

What the Most Innovative Recruiters Are Doing Differently

www.recruitingtoolbox.com



Who Is This Matt Grove Guy?

@mattgrove

Principal Consultant with Recruiting Toolbox



20 Years in HR/Recruiting

Former Corporate Recruiting and Sourcing Leader

Consultant and Coach

Student of **WHY**

What Does He Do?

Matt Grove
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Consultant: Recruiting and Sourcing Strategy, Training, Data Visualization, Process Improvement






My Goal For Today

Help you win in your job!



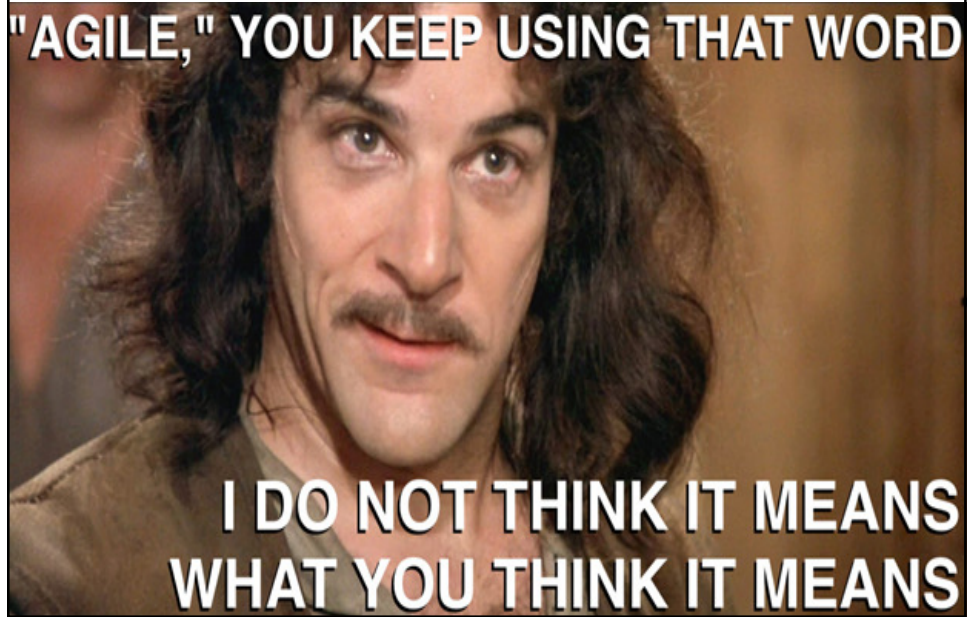
IF YOU'RE NOT **FIRST**



YOU ARE **LAST.**

Lesson #1 – Be Agile

"AGILE," YOU KEEP USING THAT WORD



Lesson #1 – Be Agile

Some problems with traditional recruiting



Transactional

Long Cycle
Times

HM =
Customer

Recruiter =
Order Filler

Process Most
Important

Change Seen
as Negative

Impossible to Keep Up with Pace of Business

Lesson #1 – Be Agile

Agile recruiting is different (in a good way)



