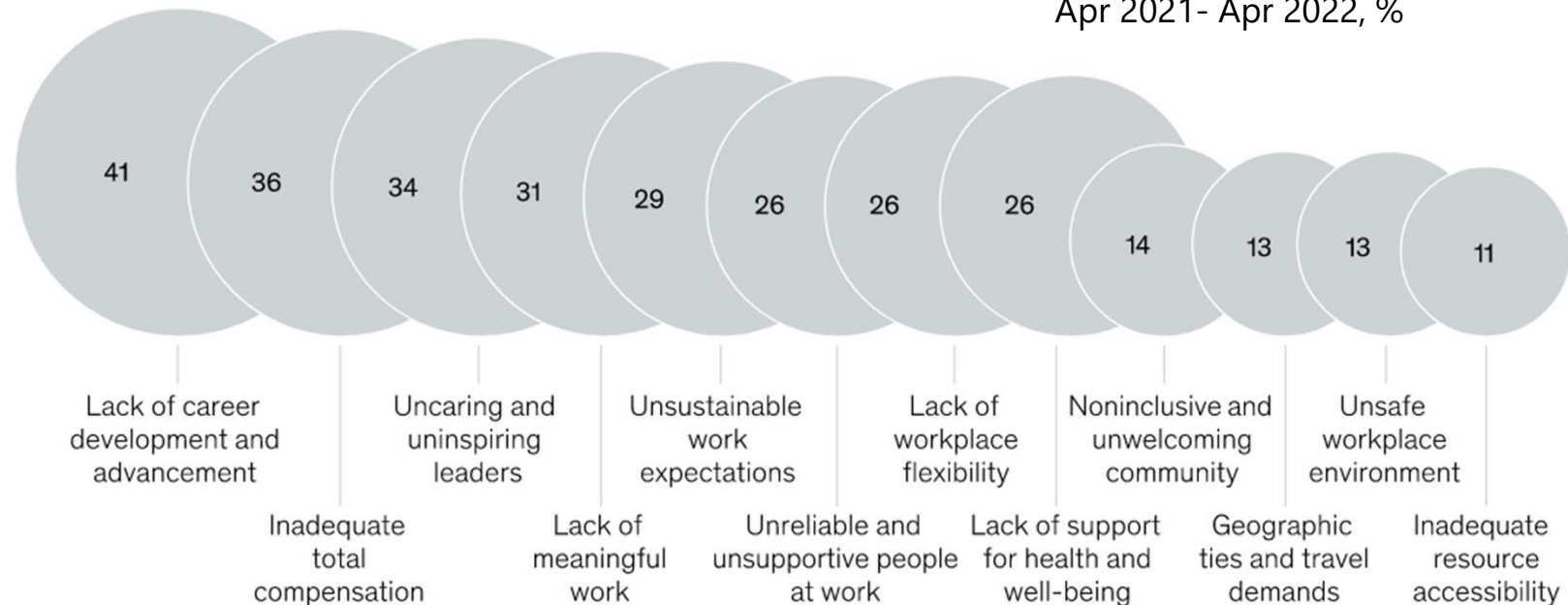
1. Lack of career development
2. Inadequate total compensation
3. Uncaring or uninspiring leaders
4. Lack of meaningful work
5. Unsustainable work expectations

Source: [The Great Renegotiation and new talent pools](#) | McKinsey

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# Top Reasons for Quitting Previous Job

