The Simple method of working smarter

“Using Time, Tools and Techniques to get your life back”

Part 1: The ePrinciples and Time Wasters

Over the past two years, as the economy has struggled for most of America, we in the recruiting world have had to work harder and harder and put more and more time in. Spending more time away from our family, friends and the things we really want to do and more time on the phone – just to make ends meet. My question to you is this… Wouldn;’t you like to get your life back?

Here is a simple excersise. What are the three things you spend the most time doing a day? Write them down. My next question is, what are the three things most important to you in life? If your like most of us, the three do not correlate with each other. We all have to work, but finding ways to spend more time with the things that are most important should be everyones top priority. We all know, that at the end of our life times, we WONT be saying I should have spent more time at work.

Great idea you say, but I hear from recruiters all the time “I don’t want to continue to just work harder”.   We don’t live to work, we work to live. We don’t want to put more time in, get home later and later, spend less time on what we really want to do.  Society is trending towards working less and playing more. With the addition of the Y generation in to the workforce and the Four-Hour work week phenomena - all contributed to a major shift in our society. More and more people want their lives back.

But there are some things we can do – to work smarter, and get the work life balance back we all want. Lets explore some of these concepts.

The ePrinciples - Pareto Rule, Efficient and Effective

Vilfredo Federico Damaso Pareto was a smart man. Besides being an Italian Engineer, he was also a sociologist, economist and philosopher. He made several important contributions to Economics – particularly in the study of income distribution and in the analysis of individuals choices. He said that 80% of the land is held by 20% of the people. Many have taken this philosophy to every field. In recruiting the 20% of the activities that net 80@ of the results are those activities that lead to Job Orders, Candidates, Sendouts and those that lead to placements.

Which leads us to the terms Efficient and Effective. One of the questions we need to be asking ourselves on a daily basis is this “IS what we are doing right now both efficient and is it effective?”.

In the movie the “The Pursuit of Happiness”, Will Smith plays Chris Gardner who was a young unemployed man with a young son – who got an internship at Dean Witter and was competing for 1 of 2 positions available at Dean Witter. Due to having to leave at 5pm to get his son from Childcare early, he had to get more done during the day then his competition. He did it by not using bathroom breaks and not letting the actual phone set back down on the cradle, just hit the dial tone button and dial again. He figured he could save over 8 minutes an hour by doing that and thus not have to work after 5pm. That is a great example of being efficient. Doing the things to cut down on time, and using time to its best advantage.

Effective is asking yourself. Is what I am doing right now effective. Effective means Having an intended or expected effect. Let’s use a marketing presentations for instance. There are many types of ways to do a marketing presentation. From flipping a recruiting call to doing an MPC presentation the key is determining what is really working. You can dial all day long and leave voice mail. Sure you will be busy, but you will be miles away from being effective. Determing what is Effective for you is critical to finding where to spend your time.

Speaking of Time. Another way to stop doing harder and start working smarter is to determine what things are eating up your time, that you can do without – thus saving you that time. Here are some of Recruitings biggest time wasters.

Planning, Research and Recruiting – at the same time

Its tough to do three jobs at once, however for many of us, that is exactly what we try to do. If we try to do planning, researching and recruiting all at the same time – we become very ineffective at all three. The way to get around this is find times during the day, that you can best do the three activities. In my office we plan after 4:30pm. It’s a good time, while things are winding down for the day, that we can get a solid 45 minutes in of focused research in order to plan effectively for the next day. That way we plan after the critical phone time and have time during the day to focus on recruiting and marketing.

Checking Email or Facebook constantly

Many good sales professionals- and Recruiters – have a slight case of ADHD. We find ourselves off focus looking at the latest shiny object. When we see an message on facebook or email the tendency is to….look. This takes us off focus from everything that we know we need to do during the day. Make a practice of checking email twice in the morning and twice in the afternoon during critical call times. Facebook can wait until lunchtime or after 4pm. I am sure you won’t miss that much of what is going on in life.

Over researching and analyzing before the call

Many recruiters tend to look over a resume or company for what seems like 30 minutes before picking up the phone and making the call. We can all research or analyze a little more, but we are really doing is just procrastinating and not picking up the phone and making a call. My rule, if the candidate is a 70% fit, Im calling. I can look for key words, companies and make a decision to call within about 15 seconds. Better yet, I can do this during planning time and just pick the phone up and call during critical phone time which is 9-4:30pm in my office.

Connect hour padding

We all like talking with a candidate or hiring manager and building that ever need trusted advisor relationship. Often times we make ourselves believe that we are building a relationship when in actuality we are just wasting time. Remember, the more time we waste, the more we work. Here is how to tell if you are connect hour padding. If you have phone calls longer than 10 minutes with individuals or candidates that are not going forward in any opportunity or you have gained no further insight into clients or potential clients… you are connect hour padding. Catch yourself connect hour padding and get off the phone.. Oops…look at the time. I got to run.. We will chat again soon…

The inability to direct the call

Personal business during Critical Phone time

Conclusion

Life is short. The more time we can spend on what really matters to us, the better oour life becomes. Make a decision to do what you can in order to work smarter and not just harder. In the long run, it will be one of the best decisions you have ever made.

Next Month: The Simple method of working smarter

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Part 2. Using Technology To work Smarter

Using Technologyto Work Smarter

Using Technology to Work Smarter

* Alerts - Candidate, Client and News
* Touch Plans – Candidates and Clients
* Using all technology to get a hold of candidates
* Understanding a good process for research and planning
* Using the pareto technology tools

Other time saving ideas to work Smarter

* Understand the difference between selling time and non
* Planning and prioritizing your calls
* Power Hours… WORK
* Give times for candidate call backs
* Delegate job descriptions, CDS, JOs

Conclusion

Part 3.

Recruiting and marketing techniques that help you work smarter

Marketing Techniques that help you work Smarter

* More with Existing accounts
* Use Job Aggregators – Simply hired, indeed and Jobster
* Using the power of Insight
* The soft approach… I really need your help
* Calling competitors to existing accounts
* Strike a deal – With Candidates in process
* USE JO Matrix, topgrad or get id of

Recruting Techniques

* Send CDS to candidates to fill out
* Indirect Recruit – “ Who do you know”  
  Three reasons why you are committed to making a change
* What will be the next step in your career
* What can I do to help you get there?
* Strike a deal with candidates in process
* Using all technologies to get a hold of

Conclusion