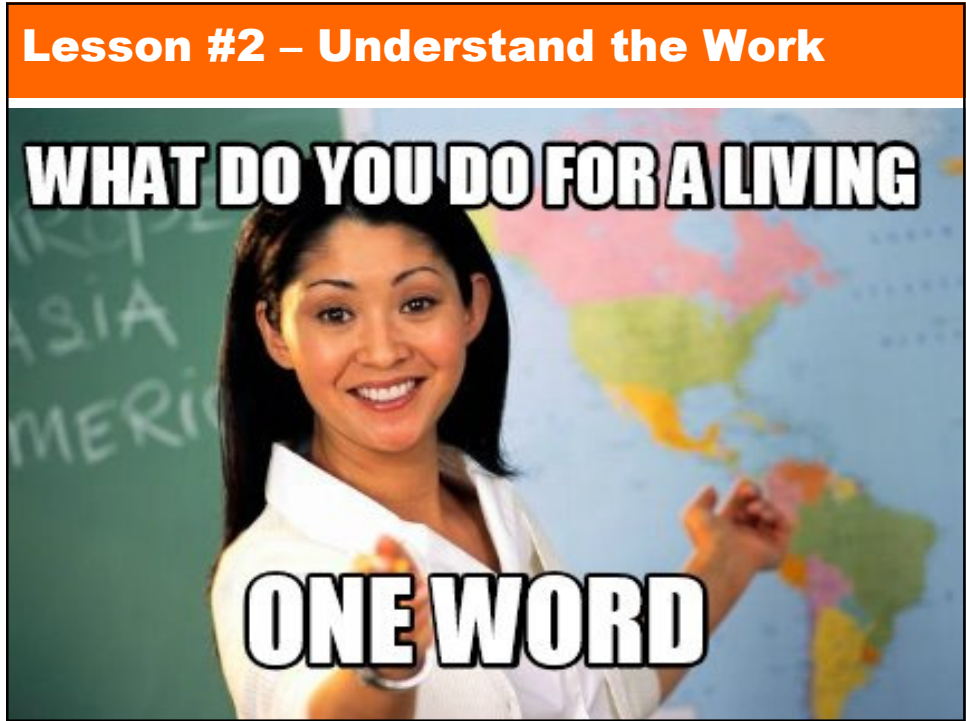
Iterative	Continuous Change	Continuous Feedback
HM and R Partnership	Dynamic Process	Team Empowerment
Short Activity Sprints	Moves at Business Pace	Real-Time Recruiting

Lesson #1 – Be Agile

Tools and techniques for agile recruiting




Calibration Resumes	Screening Questions	Social Media Recruiting
Referral Recruiting	Daily Updates	Course Corrections



Lesson #2 – Understand the Work

We have to understand the business first



Fundamentals	Key Functions	What Matters
<ul style="list-style-type: none">• How we make, spend, and lose money• Know the terms, roles acronyms• Speak their language	<ul style="list-style-type: none">• Finance• Sales/Marketing• Operations• HR• Business leaders	<ul style="list-style-type: none">• Know what they care about• Know what drives them to action• Know what keeps them up at night

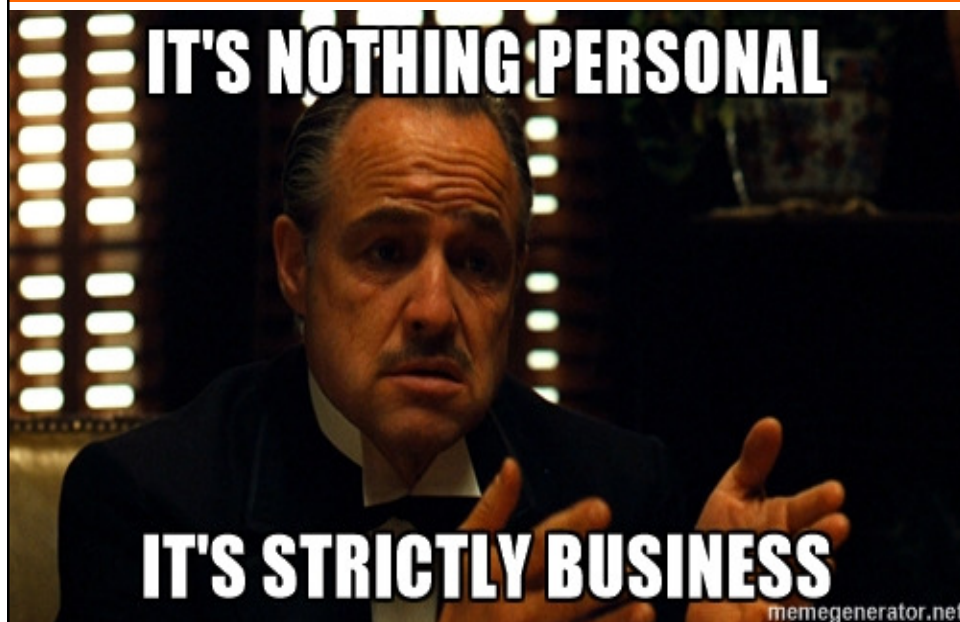
Lesson #2 – Understand the Work

Knowing the job ≠ just knowing buzzwords



Our team needs a _____ who
will help the _____ team
_____ a _____
that helps _____ do _____.
The job requires knowledge of
_____. This job is _____
because _____.

