

Episode 67 - Why Sleep is So Important for Recruiters

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 advice or mentorship, you've come to the right place. Our episodes are designed to give you the motivation, the support and the strategies you need to become the very best lone recruiter. So join us,

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grab a cup of coffee and let's take your desk to another level. Now today is Monday. Monday morning motivational.

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I'm going to go whip straight back into planning out your week. What I want to talk to you today about is how important sleep is for a recruiter. We've all heard it. Our mums and our dads nagged us as kids. You've got to get your rest.

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You've got to get your sleep. But I think as we get older, we get into bad habits and we work during the day. We want to see our friends at night. We want to watch our favorite TV programs. We want to learn some things, we want to read. There's not a lot of time in the day to get things done, so I understand how easy it is to pinch time out of your sleep and it happens to the best of us.

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It happened to me the other week. I pride myself on my sleep hygiene, 8 hours a night. Absolutely. Without a miss. If I miss 8 hours, I really started to decline very quickly and what I want to give to you today is, I don't want to harp on about sleep the way, I mean, you can go to a TED talk

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whose going to eloquently, you know, get this point across better than myself. But I'm a recruiter and I've done a lot of research into sleep. And here's the key takeaway as to why you listening to this episode need to make sure you get your 8 hours a night and this was explained to me in such an easy to understand way that made me go, Oh my God, I'm never not sleeping again.

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So we all know sleep is when our brain gets to switch off, our body gets to switch off and the body goes into clean up mode. It cleans out all the dirty trash, cleans up your cells, it cleans out your brain, cleans out your short term memory. It digests into long term memory, and it gives ourselves a big reset for the day to come the next day.

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Now, the when you when you boil down what is happening in your brain, when you sleep, it is simple as, you have the front part of your brain, which is what's happening today, and it fills up throughout the day. And then you have the main part of your brain, which is the deep storage and the like, habitual stuff, like, you know, like senses and movement and auto reflexes and things like that and your memories and I guess your personality.

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But the front of your brain is what fills up during the day, okay. And if you've ever been there? You've had a really busy day. You've had calls, calls, emails, calls, meetings, met someone, lunch... and you get to the end of the day and you just, your eyes feel like they're floating. All you wanna do is close your eyes and go to sleep because you're at capacity.

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Your brain is at capacity, right. And we all know that we don't operate very well when that is full, when the front of our brain is full of thoughts, of ideas, of conversations, of strategies, it's really hard to add more and it's actually really hard to sort them out. So that's when sleep's required, it filters them through, it sorts them out and it cleans it out.

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You need to make sure you get your 8 hours to completely clean that front part of your brain. Any less and you wake up and there's still junk in the front part of your brain. Does that make sense? And that was the part that really made sense to me, is that if you got even just 6 hours sleep, which a lot of people go, Well, I've got a four hour deep sleep period, I feel okay, let's go.

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If you are getting 6 hours sleep every night for a week versus someone who gets 8 hours sleep every night for a week, that's an entire night's sleep more the person getting 8 hours sleep gets, right? Not only that, we are recruiters. Our job, I know we've got our CRM, I know we've got our projects and our systems. I know we've got our ways of working our rhythms and our cheat sheets and KPIs and things like that.

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But at the end of the day, when you are on a phone call with a prospect, client or a candidate, you need to be on the ball because you are talking with people who know people that are roughly within your realm and you've got to pick up on conversations you had last week and you got to remember a contact from another company that they might have worked with and to really get, you know, to sound knowledgeable in your market and to really connect with these individuals, we need to recall vast amounts of information at the drop of a hat.

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And if you are sleep deprived, your brain ain't working that well. I can tell you that now. Not only that, if you are sleep deprived, you're getting 6 hours sleep a night as opposed to eight. You've

got two more hours left of cleaning out of that front part of the brain. That's not happening. So you wake up in the morning and your brain's already got some junk in it.

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Right. And you do that every single day. Every single day. You get 6 hours sleep. You're waking up with more and more junk in your brain. It can't clear it out. And that's when people start to go. I feel foggy, which is not. I feel a bit flat. I just can't think, what is it? Maybe I need to quit alcohol.

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Maybe... It's actually sleep. It's probably the most important thing you could do as a recruiter. If you're not getting your sleep, you are not able to function at a high level. Your brain is not as quick as it needs to be, and I can guarantee you a good night's sleep. You're going to wake up and have one of the best days of your recruiting life.

