

Who is Blitzing?

SEPTEMBER 1, 2010

In a [recent broadcast](#), we talked about injecting some fun into sourcing for top talent. Well, our team took it to heart and . . . over the last 4 weeks committed to having some fun while getting in dedicated sourcing time.

As outlined in the [blog](#), folks could ‘opt’ into 3 daily sourcing sessions (7:30 to 8:30, 11-12 and 4-5). These times were selected based on their experience of catching people live during those times.

During the first week, to check out who was going to attend a session, someone would send out an email – **Who’s Blitzing!?** (as in call blitz). The folks who were doing to participate would quickly shoot back an email confirming participation.

Over the course of the month, it was amazing to see these sessions ‘take off’ three times a day. Most importantly, it was great to see how this ‘fun’ challenge drove some very positive behaviors including:

1. Folks scheduling in sourcing time BEFORE other activities like interviews, meetings, etc. which is a key principle of our [Perfect Week, Perfect Day Time Management methodology](#).
2. Folks being prepared for each call session with enough names for the blitz. This usually meant 2-3 hours of sourcing ‘research’ time to set up these call sessions. Again, another positive outcome of the challenge.
3. Motivation – Everyone that has participated clearly agreed it increased the quality of sourcing time! The 7:30 to 8:30 and 4-5 time slots were very productive and before this event . . . those call times were a hit or miss for the team. Some would get hit and some would be missed. Moving forward – - it will now become part of their routine.
4. Folks are seeing the benefits from this hard work!

Most importantly, everyone has seen increased candidate flow to some very difficult to fill positions during the month that often brings lukewarm ‘effort’ as folks seek to enjoy the end of the summer!

I encourage you all to consider injecting some fun into your sourcing routine as we head into the last “official” week of the summer!

 THE RECRUITER ACADEMY



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.