Lesson #3 – Be Personal and Authentic



Lesson #3 – Be Personal and Authentic

What candidates say...



About the job application experience

60%

More challenging than applying for a mortgage, health insurance, or a student loan

12%

Would rather get a root canal
Would rather go skydiving (without any training)

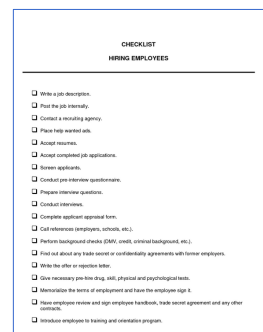
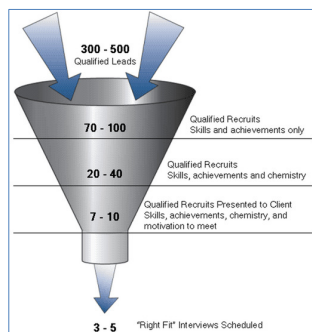
* According to 2014 Jibe Talent Acquisition Survey

Lesson #3 – Be Personal and Authentic

What gets measured, gets done



Most orgs measure consistency and compliance

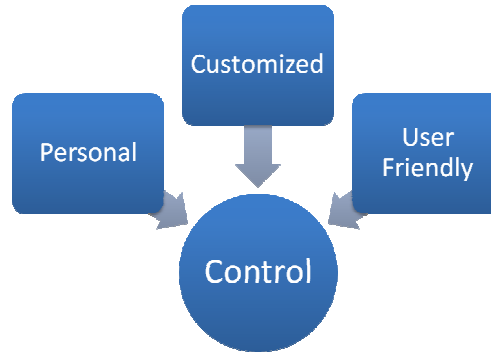


Lesson #3 – Be Personal and Authentic

What gets measured, gets done

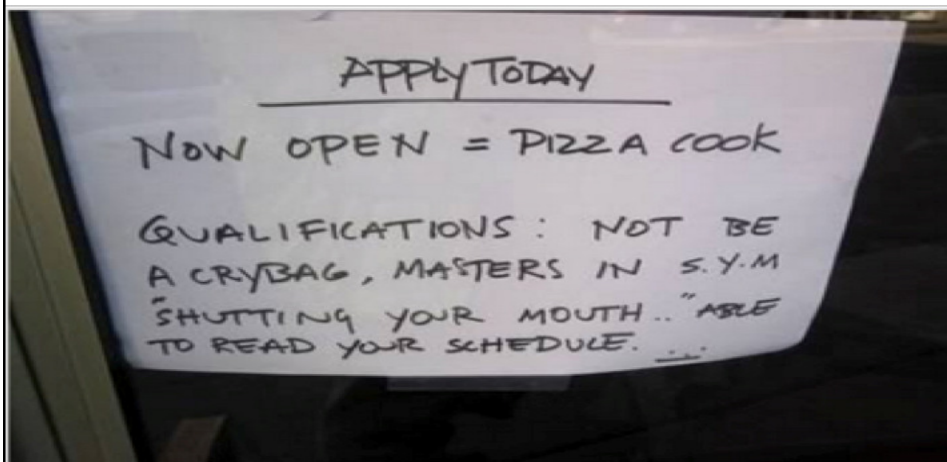


Most candidates want more of a consumer experience



Imagine If Consumers

Were treated like some candidates



Lesson #3 – Be Personal and Authentic

Show our true brand and culture



Sodexo Careers - Past, Present & Future
January 16 at 11:00am · 🌐

Feel Good Friday! 92-year-old Angelina Narcisse has worked at the University of Louisiana for 60 years, where she shares more than meals with the students >> <http://bit.ly/1CbqnUJ>

Sodexo Careers - Past, Present & Future
January 15 at 3:00pm · 🌐

Because ending up in a job that's not the right fit doesn't benefit you or your employer...