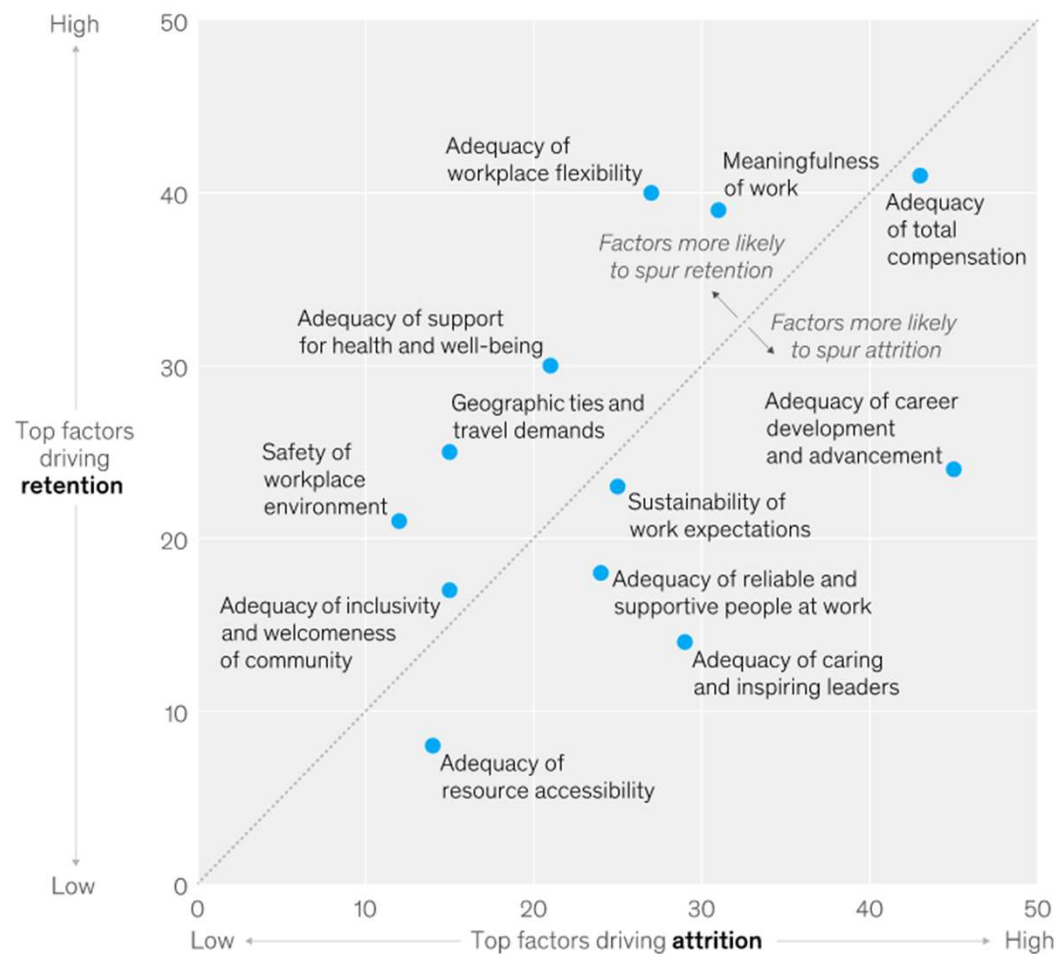
Apr 2021- Apr 2022, %



Source: [The Great Renegotiation and new talent pools](#) | McKinsey

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# Top Factors Driving Retention and Attrition



Source: The Great Renegotiation and new talent pools | McKinsey

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## Poll



How many times have you lost to ghosting or counter-offers this year?

1. None!
2. 1-3
3. 4-10
4. 10+



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# THREE KEYS TO REIMAGINING RECRUITING



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# 1. Start Right – Great First Call

## Components of a strong prospecting call:

- Communicate your desire to understand the candidates' wants and needs at the forefront of your messaging
- Make it about the relationship and not a job
- Bring them to an identification of need
- Ask the hard questions
- Outline process and
- GAIN COMMITMENT

MAM8





## Top Three Things Candidates Want

1

Understand My Needs and Wants

*Translation: The recruiter must be in my operating reality and recognize the importance of seeking to understand what matters to me.*

2

Fair Income

*Translation: I am working with you because you can find me a role that meets all my needs and provides a fair income at the same time.*

3

Care and Development

*Translation: Working with you makes you my Agent and I need someone who is looking out for my career and helping me achieve my goals.*

## Candidate Decision Process



## 2. Great Interviews

### Candidate First Interview Approach:

- 4-Part Process
  1. Resume Review
  2. Career Aspirations and Requirements
  3. You & Your Company
  4. Process & Next Steps
- Slow down to speed up
- GAIN COMMITMENT



# Chat



In chat, share the average length of time your candidate interview calls take?

