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Search and Placement Section Forum

Reasserting the Personal Value of Recruiting in an Electronic World

John Ruffini

National Director, Direct Hire Placement, Training, and Development



Randstad Professionals



randstadusa.com

Wednesday, Oct. 28

3:45–5 p.m.





 American Staffing Association
 Search and Placement Section Forum
**Reasserting the Personal Value of Recruiting
 in an Electronic World**
 John Ruffini
 National Director, Direct Hire Placement, Training,
 and Development
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 Wednesday, Oct. 28, 3:45-5 p.m.
 **1.25 CE**

 American Staffing Association

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Agenda

- Evolution of Recruiting
- Current Uses of Technology
- The Human Touch – A Lost Art
- Humanizing Our Technology
- Summary
- Questions (and maybe answers)

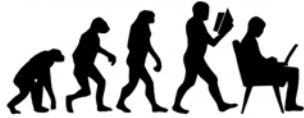



The Evolution of Recruiting

According to Webster...

Recruit: To find suitable people and get them to join a company, an organization, the armed forces, etc.; to persuade someone to join you in some activity.

So...when did recruiting as an industry officially begin?



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The Evolution of Recruiting

Timeline

- 1940's: Recruiting as an industry begins (WWII)
- 1970's: Recruiters begin to work for clients
- 1990's: The Internet impacts recruiting
- 2000's: Social networking impacts recruiting
- 2015 and Beyond: ???



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The Evolution of Recruiting

The Art of the Deal

- In 1995?



- In 2015?



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Current Uses of Technology

- How is Technology used in our DAILY routine?
 - LinkedIn, Facebook, Twitter
 - Email
 - Job Boards (CareerBuilder/Monster/Indeed)
 - VMS Software (Fieldglass)



- Does this foster conversation?
- What "two-way" communication methods exist within these portals?
- Ask yourself how you could "humanize" the technology you use.



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The Human Touch – A Lost Art

According to the Cambridge Dictionary:

Human Touch: A friendly and pleasant way of treating other people that makes them feel relaxed.



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The Human Touch – A Lost Art

The Human Touch Allows Us To...

- Explain our expertise
- Offer understanding
- Convey expectations
- Ask for trust
- Explain our process (and our risk)
- Make recommendations and suggestions



HUMANIZE: Set the tone. Tell people that *you* prefer the phone and in-person communications... so it's not a shock and they can / will respond.



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Technology – Linked In

- How do you use it now?
- What are some very effective uses of this technology?
- What are the dangers?
- How can we humanize?



HUMANIZE: Invite to lunch or coffee.



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Technology - Email

- How do you use it now?
- What are some very effective uses of this technology?
- What are the dangers?
- How can we humanize?



HUMANIZE: use email to "Schedule" a call; use in conjunction with the phone, not as a replacement.



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Technology – Job Boards

- How do you use it now?
- What are some very effective uses of this technology?
- What are the dangers?
- How can we humanize?



HUMANIZE: Emphasize the relationship and the nature of your network/genre – de-emphasize a "single" job order.



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Technology – Vendor Management Systems

- If it's a "Touch" account – CALL THE LINE MANAGER
- If a "no touch" account -



- **HUMANIZE:** Explain our process... what do we do for them / what will they get from us...



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Things Technology Cannot Do (as well as a human)

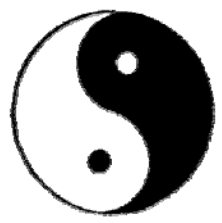
- Talk
- Listen
- Repeat back / reflect what you THINK you've heard
- Adjust to emotional response / read body language
 - Verbal
 - Non-Verbal



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Summary

- Technology is important... people are more important
- Use technology in addition to, not instead of
- Know what technology can do for you and what it cannot
- Maintain a balance



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Questions?



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Thank you for attending this
Staffing World 2015 Section Forum



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