Job Seeker Tip:

When preparing for an interview, write down any questions you have about the opportunity to determine if it's the right fit for you.

#SodexoJobs

Lesson #3 – Be Personal and Authentic

Two marketing principles to remember



Engagement

Need a long-term plan with variety
Not just pushing out jobs
Reciprocity – give to get

Attention Scarcity

Attention is the scarcest resource
How to cut through the noise?
What does our audience care about?

Lesson #4 – Be a Great Storyteller

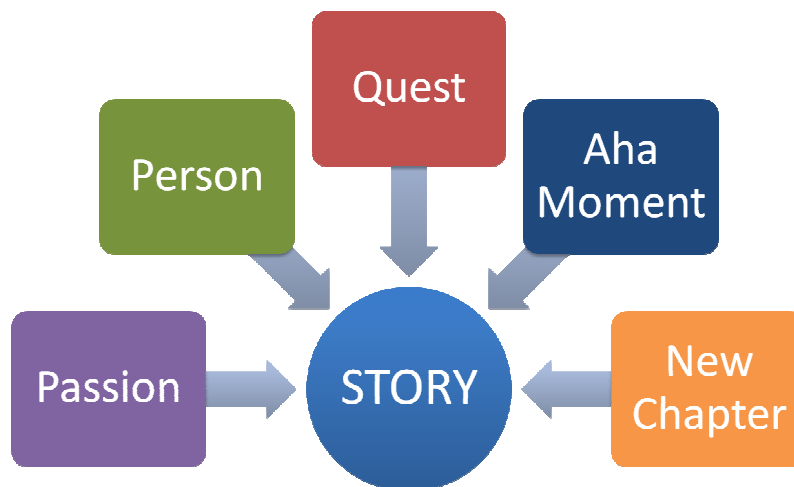
STORYTELLING AND MOOD?



memegenerator.net

Lesson #4 – Be a Great Storyteller

How do we tell our story?



Lesson #4 – Be a Great Storyteller

How some of the best do it



Once upon a time there was _____. Every day,
_____. One day _____. Because of that,
_____. Because of that, _____. Until finally,
.



Lesson # 4 – Be a Great Storyteller

Listening and storytelling go hand in hand



May I have 4 volunteers?

The Company Story

How do we tell it?



Passion

Tell the company's journey...

Person

Its impact on all employees...

Quest

Its impact on an individual...

