



NETGAIN

A Premiere Search Firm

Separating the Wheat from the Chaff

Whether you have an HR or Recruiting department assisting you, or even if you're on your own and you place an ad online as a hiring manager, be prepared to be inundated with candidates in a way you haven't seen before. With the recession hitting it's stride, you'll likely see many more resumes in these categories:

- 1) Unemployed
- 2) Those are going to be unemployed shortly
- 3) Those that are afraid they will be unemployed soon
- 4) A small number of people who won't be laid off, but feel their companies are going the wrong way

In each of these areas, there are outstanding candidates (even amongst the unemployed). The problem is that you'll have to weed through a thicket of resumes to hopefully find one of those top people. And when you find a top person, if they are unemployed, you will have another challenge: How do you know that they are genuinely interested in your job, and not just interested in getting into something... anything that might work for them temporarily until they find a job they really want?

One solution is to hire us (shameless plug). We screen out tire kickers, those that are overqualified and those that wouldn't match well to your team and company culture. And candidly, we've gotten pretty good at this.

Another solution is to simply talk candidates out of being interested in a job. This runs contrary to normal recruiting approaches, which is really a shame, as it can be very effective at disarming a candidate when they're mid stride in a sales pitch. It puts them in a position where many will acknowledge that indeed, they are not a good match for the role.

A second approach to finding top performers in a crowded field is to recognize that you're target is someone who has 70-80% of what your well written job description calls for, and makes up for the missing experience with work ethic and team chemistry. This approach helps you in two ways - it shortens the time looking for the perfect candidate, and it gives your new hire some breathing room to grow into the role. If you indeed have hired an A candidate, they will exceed your expectations even with less experience than you thought would work.