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Build a Talent Acquisition Strategy to Hire Top Talent through Relationship Recruiting

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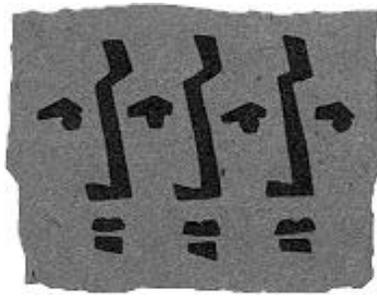
Every company wants to attract and hire A players but many staffing companies struggle to do so. Consider changing your internal hiring process by creating an internal search firm. Here is the Mee Derby model of **Relationship Recruiting** and recommendations on how to build an internal talent acquisition program.

- I. Utilize an executive search model with dedicated staff, to work in conjunction with field management where most hiring occurs
 - A. Hire a Recruiter, or Recruiter + Administrator, or Talent Acquisition Director + Recruiter + Administrator
 - B. Align by business unit or geography
 - C. Empower Talent Acquisition team to make decisions and drive process quickly

- II. Build candidate community utilizing a state of the art applicant tracking system (ATS)
 - A. Captures all documentation
 - B. Tracks candidate source, interview process, notes
 - C. Requires good job descriptions which is critical to the hiring strategy
 - D. Integrates and records all emails
 - E. Communicates open jobs, press releases, company newsletters, white papers, holiday greetings, etc using email blasts or constant contact like program
 - F. Encourages and creates passive team communication
 - G. Has built-in reporting
 - H. Commitment to constant upgrades
 - I. Mee Derby uses Bullhorn

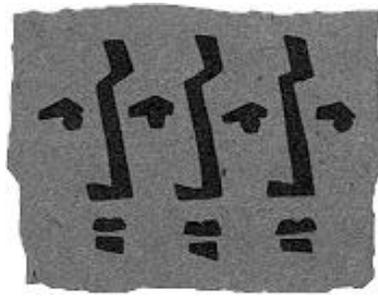
- III. Develop social media and internet recruiting strategy
 - A. LinkedIn
 1. Create company LinkedIn page
 2. Develop standard profiles pages for Talent Acquisition team
 3. Free, or upgraded accounts? Or the 5k annual Recruiter Professional services package?
 4. Invitations - the linchpin to LinkedIn success
 5. Groups - the second most important part of LinkedIn

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6. Posting jobs to LinkedIn
 - a. groups
 - b. Bullhorn Reach
 7. Research and recruit passive candidates
 - a. inmail
 - b. sending messages through groups **
 - c. contacting directly through contact information on profile page
 - d. old fashion cold calling
 - e. invitations
- B. Facebook
- A. Create a company page
 - B. Recruit using job postings to company page
 - C. Bullhorn Reach
- C. Twitter
- A. Set up Twitter account and Tweet your jobs
 - B. Bullhorn Reach
- D. ZoomInfo
1. Amazing research tool for targeted recruitment - provides names, titles and contact information
 2. Requires direct calls or emails
 3. 5K annual subscription for 5 users, or \$1500 for a single license
- IV. Company Website
- A. Post all open jobs with dynamic job descriptions and the ability to confidentially apply online with link to ATS
 - B. Search Engine Optimization (SEO) to drive job seekers to your site
 - C. Design site to attract potential internal staff
- V. Referral Network
- A. Create referral network - could bonus internal employee referrals



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- VI. Become subject matter experts
 - A. Online
 - 1. Blog
 - 2. Write articles for publication
 - B. Old fashion visibility
 - 1. attend conferences
 - 2. speak
 - 3. train
 - 4. give interviews

Relationship Recruiting builds a dynamic candidate community and will replace a reliance on job boards. It requires that an internal talent acquisition strategy be developed and the right staff hired to implement the strategy. Necessary is a commitment to staying open minded to new recruiting models and resources. It is guaranteed that **Relationship Recruiting** will change the dynamic of your recruiting organization and the quality of your candidate population, which should increase the hiring of A players.

2011 Mee Derby Source of Placed Candidates:

LinkedIn -	47%
Referral -	29.5%
Corporate Website	9.5%
Database	8%
Email Blast	6%

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