



Four Principles to Engage and Influence Candidates

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C&A Industries

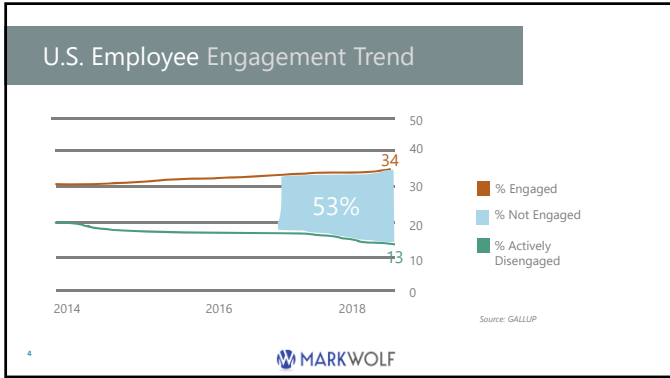
C&A INDUSTRIES / MEDICAL SOLUTIONS 1998-PRESENT

Light Industrial Recruiter
1998

Director of Performance & Sales Training
2007-present

2001-2007
Launched Technical & Healthcare Division

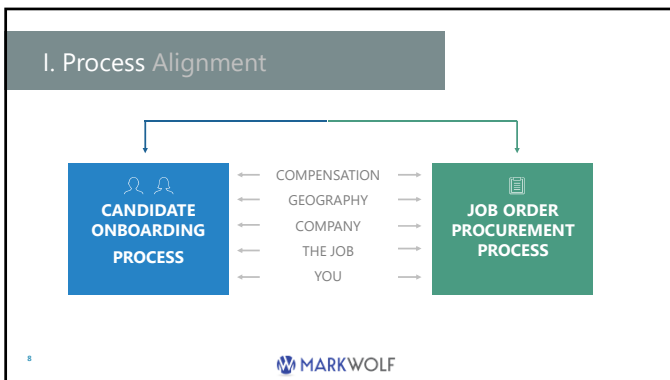




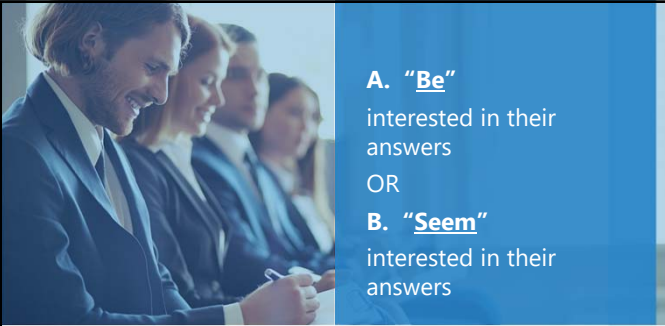






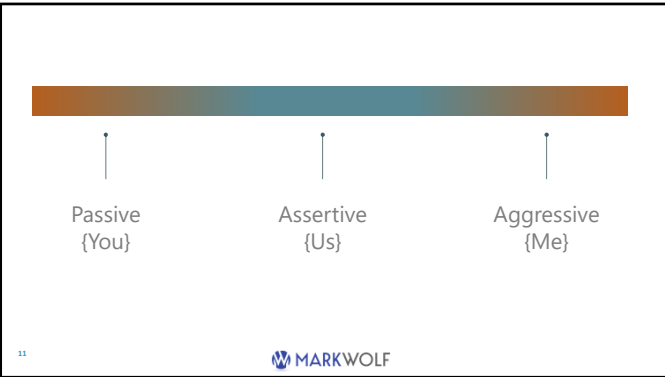






A. **“Be”**
interested in their answers
OR
B. **“Seem”**
interested in their answers

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Passive {You} Assertive {Us} Aggressive {Me}

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III. Build Strong Emotional Ties

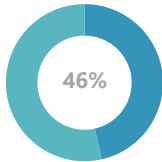
12 MARKWOLF



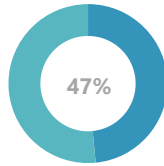
20,000 Policyholder
"Loneliness" Study

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Cigna Survey



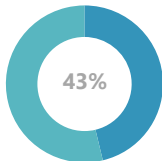
Sometimes or always feeling alone



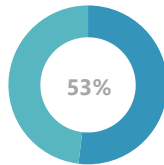
Felt left out

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Cigna Survey



Felt Isolated from others



Lacked meaningful In-person relationships

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III. Create Strong Emotional Ties

- ✓ Make connections, not contacts
- ✓ Be present
- ✓ Provide genuine pleasantries
- ✓ Become an in-depth investigator

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III. Create Strong Emotional Ties

- ✓ Create professional social groups
- ✓ Include candidates in their job searches
- ✓ Provide them help along the way

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III. Create Strong Emotional Ties

- ✓ "THANK YOU for your time with me."
- ✓ "I would be privileged to partner with you."
- ✓ When's the last time you mailed a hand-written note?
- ✓ Abandon Some Technologies

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“Technology has created a lack of connectedness between people.”
- Dr. Jean Twenge, Professor of Psychology

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IV. Gain Commitments

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IV. Gain Commitments

Step 1
Let them commit

“When I (present an opportunity for you to review), how soon do you think you'll be able to get your feedback to me?”

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IV. Gain Commitments

Step 2
When they fail to keep it

“
When we spoke earlier, you thought it would work for you to get your feedback to me on Friday by 4pm. That doesn't seem to work for you. What would be a better timeframe?
”

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IV. Gain Commitments

Step 3
When they are unrealistic

- “Would you mind if I...”
- “Would you be open to...”
- “What are your thoughts about...”
- Terminate the partnership

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“
To handle yourself, use your head;
to handle others, use your heart.
”

- Eleanor Roosevelt

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Summary



1. Candidate & Job Order Alignment
2. Create an Image
3. Build Strong Emotional Ties
4. Gain Commitments

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“ Strive not to be a success,
but rather to be of value. ”

- Albert Einstein

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