



**Help
Wanted**

**When it makes sense to get
outside recruiting assistance**





The competition for talent is fierce. Companies everywhere are looking to hire the “best and the brightest” to take their operations to the next level. Average is no longer acceptable. When you are in need of key talent, there are two ways to proceed:

- Hire on your own (i.e., DIY or “do-it-yourself”)
- Work with a qualified, reputable, professional recruiter

So if you are in need of talent, which path do you follow? It is not an easy decision, so before you decide, read through this guide. It highlights both paths and then helps you decide which one will work best for your company.

In these pages you will:

- Discover the pros and cons of DIY versus Professional Recruiters
- Learn the major factors to consider during your decision-making process
- Learn the steps you need to take to ensure success – no matter the method you choose





If you want something done right, do it yourself.

Parents have been saying this to children for generations. But is it true? Is DIY the best way to get the recruiting results you want? The answer is a definite...maybe!

When you take on any type of DIY project, you have the most control over the process. With DIY recruiting, you choose the hiring methods. You choose the timing. And if you know what you are doing, you can get great results.

But that's the catch. You need to know what you are doing. And you need to have the time to do things right. Recruiting is a long, complicated process, and – if you lack the time or expertise – it can be very difficult to get the results you want.

Let's look at the pros and cons of hiring talent on your own.



Pros of hiring on your own

- **No one knows your business better than you**
 - You know exactly what skills and personalities will work best in your company.
- **No outside fees**
 - DIY is always one of the least expensive methods (in terms of hard dollars), regardless of the situation.
- **Cast a wide net**
 - Once you begin advertising the available position, the fact you are hiring becomes widely known. This draws candidates to your company.



Cons of hiring on your own

- **Long time to hire**

- Recruiting is a time-intensive process. Analyze whether or not you have the time needed to locate, recruit and screen all candidates.

- **Lack of expertise**

- Question whether you have the expertise needed to locate and recruit the perfect candidate, therefore, avoiding risk and the high costs of making a bad hiring decision.

- **Lack of access**

- Advertising available positions will draw active candidates – those already looking for a job. Consider whether you have the established, credible talent network needed to recruit quality, passive candidates.

- **Lack of confidentiality**

- Once you begin advertising the available position, everyone will know you're hiring. If you're looking to replace an existing employee, this makes for a difficult situation.



Do what you do best and outsource the rest.

There is an increasing trend in today's business environment to outsource non-core business processes in an effort to maximize ROI (return on investment). The same holds true for recruiting; however, as in all things, there are risks.

Let's look at the pros and cons of working with a professional recruiter.



Pros of working with a professional recruiter

1. Shorter time to hire due to a recruiter's:
 - a. Established talent network.
 - b. Industry knowledge and expertise.
 - c. Focused approach.
2. Deep understanding and experience. Recruiters can help you:
 - a. Develop job descriptions and compensation packages.
 - b. Benchmark other high performers in similar positions.
 - c. Search and identify best candidates in terms of skills, expertise, personality and character.
 - d. Manage the interview process.
3. Higher return on your investment (ROI)
 - a. Recruiters locate and recruit quality candidates.
 - b. Top performers have an extremely high ROI – producing 4x more work than what is expected.
4. No loss of focus
 - a. Recruiters handle the time-consuming and administrative aspects of sourcing and screening, freeing you to devote more time to other key priorities.
5. Less risk
 - a. With a contingency-based recruiter, there is no fee unless you hire their candidate.
 - b. Most recruiters offer some type of guarantee for their services, reducing your hiring risks.



Cons of working with a professional recruiter

1. Fees

a. Recruiters do charge a fee for their service.

2. Cost of time

a. It takes time to find a qualified, reputable recruiter who best fits your style.

3. Lack of understanding

a. A careless or inexperienced recruiter may not understand your business or be imprudent with proprietary information.



Which path is right for you?

After analyzing the pros and cons of each method, it is time to decide what makes the most sense for your next hire.

