

A New Year – Perfect Storm to Recruit Top Talent

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Well, here we are. It's 2011. The beginning of a new year. A time to reflect on the past and look into the future. For many, it's time for their yearly "mid-life crisis". As another year goes by, we most often reflect on:

- Health – Not getting any younger!
- Financial situation – Did my 401k go up? Did I pay down debt? Am I getting closer to retirement?
- Career – Is this where I thought I would be at this time in my life?

This is often a time for dreaming and wishing and planning for a better life! In this state of mind, many will be open to more adventure/risk in the hopes of achieving a better quality of life!

It sounds to me like a perfect storm for recruiting top 'passive' talent!

As you get back into the groove after the holiday season, it is a perfect time too:

- Contact top talent from your competition! Somebody might be ready to make a change.
- Re-contact top performers that have not shown interest in the past.
- Cast a wide net on those folks that were not open to relocation in the past. The family might be ready for an adventure and . . . the housing market is a tad better!

As we have written about in past [blog posts](#) the key to your ability to recruit top talent includes:

- Timing (I'm proposing the time is right)
- Compelling message (In less than 30 seconds, can you convey a compelling value proposition that answers the two questions – "So What?" and "What's in it for me?")
- Tonality in both your written and verbal communication – Are you positive? Do you convey excitement about the opportunity you have to offer? (Sales 101 – 50% of the close is a result of your excitement and passion for the product/service that you sell!)

Sooo – What are you waiting for? There's no better way to get back into the swing of things than by carving out some time to source top talent for your organization (and maybe a little time for exercise too :))!

Hope you are having a Perfect Week!



Recruiter Academy Founder David M. Szary is an authority on developing progressive, innovative recruiting and retention strategies for companies seeking to develop a "World-Class" recruitment organization. Since 1998, he has worked with more than 1,500 companies in 42 states and nine countries -- including some of the largest and most recognized organizations in the world. Szary is the developer of the first metrics-based recruiting and placement management system (Recruitment Operating SystemSM) as well as the creator of the industry's first objective, performance-driven certification program for recruiters.