



Recruitment Guides: Sourcing Candidates



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Sourcing Candidates



What is the most effective way of sourcing candidates? As an executive search firm with more than 26 years experience we know that there is never a one size fits all solution in recruitment. There are many factors which need to be considered when embarking on a recruitment journey including how many people you need, your budget, quality of hire and the seniority of the role you are hiring for.

This recruitment guide is designed to help you establish which is the best method to opt for when trying to source the best candidates for your business. We explore the Pros and Cons of the most commonly used sourcing methods. Recommendations, CV databases, LinkedIn, Social media and job fairs are all effective ways of hiring however perhaps the most popular are recruitment agencies, executive search firms and internal recruitment.

The Recruitment 'Agency'

Recruitment agencies come in all shapes and sizes. Some are specialist, others are generalist and can certainly help businesses sourcing candidates effectively.

Recruitment 'Agency'Pros

- Access to candidate databases
- Saves internal time
- You get access to some recruitment experience
- Outsourced candidate management and contact

Recruitment Agency Cons

- You rarely find industry knowledge in generalist recruitment agencies.
- Passive candidates are not targeted only those who are actively looking and apply for the position or those who are registered within their database.
- Candidate driven environment
- Can initially seem expensive as a resource.

Executive Search Firms and Headhunters

Often confused as a recruitment agency, executive search firms and headhunters source candidates through meticulous search efforts. Executive search firms and headhunters mainly focus on passive candidates and existing networks.

Executive Search Firms and Headhunter Pros

- Maximum access to passive candidates (those who are not actively looking for a new role)
- Expert knowledge of hiring in a specific industry and for specific roles, namely senior roles.
- Saves time
- Client driven business models
- Good firms get to know your business to work as an extension of your business.

Executive Search Firms and Headhunter Cons

- Can initially seem expensive
- Finding the right firm that understand your business can take time.

Internal Recruitment

Internal recruitment requires companies to hire an internal recruitment specialist as an employee. This individual or team would be responsible for managing the entire recruitment process.

Internal Recruitment'Pros

- Can seem less expensive (however will be similar to the price of executive recruitment)
- Internal recruiters will have a full understanding of the company's culture

Internal Recruitment Cons

- Extremely time consuming
- Lots of admin work, sorting through CV's and judging whether individual are suitable.
- Little or no expert knowledge of the roles which are being recruited for.
- No network or database with candidates.

Who You Should Choose

1-2 Hires

If your business only requires 1-2 hires don't waste the time or the money embarking on a journey of trying to find a good recruitment agency or executive search firm. The chances are that you already have people in mind for these roles or you can ask for recommendations from your existing employees. Referrals are one of the most effective recruitment sources. If you don't have the experience of recruiting you can simply ask external recruiters for advice. Most good recruitment firms will offer advice for free.

When the times comes when you want to hire more people, these recruitment relationships which you have developed will be of great help.

3-10+ Hires

If you're looking for key candidates in specialist roles or senior level hires, choosing the right executive search firm or headhunter is your best option.

Great executive search firms have the network and experience to be able to source these hard to reach individuals. These firms identify passive candidates that are suitable for the role, rather than relying on individuals who apply for positions and who are actively looking to move companies.

Working with an executive search firm can save you lots of time as headhunters will take the time to qualify every potential candidate before they are put forward for hiring managers.

When making a decision on which executive search firm to work with, make sure they understand your company and your culture so they can position it correctly to potential candidates.

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What Makes a Good Partnership?

A specialist recruitment search firm should be an extension of your company. They must invest the time to get to know you, your company and your company culture. Here are a few points you should qualify your external recruitment partner on.

Common Principals

Having common principals in business makes working together considerably more efficient. An external recruiter should be working as an extension of your business so they can hire the right people for it.

External recruiters need to understand your company principals and your culture to ensure they know what kind of people they're looking for. This extends way beyond a candidates skills and experience. Get to know the recruiters who are going to be working on your roles so you know you're making the right decision.

If you're not motivated to get to know your recruiter, you're working with the wrong one.

Trust

Like in any business partnership, you need to have a mutual trust. Get to know a few recruitment businesses and judge how much you trust them and their ability to do the best for your business. How have they worked with their previous and existing customers? Research them beyond a phone call. Look at reviews online but make sure they come from independent review platforms.

Cultural Synergy

If you're in a position of growth, it is likely you have a great company culture. Choosing a recruitment company who has a similar culture to you will make it easier for them to work alongside your company, as an extension of your business.

Having cultural synergy increases the understanding of the type of people you're looking for.

Work Ethic

If you have a good work ethics, you'll want your external recruiter to have one too. Go through their plans on how they plan on finding you great candidates and understand each other processes so you can make your recruitment journey as efficient as possible.

Before working with a recruitment company ask about their previous experience in the roles they have hired for and the growth of companies they have previously worked with. This information should give you a clear idea of whether they have the right capabilities.

Your recruitment partner should know you, your company culture and the unique features that make your company stand out from the rest. Ask yourself whether your recruitment partner can protect and project your brand and whether you trust them to do this effectively. Partnering with a recruitment company that doesn't fully know you and your brand can damage your reputation in an already competitive recruitment market.

Above all, you need a recruitment partner you trust and that can work as an extension of your company. The representation of your company should be a top priority so choose a recruitment partner who believes in your vision and team.

For more information about working with Oakstone International, please visit our website.



