

Episode 26 - IWR Laura Biggs Transcript

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Welcome to another episode of The Lone Recruiter podcast I'm your host, Brett Clemenson and if you're a recruiter out on your own or just lacking general guidance or mentorship, then you've come to the right place. Our episodes are designed to give you the advice, the strategies and the expertise you may need to become the very best lone

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recruiter. So join us, grab a cup of coffee and let's take your desk to another level. Now today we are joined by Laura Biggs. Welcome, Laura. How are you? Yeah, good thanks Brett. Good to be on here. Thank you, thank you. You

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may know or may not know we're on our quest to interview 100 recruiters. I want to ask them all the same questions, and I really want to compile what all those various answers might look like.

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So today I want to get into that. But just before we do, I think for everyone back who is listening to this, give me 60 seconds, what's your story? How did you get into recruitment? Yeah, I fell into it back when I first moved to Australia 20 plus years ago. So I kind of had the psychology sales side, started technical specialist recruitment.

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Did that for about four, five years in Sydney. Then I managed a contract agency and then moved over to WA did that for about 12, 13 years, managing technical specialist teams in recruitment and then now with my (who you know) ex training manager are now running a company, providing training to recruitment agencies. Wonderful and what's it called? Empowered Decision. Empowered Decision. Best one of the best, best in town.

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So needless to say, you've had a lot of a lot of expertise and time in recruitment. So I think your answers are going to be quite, quite interesting today. And I personally I'm doing this mostly for myself because I think that I can get a lot out of asking experts like you some very poignant questions. So here we go.

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Number one, you can only measure one KPI where someone's desk is at. What would that KPI be? I think it depends on what kind of desk they have, if it's temp retained or

whatever. But if we're talking perm recruitment. It's got to be candidates meeting clients. At that point, you've kind of got somebody interested, both sides. You've got something to work with.

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Yes. So I think when your desk is up and running, that's your true measure. So interviews. If you're working on building that desk maybe an earlier measure, but yeah, and that's quite valid. That's interesting. But look, interviews, I think I'm right there with you. I think that's the one that really matters because you're doing everything right up to that point.

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Now you've got something to manage through if you're building a desk, let's just go question 1A, I'm curious what would be a metric for a building desk? Yeah, again, depending on the desk. But if we're talking perm, I would say to me sourcing replaceable candidate, you know, because I think it brings that measure a little bit forward because everyone's good when you've got an interview and the feedback is good, you're kind of off and running.

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But to me that kick start there is a really good measure to work with. I like that. Absolutely. Bang on. Bang on. Okay. Number two, what're your top three interview questions? If you could only ask three. So hard to choose isn't it? I know, I know. Yeah, you're like and another one. So I think let's start with asking the candidate top five criteria by which they're going to assess a new opportunity because I think that gives you your kind of candidate motivators, your money and also what they're looking for.

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So let's start with that. Why they're looking to possibly move on? So what are the irritators and what they're hoping to improve. And because that comes counter for motivations. And I think the last one would be let's talk together about how we're going to best represent you to a prospective client that you're interested in. So the qualifications, experience, differentiators,

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what's our value proposition to put forward? Okay, I really like that. So your second, your second one there was I guess what're your agitators. What's pushing you away from your current work. Let's talk, what if we've headhunted this person and there is no agitators, they haven't really thought about it. Like how would you pitch that question? Yeah, that's why with the kind of wording it changes a bit.

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So instead of saying, why are you looking to move on, then I would say, what would what do you think would be a better opportunity for you? So break that down in terms of you're pretty happy where you are, but when is the opportunity to improve? Yeah, I like it. I because I do a lot of headhunting, that's why I ask the question.

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I would typically say, look, I appreciate I've tapped you on the shoulder for this opportunity and we're talking, so there must be a level of interest. But are there any push factors at the moment at your current company? Is one way I would sort of pitch/push it, but yeah. Okay, wonderful. I like it. But you've done everything right.

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You've got a candidate there. You've got a client who wants to offer,

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what's your favourite closing

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line? Oh, it's got to be, okay, obviously we've had a discussion about money and all those other things. It would be okay if I'm going to have a conversation with the client now, if I can secure that package that we've just discussed (detail it, outline it)

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Are you happy for me to accept? Okay. Up come the objections or not. Yeah, yeah, yeah, absolutely. Absolutely. I did the good news, bad news call yesterday, but it was just haven't done it for so long. But I just remember how much fun that is. I still use that. Yeah. Let's. Okay cool. Number four, how do you deal with a counter offer? I think with a counter offer it is obviously it's the whole process.

