



Stickball Meets Rugby

New Recruiting Rules to Win in a Crazy Market

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Presented by Valerie Frederickson & Mathilde Pribula, Partners

The crazy recruiting market



Candidates
receiving
multiple offers



Lack of
technical
talent

Human
Resources

Longer
interview
cycles



Misaligned
interview team



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What's your pain point?

Competing

Sourcing

Managing

Winning

Negotiating



1. Sourcing

Candidates



Discipline and metrics

Employment branding

◆ Red carpet

◆ Video the CEO

◆ Events

I ♥ MY JOB
WMM

Boosting and using internal referrals



SOURCING CHEAT SHEET

1. Create list of top 10 companies with similar products or cultures to source from – no wide net
2. Share simple talking points about your company with all employees
3. Employee referral bonus program
4. Cancel job postings –focus on active sourcing passive candidates



2. Competing



Go faster than larger tech employers

Interview cycle, offer process

Scout for acqui-hiring targets

Get them early, look at incubators



Recruit in creative ways

VC's poaching interns at bars

Tackle the founder syndrome

Learn to pitch to candidates who want to start their own company



COMPETING CHEAT SHEET

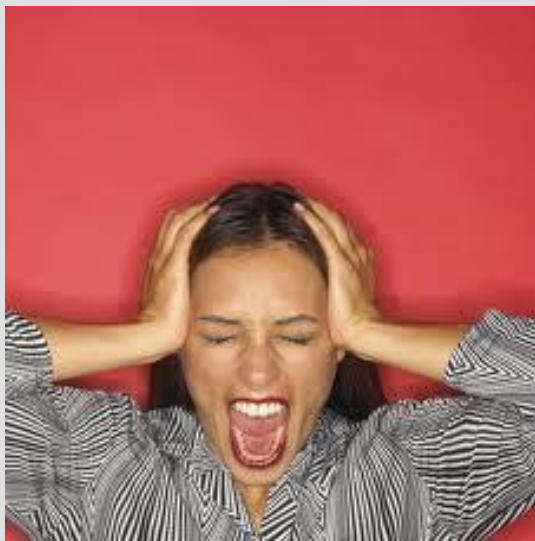
1. Create talking points for each hiring manager on “why us,” making sure each member of the interview team gives different perspective
2. Instill creativity in recruiting with HR hackathons, where recruiters can spend a full day testing out unique sourcing techniques
3. Have incumbent employees support the recruiting team by encouraging social media posts of employee events



3. Managing

Candidates

- ◆ Ideal candidate experience
- ◆ Continuous communication
- ◆ Turning off candidates



Clients

- ◆ Select/prepare interview team
- ◆ Fight the 'first candidate' effect
- ◆ Coach hiring managers: faster, better



MANAGING CHEAT SHEET

1. Have a candidate turn-off script handy and make sure everyone that has gone through an in-person interview gets a phone call
2. Prepare interview questions for each member of the interview team so the candidate won't have to repeat their stories multiple times
3. Create an "ideal candidate" profile with the entire interview team and use it in internal debriefs on each candidate



4. Negotiating...and Closing



The Negotiation

- ◆ Written preparation
- ◆ Decide “walk away” number
- ◆ Update even without information

The Offer

- ◆ Glassdoor
- ◆ Socialize
- ◆ Exploding



NEGOTIATING CHEAT SHEET

1. Create an electronic compensation questionnaire (base, bonus, equity, perquisites, vesting dates, etc.) and have each candidate fill it out
2. Understand the market rate and what you're willing to pay for this role
3. Be honest about where you are in the process and your anticipated timeline, and ask them about any deadlines on other offers they may have



Where to slow down



Hiring
manager/interview
team readiness

Critical skills

Interview questions

Written feedback

Track your metrics



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