



# Recruiting in a Hot Economy

An urgent time to respond

**By delivering what leaders need and alleviating their concerns, Private Label Recruitment can be the new solution that shifts talent acquisition from a struggle to a strategic advantage.**

Today we are all working in “zero time” with zero time to waste for organizations to get talent acquisition right, right now - in this hot economy.

Record low unemployment<sup>1</sup>, consistent upward pressure on wages<sup>2</sup>, fewer qualified applicants per open requisition<sup>3</sup> and low unemployment are the “perfect storm” forces - amid a fiercely competitive marketplace - driving organizations to rethink their talent acquisition strategy.

This hot economy is putting pressure on compensation packages with competing companies willing to pay top dollar for Top Talent. Passive candidates are now actively listening with confidence in the economy -- testing their value in the marketplace. Therefore, a response such as a wait and see recruiting attitude could damage a company’s competitive edge for talent today as well as for the foreseeable future.

This economy has caused Top Talent recruitment to become more costly and complex to conduct efficiently in-house, and more importantly, costly to the strategic growth and profitability of the organization. These economic conditions will likely remain, further supporting this could be the right time to shift talent acquisition to a strategic advantage.

While in the past, only extremely large corporations could prove a compelling business case for a partnership solution. However, the

advent of Private Label Recruitment opens the way for companies of all sizes to garner the benefits of engaging an expert talent acquisition partner.

Organizational and human resource leaders want recruitment partners to produce more than a dozen benefits<sup>4</sup>. **Consider the Top Four:**

## High Quality Candidates

Deliver a high-quality candidate pool from which to draw new hires which stabilizes its work force

## A Simplified Process

Create a simplified recruiting process and experience for candidates and hiring managers

## Cost-Savings and Scalability

Provide an expert, cost-efficient recruiting staff that is flexible - when hiring demand is high or low

## Great Employer Branding

Promote an ‘Employer of Choice’ brand in the marketplace

With talent acquisition safely off-boarded, corporate leaders are counting on HR to focus on delivering the best results possible on core internal HR competencies, such as managing and developing employees as well as internal initiatives that advance the organization's goals.

**Studies indicate the business case for a talent acquisition partnership is proven in the results obtained in three key metrics:**



### Productivity

High quality operational new hires create an average **annual increase of 40 percent in productivity**



### Profitability

High quality managerial new hires create an average **annual increase of 49% in profitability**



### Revenue

High quality sales new hires create an average **annual increase of 60% in revenue**

While those metrics are alluringly compelling, HR leaders have indicated concerns and questions about potential talent partnerships. According to global research on the topic, these are the issues they fear:

#### Lack of Control

Lack of control is the top concern because the internal leader can be held accountable for the results – “How will I maintain my influence in the process?”

#### Communication Gaps

HR leaders worry that communications with the talent acquisition partner will not be timely – “What if senior management asks me a question about an opening?”

#### Productivity

“Hard cost savings don't outweigh soft costs,” HR leaders say. They questioned, “Is the quality of candidates truly better? Is the employer brand enhanced? Is the hiring process more effective?”

#### Negative Effects on Culture & Morale

How will hiring managers respond to having the talent acquisition duties handled by “outsiders”? “Can they truly embrace our unique culture?”

#### Recruitment Reliability

Perhaps all five concerns can be summed up in the final: the reliability of the recruitment partner. “How can I trust this recruitment team?”

## In this economy, could Handler work for your company?

Handler is designed to deliver what leaders need and alleviate any fears that they may have when it comes to control, quality, culture, and reliability. Handler relies on its proprietary, 7-step unique process to deliver a unique client experience with excellent recruitment results. Here's what you can expect in a Handler Partnership explained by our clients as they share their Handler experience:



### Control & Communication

Daily communication, weekly phone briefings, monthly reporting and in-person meetings are built into the process so everyone is updated and fully engaged.



### Quality

Daily communication, weekly phone briefings, monthly reporting and in-person meetings are built into the process so everyone is updated and fully engaged.



### Culture & Morale

Handler matches for leadership qualities and culture fit. It's not enough to have character and competency; the culture fit is essential for long-term success.



### Reliability

Handler is the longest-standing retained executive search firm in Atlanta. Trusted with 3,000 searches over its 40-year history, we state our reputation upon our values of Accountability, Enthusiasm, Excellence and Partnership.



I'm a control freak, and to not know what's happening would be a deal breaker. I know everything. It's critical because when people ask me, 'Hey, where are we?' I know the answer.

**Avi Stadler, General Counsel and Chief of Staff to the CEO.**

They only brought quality candidates to the table for us to interview. We were very pleased with our candidate selection pool.

**Ron Carey, Chief Revenue Officer.**

If you didn't know what we were outsourcing, you couldn't guess it. Our employees don't realize that our recruiting team members are not our employees, because they act like our employees. They care that deeply.

**Avi Stadler, General Counsel and Chief of Staff to the CEO.**

The Handler team looks out for our business. They have brought a completely different level of professionalism to our organization. Their approach has been so beyond what we could have done on our own that it's remarkable. People are enthusiastic, and I'm very proud of the culture we're building.

**Terrie Campbell, CEO.**

## How Will You Respond?

This hot economy brings with it new challenges for Top Talent recruitment. The U.S. economy is experiencing job creation at levels unseen in decades with nearly an invisible unemployment rate. How will your company use this supply / demand talent market as a strategic advantage? We believe Handler can provide you the advantage you need with a proactive approach to recruiting Top Talent for your organization. What's more, you don't need to let recruiting keep you up at night anymore. The Handler Team is accountable and ready to partner with you every day. With Private Label Recruitment, you can win the war for talent in these urgent times. As a leader in your organization, how will you respond?