

HOW TO BE HEADHUNTED

WHAT IS HEADHUNTING

- Used when there is a very defined background from which the recruiting company is looking for. It's ideal for when someone wants a person 'who is from a competitor'. Not good for generic type positions (generally advertising is used instead).
- A typical headhunt would involve commissioning an executive search firm to help define and advise on the role to be recruited, pull together a target list of companies (anything from 15 – 30, usually competitors) to headhunt into, and then go about contacting these individuals. This could involve contacting potentially hundreds of people. The list of individuals is usually supplemented by the headhunter's own network of contacts often developed over years of relationship building.

Headhunters divide into three levels:

1. High end search. Recruiting for big companies, big names, big salaries, big job titles.
2. Mid tier. Here the headhunter may also supplement headhunting with print-based advertising. This combined method is referred to as "search & selection".
3. Hybrids. This includes agencies that use headhunting approaches in combination with other types of methodologies but where 'search' is not a core competency. Very mixed bunch and usually focused on the junior end.

Executive connections operates across all sections.

GETTING IN FRONT OF THE HEADHUNTERS

"It's not who you know, it's who knows you"

The radar

To be on a headhunter's radar, you need to be in the places that headhunters look. And headhunters, or more accurately their researchers (the highly skilled people whose job it is to identify potential candidates for the headhunter) look in a number of places:

1. Their existing database of contacts & CVs - either to find potential candidates, or to find 'sources' (i.e. warm contacts who may not be right for the job but could act as an introduction to someone who is)
2. The press
3. Target companies – companies pre-agreed with the client that the headhunter will contact directly / and network through to find the right individual
4. Company websites (e.g. the 'Management Team' section) or in annual reports, or in press releases on the website
5. Industry directories, both online and offline
6. Social networking sites – most notably **LinkedIn**

EXECUTIVE CONNECTIONS

RECRUITERS • HEADHUNTERS

The essence of getting onto the 'radar' is to become visible. That means:

1. Contact Executive Connections directly:
 - a. Register your CV with Executive Connections on www.executiveconnections.eu
 - b. Register your email with Executive Connections on www.executiveconnections.eu, so you can receive our regular vacancies newsletter.
 - c. Feel free to call: 25387600 and ask to talk with Persis or Elena.
 - d. Become a friend on our facebook group: www.facebook.com/home.php?#/group.php?gid=45874407428.
 - e. Contact Persis through LinkedIn: www.linkedin.com/in/persischristodoulou.
2. If your name is not on your company's website, make a case for getting it on there.
3. Consider setting up a Blog. But consider it carefully; blogs are really effective at raising your profile, but only if you have something (interesting) to say and you say it on a regular basis.
4. Create a profile on LinkedIn and then keep it up to date.
5. Getting in the press:
 - a. Use every possible opportunity to get quoted in the press.
 - b. If you are not currently a 'go to' person for your company's liaising with the press, make a case for that to change. You might be surprised how lacking your company is in volunteers
 - c. If this is not possible consider contacting journalists directly. This is more likely to work with trade journalists. You will need to hit them with a very clear statement about what you are skilled in. Relationships with journalists need to be fostered. Journalists are after someone who can:
 - i. Respond quickly – remember they are usually running up against tight timescales (particularly on the nationals). If you fail to return their call quickly the copy deadline could well have passed, and they are less likely to call again.
 - ii. Provide expert insight. Journalists (especially on the nationals) tend to be jack of all trades – they positively need the input and credibility of an industry expert. But you do need to be an expert...
 - iii. offer an alternative (even better controversial) view
6. Make sure your internal telephone directory (both on and off-line) is up to date with your correct job title
7. Make sure your job title is 'externally recognisable'. Having high visibility, but an incomprehensible job title, means your profile will not be raised.
8. Make sure you are consistent with what you call yourself. Headhunters are increasingly using multiple methods to ID people. If you're quoted as being "Anthony" in the press, but "Tony" on the website and "Tone" on LinkedIn the picture built of you will be fragmented. The same goes for your job title.

5 MYTHS ABOUT HEADHUNTERS

1. Being headhunted 'just happens' – very rarely...most people work very hard at it.
2. Headhunting is only for very senior positions.
3. Headhunting is dying industry – to be replaced by the internet. No, the internet's reach and extensiveness is great but headhunting is about targeting – very different.
4. Headhunters live in wood panelled offices at the top of ivory towers. No, more so than ever headhunters need to be open, approachable and accessible.
5. Being 'sweet' with the headhunters is the only thing I need to be to have a great career. Alas not, research says that the majority of career moves are actually made through personal networking.