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Almost guarantee it. Because so many people don't get enough sleep and they think they get enough sleep. And I'll add to that quality sleep, having a whiskey or a wine before sleep, that's not a good night's sleep. Your brain cannot flush itself out when it's trying to flush out toxins. It's as simple as that. So if you want to have an incredible run at recruiting and you're listening to this podcast and something tells me that you're trying to sharpen your skills, something's telling me you want to do better at what you do.

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Try doing Monday to Friday, no alcohol. So you get Sunday night, Monday night, Tuesday night, Wednesday night, Thursday night. Zero alcohol and 8 hours sleep. And tell me you didn't have a good week I challenge you. You're going to have an amazing week, you're going to feel clear your stress levels will completely disappear you'll be you'll be way quicker on the phones. You'll be more positive.

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You'll be more upbeat, you'll be more optimistic. And we all know when we're in that frame of mind, things just start to flow in recruitment. So there's your Monday morning motivation. Let's get stuck into it. So I want to plan out your week. Okay? Grab a piece of paper. Let's just work through what we have to get done today and then what we have to work on this week.

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And I'm going to weave in some of that sleep stuff as well. So we always start with invoices and pending what's at the top of your pipeline, What offers are out, what candidates have offers that need. You need them to call you and say, Yep, I'm signing or I've signed or what offers do you need to relay?

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What closes on deals do you need to make? What's at the top of that triangle? What's at the end of your pipeline that you want to close today? That's the first thing you do today. What needs to

be done on those? Do you need to do references? Do you need to get a contract from a client? Do you need to send invoices out because it's Monday?

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Has someone started today. Check your money. Has any candidate started today? Do you need to send invoices out today? Do you need to call them and check on them, congratulate them. Hey, how's your first day? You get in the front door, okay? That's the first stuff we do today. Then we want to look at who's on first and second interview.

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Anyone in that wash. So you've probably got a bunch of candidates on second interview, bunch of candidates on first interview. What do you need to do? Do you need to book any meetings? Do you need to secure some locations and times? Have you sent those interview request emails out all your admin done around those interviews? Again, do you need to go and get some debriefing from a client?

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Hey, how'd you go on that interview Friday? Did you like the candidate do you want to proceed to another meeting or do you want to proceed to references? What can we do with all those candidates that are in first and second interview? What can we do today that pushes them along, how can we make them closer to a deal?

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How can we get them closer to an offer? That's the second item that you're going to tackle today. And then after that it's quite simple. Have you got jobs? Yes. Cool. We're generating, what are we doing? Projects in LinkedIn, hitting your database with a list of people you want to call for specific roles. Haven't got a job. Okay, let's go hunting for a role because we need to know what we're hunting for.

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Or maybe you're in a market where you don't really worry about roles. You just know that a good candidate will open the doors. So are we calling our clients? What are your needs? Are we prospecting? Are we are we canvassing a CV to our market? We are we knocking on doors and saying, hey, hey, hey got this CV do you want to meet? What are we doing to generate We want to generate two new things this week.

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Okay. So if you've got a role, we want 3 to 4 candidates presented to the client and hopefully on interview by the end of this week. And if you haven't got any roles, well, we need to look at candidates and go, how many interviews can we get for these particular CVs that we've got? If you've got a CV, I get them two or three interviews, or do I need to go knocking on doors with clients and saying, Hey, I need a brief, give me a job, I'm empty.

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Let's go. That's it. Now what I want you to do on your to do list as well is work out. When are you going to do those projects? When are you going to do the project to find CVs for the roles you got and when are you going to do the door knocking or the canvassing calls to generate further future business?

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I also want you to mark down what time you wake up in the morning every day and what time you go to bed at night so that you get your 8 hours sleep this week. And I want you to really track how you feel every day with this much sleep, because I almost guarantee by the time we get to Friday, you'll be exhausted because you'll get a lot done.

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But it's a different exhaustion, like, it's like I've done a lot. I've achieved a lot exhaustion. Not, oh my God, my brain's weighing me down because I've actually had one whole night's less sleep than someone who got 8 hours sleep because I only got 6 hours sleep. Okay, So let's start this week with a bang. Let's get in some really good, healthy habits when it comes to our sleep.

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Let's plan out this week, keep it really simple, stupid. I love that saying, Jo Markham, keep it simple, stupid. And let's get to the end this week, let's track our sleep. Let's see how we feel. Let's have a ripper of a week. It's all I have time for you today. Have an amazing day as always if you got anything out of today's episode, please share,

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subscribe, like, give us a review. Helps us grow. We love it. Have an amazing day. May all your deals come true.

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