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So you know, there's things that you can do when you're right at that final stage and the candidate sort of goes AWOL on you, or said they've got a counter offer. But it's obviously bringing that right forward in the process. So straight off with the candidate, when you're doing that interview, once you got past that screening and your sort of into the interviewing, talking about, you know, what is it that, what are your motivators to move on?

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What's it going to be like when you resign, all those kind of questions that you dig. And I think, they're kind of it's both the questions to ask. But I'm also looking at that individual. I

think if you're if you have got someone with high empathy, people pleaser, that type, you know that vibe, that type of personality, you're at much higher risk.

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So just kind of walking that through with them, scouting out how much they've explored other opportunities and I think that flows through. So, you know, when you have that first interview with the client and things are going well, the candidate's really motivated. Getting the candidate to articulate what is better about this opportunity than their current one and obviously going through to pre closing so that you can really see, you know, has the candidate explored their potential to improve their current situation with their employer or not?

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That's a big one. If they've done that, they're pretty wary of it. If they haven't, it's just really educating people. I think people get so flattered in a counter offer situation and the recruiter who sees it happen a lot. You just need to not so cynically communicate that it's not always a desperate measure to keep you. It's really they can't face looking for someone else, and it's an easier measure to keep you. So communicating that.

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I really like what you picked up. What I picked up on that was that the different personalities are more susceptible to counter offer. And you're absolutely right, as you say, like the people pleasers, they're the hardest because they get into that room and crumble. They just feel like I don't want to let you down. Yeah.

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Have you got have you got a story or something that you use that helps them kind of understand what they're doing in that situation? Yeah, I mean I often relate it to myself because I think it is, you know, it's normal to feel like that. So I talk about the situation when it happened to me and jsut say, you know, you've got all those conflicting emotions because, you know, you'll finally feel like you'll get that kind of recognition that you're perhaps looking for, but also realising that when that danger goes away, that often the same factors are there.

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So I think it's kind of talking about emotionally looking at a situation because you've got to have that gut feel about going for something good, new but also having that kind of more objective viewpoint and managing that. Wonderful, love it. Last question, these answers have been fantastic by the way, Laura. How do you pick yourself up out of a slump? Yeah, let's face it, it happens often enough in recruitment, doesn't it?

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Over the years. Oh, yeah. I think I try look at what is the reason for the slump. So sometimes it can just be you've been working really hard for six months and you just need a few days off and you just need to kind of, which is perhaps an easier one. I think if it's happening on an ongoing basis, I'm like, let's dissect what's actually happening.

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So is it the quality of the candidates, the type of clients you working with? Is there actually something wrong in that. Or is there something wrong in the process. So where are you getting tripped up? And trying to kind of identify those points. But then when you get to, okay, we know what the problem is, let's just get on with the show. I like to take my primary KPI.

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So like we were talking about earlier, it might be that I'm going out to find a retained job or I might need to get some really good, you know I've got jobs, but I haven't got really good value proposition. I haven't got anything to take out to the market, to those more passive candidates. Or it might just be I need to find a candidate. So I kind of identify what's the number one thing for me to go for, and then I just break it down, so if it's sourcing, for example, I say, Right, what's my sourcing plan, what it will be activity, you know, what's the strings that I'm going to do, where am I going to search, how much time am I going to

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spend on each and what kind of results am I going to get? And then I just block out my time to say, Do not think about anything else apart from the next hour and a half, and this is all you need to do. Yeah. And literally create myself like a tick box because I think activity, if you're doing the right activity it goes to the right place. 100%.

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I love that you've just looped it back to the first question, which is what is the one KPI that matters? You're in a slump? What's the KPI that you need to see happen? And yeah, create a tick box plan to to get there. I love it and it makes sense. Yeah. That makes absolute sense. I've had so many answers on that one.

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I had some people say, jump in ice. I've had all sorts of answers, but like, just like a nice Christopher Nolan film you've looked at back to the beginning and you go, Oh my God, the twist. It was right there all from the start. Laura, that is it. Five questions answered beautifully, all in under 12 minutes, as we like to see, short, sharp episodes.

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So thank you so much for jumping on the show. I know you're in Perth. I'm going to have to send you out a Lone Recruiter. Send me that cap. I'm going to send you a cap, don't

you worry about that. And for everyone back at home listening to this. Thank you again. If you got anything out of today's episode. Please like, share, comment as it does help us grow.

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she'll be in the links in our LinkedIn. As always have an amazing day and may all your deals come true. That's it.

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