# Resume Review

- Review the last 10 years of work
- Get a lay of the land: Industry, company size, department org chart for most recent positions
- Technology and user level
- Top 3 aspects of their role
- Unique projects or annual tasks they work on
- Biggest accomplishment & learning experience
- RFL's
- Reconfirm the need recognition



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# Career Aspirations and Requirements



## PEOPLE

The desired culture, the type of people, and the management style preferred



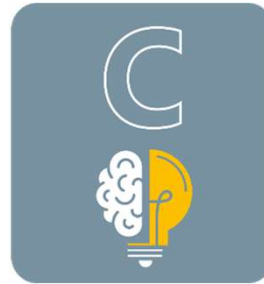
## LOCATION

Geography, type of environment, and the commute



## ATTAINMENT

Skill enhancement or career progression



## CHALLENGE

Level of responsibility desired; are they bored or in a rut personally or professionally



## EARNINGS

Total compensation (wages, benefits, frills, and bonuses)



## DEPENDABILITY

Level of job stability, flexibility, or need for a "career agent" for ongoing help and guidance

Avoid the...



...Approach

# Candidate Decision Process



Slow Down... to *Speed Up*





## Gain Commitment

- Agree on communication and expectations
- Hold yourself and the candidate responsible
- Send a follow up email



### 3. Relationship Management



Create positive moments of truth



Win the relationship and not the deal



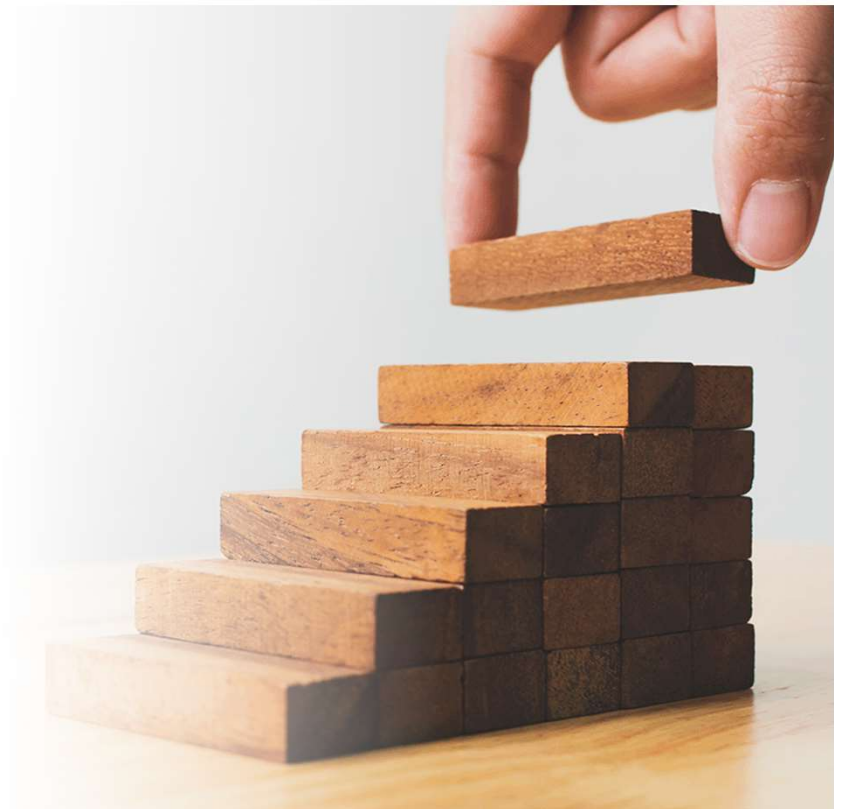
Ask for referrals

#### Best Practices

- Act quickly
- Be enthusiastic, respectful and honest
- Follow up in writing
- Stay connected throughout the process

# Be A Career Agent

- Provide career guidance
- Be an advocate
- Show you care and they matter most
- Seek other assignments/positions
- Communicate proactively
- Continue to nurture the relationship



# Learning Recap & Action Steps

1. Establishing the relationship in the phone screen
2. Master the 4 steps of the interview process
3. Nurture the relationship

- Review your scripts and templates
  - edit to communicate in the candidate's operating reality
- Interview prospects for your organization, not a job rec
- Block time for check-in calls
- Quality over quantity
- Ensure Delivery/Recruiting is aligned with Business Development/Account Management



# Q & A

Please submit using Q & A





THANK YOU!

Learn More at [www.butlerstreet.com](http://www.butlerstreet.com)

# Thank You!



Mary Ann McLoughlin  
Managing Partner, Butler Street  
[mmclaughlin@butlerstreet.com](mailto:mmclaughlin@butlerstreet.com)



Betsy Burman  
Senior Learning Consultant, Butler Street  
[bburman@butlerstreet.com](mailto:bburman@butlerstreet.com)

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**You will now be redirected  
to a brief survey**