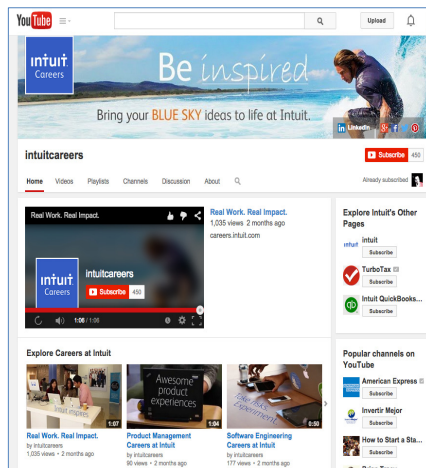
Aha

New Chapter

The opportunity for this new hire

Telling the Company Story

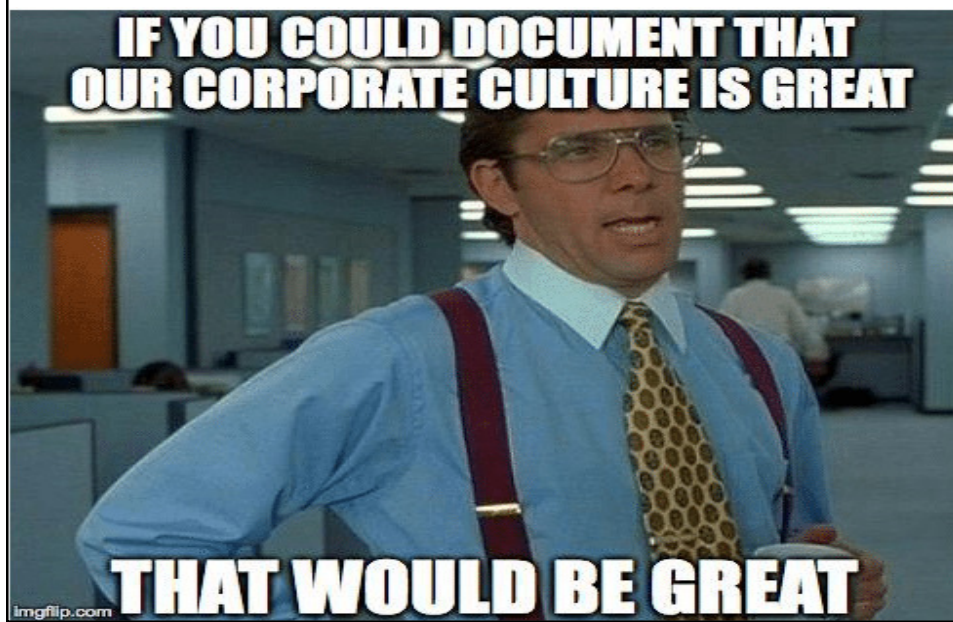
Can (and should) also be visual



Videos for different jobs, businesses and the culture

Include videos on Careers Sites, Job Descriptions, Emails to Candidates, and Thank You Letters

Lesson #5 – Create the Culture We Want



Lesson #5 – Create the Culture We Want

Define the recruiting culture



Empowerment

Innovation

Continuous
Improvement

Partnership

Lesson #5 – Create the Culture We Want

Align our organization to build it



Empowerment

- Clear goals and leadership vision
- Peer-driven project teams

Innovation

- Best idea wins and gets credit
- Reward creation of tools and templates

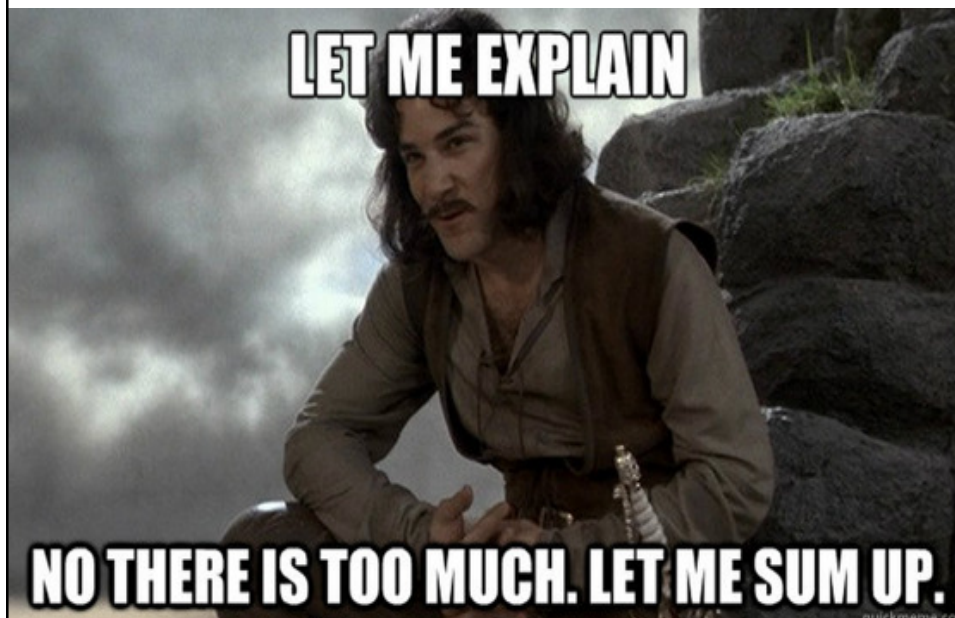
Continuous Improvement

- Culture of learning, not fear
- Make sure we are asking "Why?"

Partnership

- Know the business and recruiting
- Well thought out point of view

So What Did We Cover?



Recap

Key Takeaways



Be Agile

Understand
the Work

Be Personal
and Authentic

Great
Storytellers

Create the
Culture

Thank You!

Let's Connect!

Matt Grove

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Good luck with your
recruiting journey!

