



THE RECRUITING CONVERSATION

The purpose of the Recruiting Conversation is to hire A players. We coaches must constantly be on the lookout for these rare finds - these A players - and once we've identified them we must be prepared to have a Recruiting Conversation that is calibrated to get them on board.

RULES OF ENGAGEMENT

Frequency	Network every month to find talent
Duration	No more than 60 minutes
Preparation	<p>Candidate: None</p> <p>Coach: Social media scan; Questions in your interview protocol; Role; Scope; Details of position; Financial package</p>
Execution	<p>Knowledge: Ensure that your process has a host of different elements to it that go far beyond the reading of a resume and the assessment of sales ability</p> <p>Skill: Design of interactions - both inside and especially OUTSIDE of the interviews themselves - that allow you and your team to observe this candidate's character, habits of mind and behaviors, and how they go above and beyond...or don't</p> <p>Discipline: Execute slow yeses by digging deeper and going farther into a candidate's background</p>
Outcome	Determine the level of talent

AVOID THESE TRAPS

1. **Being too optimistic and letting that show in the conversation**
2. **Failing to see warning signs of lack of fit**
3. **Recruiting for knowledge and network rather than skill and discipline**
4. **Not thinking deeply about the role's outcomes and specific skills and disciplines necessary to achieve those outcomes**
5. **Following company's hiring cycle rather than always being on the lookout for talent**
6. **Not designing in enough touch points in the process**

