

Recruitment Methodologies – Points of Difference



	Selection	Agency	Search
Key Features	<ul style="list-style-type: none"> • Advertising-based recruitment; • Short term, individual projects; • Charge fee only if the candidate is hired. Sometimes also retained. 	<ul style="list-style-type: none"> • <u>Sales-based</u> recruitment: “Brokers of People” • Actively market Candidates to the market – often to multiple clients; • Usually work with larger numbers of clients; • Charge fee only if the candidate is hired. 	<ul style="list-style-type: none"> • <u>Research-based</u> recruitment commissioned on behalf of clients; • Provide a benchmarked short list against wider map of the target pool of Candidates (the “Universe”); • Usually charge retainers and demand exclusivity.
Advantages	<ul style="list-style-type: none"> • <u>Saves time</u> and effort in managing advertising in-house; • <u>Maximises reach and impact</u>; • <u>Can provide a wide selection of candidates</u> from differing backgrounds, helping to refine required candidate profile. 	<ul style="list-style-type: none"> • <u>Lowest risk cost-wise</u> since fee is entirely success-based; • <u>Candidates are ‘drip-fed’ on an ongoing basis</u>, allowing opportunistic hires of strong candidates; • <u>No exclusivity required</u>, allowing several firms to feed in candidates simultaneously. 	<ul style="list-style-type: none"> • <u>Work exclusively on behalf of the Client</u>, so can be more closely controlled/targeted; • <u>Provide a benchmark</u> against which short list candidates can be measured; • <u>Can engage with the best candidates from the whole market</u> – not just those actively looking to move;
Disadvantages	<ul style="list-style-type: none"> • <u>Unpredictable results</u>; can draw a blank; • <u>Attracts only those looking to move</u>; • <u>Recruitment process can be lengthy</u>. 	<ul style="list-style-type: none"> • <u>Rarely any process</u> so candidate profiles often do not fit requirements; • ‘Drip feeding’ means process <u>tends to take longer</u>; • <u>Attracts only those looking to move</u>; • Is more sales-based and less research-based therefore <u>less market knowledge/added value</u>. 	<ul style="list-style-type: none"> • <u>More expensive</u>; • <u>Initial research is lengthy</u> (about 4 weeks); • Have <u>Off Limits conflicts</u> so they cannot recruit from their client list; • <u>Not effective for junior roles, or for roles where the universe cannot be clearly defined/de-limited</u>.
Recommended Use	<ul style="list-style-type: none"> • When role is not business-critical and, or the Client does not have a clearly-defined universe from which they wish to recruit; • Useful for situations where the candidates’ skillset is more important than their precise job function (or industry). 	<ul style="list-style-type: none"> • When the role is not business-critical; • Useful for Junior/Mid level hires; • Ongoing relationship, whereby candidates are continually introduced as they become available to the market. 	<ul style="list-style-type: none"> • For business-critical hires, where the target Universe can be clearly defined/outlined; • Useful in a medium to long term, strategic/ advisory relationship.