There is not a “right” answer. Sometimes it makes sense to hire on your own, and sometimes it makes sense to use a professional recruiter.

The trick comes in identifying both the internal and external conditions that exist and then matching those up to the hiring method that works best.

Let’s look at some questions you need to ask in order to:

1. Appraise your current hiring practices.

- a. What hiring method have you used in the past? DIY? Recruiter?
- b. Did either method yield the desired results?
- c. How much is your true cost of hiring? (Include cost of time to recruit, screen and interview; lost productivity; cost of a bad hire; plus all “hard” costs of hiring.)

2. Conduct a needs analysis.

- a. Do you have the time and resources available to properly recruit, screen, interview, assess, reference check and follow-up with each candidate?
- b. How much would it cost you to replace a bad hire (i.e., do you need a recruiter’s guarantee)?
- c. Does your hiring situation require confidentiality?
- d. How quickly do you need the position filled?

3. Consider current market and employment conditions.

- a. What is the current unemployment rate - nationally, locally and for job type?
- b. Is your location a desirable one?
- c. What are the emerging industry trends which could impact your ability to hire needed talent?
- d. Do you understand the job scope and compensation range of other high performers in similar positions? Locally and nationally?



Match your needs to the best technique

After you fully understand the conditions and environment in which you are working, you can best match the hiring method to your needs. In some cases, hiring on your own is the best answer; sometimes, working with a professional recruiter is the best fit.

DIY is the best choice if you have:

- Built recruiting into your everyday schedule. Ask yourself if you are actively involved in networking events. Are you constantly on the lookout for new people?
- An established talent network to leverage in your recruiting process.
- The internal talent, resources and time to conduct a search yourself.

Working with a recruiter is the best choice if you want a:

- Better quality candidate.
 - Recruiters have established talent networks for qualified passive candidates.
 - Savvy candidates use recruiters because they:
 - make sure résumés get seen
 - provide advice and coaching
 - expedite the recruitment process
 - confidentially represent individuals (especially important for employed candidates)

- Better return on investment

- Top performers have much higher business impact than average performers
- Top 5% of the workforce produces 26% of their companies' output

- Lowered risk threshold through:

- Guarantees – most recruiters offer some sort of candidate guarantee to their clients
- Contingency search – payment is made only when new hire starts work

- Simplified process

- Recruiters can reduce the stress and trauma of dealing with the variability found in the hiring process. (i.e., candidates changing their mind)



What can you do to ensure success?

Any newly hired employee will work for you. Regardless of the hiring method chosen, you should always:

- Properly define the role.
 - What are the person's goals and objectives?
 - What are the person's day-to-day activities?
 - What is the reporting structure?
- Develop a "perfect candidate" profile. Go beyond technical skills to determine the "soft" skills (personality, etc.) that will help make for a successful match.
- Benchmark other high performers in the same position. This includes:
 - Needed skills and traits
 - Compensation range

If you work with a recruiter:

- Establish a fee relationship first. Make the decision whether or not you will enter into a:
 - Retained search agreement – you work exclusively with the recruiter and will pay the fee upfront.
 - Contingent search agreement – you pay the recruiter only when the newly hired employee starts work.
- Vet the recruiter the same way you would a new employee. Careless recruiters can:
 - Waste time
 - Turn off/offend prospects
 - Reveal confidential information



The Best Decision Comes from Self-Assessment

Finding the best talent possible is of vital importance in today's competitive business climate. The choice to hire on your own or work with a qualified recruiter is a hard decision. There is no set answer; however, be reasonable when appraising your abilities. You may have a fantastic talent network, but everyone gets busy with their day-to-day job duties.

Not all recruiters are created equal, and the process of finding a qualified recruiter can take time. However, the search for talent is too crucial to not invest both the time and the resources to make the best match possible. So if you feel that you have the network, skills and time to successfully navigate the entire process, hiring on your own is a viable solution.

If not, work with a recruiter. There will be a fee, but by quickly hiring top performers who "hit the ground running," you'll immediately reap the positive impacts they'll make on your business.

