

NALTO 2010 Keynote

Danny Cahill



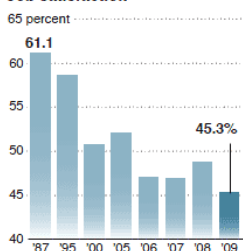
- Copper Index - up for first time in a year
- Retail Store Sales - up 10% in 2010
- Consumer Incomes – risen for 6 straight months! – confidence always follows
- T-Yield Curve has normalized – sign of money supply easing
- Dow hits 11,000 – first time since Sept '08



Job satisfaction

Only 45 percent of American workers were satisfied with their jobs in 2009, down from 61.1 percent in 1987.

Job satisfaction



SOURCE: Conference Board AP



What Lies Beneath

- Divorce Rates Are Down 37%
- Productivity of American Worker at All Time High
 - 1) This is a Violation of Trust
 - 2) The Relationship Ends



Hubris

“Great Man Brought Down by a Fatal Flaw”

“Inordinate Pride”



How to F*** Up a Deal, Let Me Count the Ways

From: Beth Schneider [mailto:beths@hobsonassoc.com]
Sent: Wednesday, October 07, 2009 7:09 AM
To: Daniel Cahill

Subject: how to f*** up a deal, let me count the ways

- Personal referral, don't dig deep enough
- Gloss over counteroffer assuming there really won't be one
- Don't prepare for income verification and engage in a money battle
- Let candidate linger with decision and at the same time not scheduling the VIABLE backup
- Blow off a prep
- Still think the deal is done
- ARROGANCE



(With Friends Like That)

- Susan – 4:31 daily call accounting
21 Calls
- Justin – 4:27 daily call accounting
87 Calls
- Sr. Bio Tech – 10 year veteran
 - 2007 – 7:1 Send Out to placement ratio
3:1 Job Order to placement ratio
 - 2009 – 31:1 Send Out to placement ratio
25:1 Job Order to placement ratio



Motivation

Cosmo says most important thing to women-
sense of humor.

Bull

- 1-sense of humor
- 6 or 7-looks

Who has a gym membership?
Who spent weekend writing jokes?



Motivation

- They want to be perceived as someone
who wants that.
- Not funny guy-just not dull.
- Take into consideration but keep digging.



3 Ways to Increase Profits

- More Sales
- Less Operating Costs
- Negotiate Better



Boredom / Repetition

- Gilbert
- Get a Real Job



“Ad Revenue” Model for a Recruiter

For Each Job Order:


- Write an ad
- Database email blast
- Post
(Major Boards/Job Diva, Talent Pluck / Ladders)
- LinkedIn / Twitter / Facebook
- LinkedIn status update
- LinkedIn Groups
- Online Publications



Clients' Right to Expect


Find them fast:

- Speed
- Quality
- Cost



Our Creed is Speed

- Fill time has increased 50% for most perm firms
- We try to present a test candidate within 24 hours of client contact



Clients' Right to Expect

What do we do for our money?

- Source
- Assess
- Deliver



Deliver-ables

- 20% Turndowns – Delayed Offer
- 20% - Turndown – Insufficient offer and offer deemed to be below what was discussed
- 5% - No Idea! (Candidate went dark)
- 10% - Other Offer
- 10% - Counter Offer



Clients' Right to Expect

You to Push Them!

- Hyperbolic sense of urgency
- Nothing can wait
- Paranoid about uncontrolled variables

The answer to any suggested date is:

"No that won't work, can you do it sooner?"



Clients' Right to Expect

You should be in the head of the candidate throughout the process. What motivates them? What concerns do they have?



Clients' Right to Expect

What is our track record for **like** placement in the **niche**



Clients' Right to Expect

You should be able to fight for your candidate. Advocate for the candidate if you feel strongly.



Clients' Right to Expect

Clients have the right to be entertained!



2 Major Shifts

Voice Mail
and
“Niche”

The Holy Grail is Cell Phones
and a High Demand Niche






Worst Case:

Social Media Replaces Us!


Best Case:

Makes Us a Commodity





Introducing the Hot New Social Network, PhoneBook
 Allows User to Call Friends, Speak to Them



SILICON VALLEY (The Borowitz Report) – A new social network is about to alter the playing field of the social media world, and it's called PhoneBook.

According to its creators, who invented the network in their dorm room at Berkeley, PhoneBook is the game-changer that will leave Facebook, Twitter and even the much anticipated Google Buzz in a cloud of dust.

"With PhoneBook, you have a book that has a list of all your friends in the city, plus everyone else who lives there," says Danny Fruber, one of PhoneBook's creators.


"When you want to chat with a friend, you look them up in PhoneBook, and find their unique PhoneBook number," Fruber explains. "Then you enter that number into your phone and it connects you directly to them."

Another breakout utility of PhoneBook allows the user to arrange face-to-face meetings with his or her friends at restaurants, bars, and other "places," as Fruber calls them.

"You will be sitting right across from your friend and seeing them in 3-D," he said. "It's like Skype, only without the headset."

Getting Names

**Getting Names Has Never Been Easier,
 But Connecting Has Never Been Harder.**



The Return of the Recruiting Call

Candidate Source	How Long Known
• Recruiting 30	• 0-3 months 55
• Referral 29	• 3-6 months 13
• LinkedIn 12	• 6-12 months 8
• Monster 11	• Over 1 year 31
• Ladders 8	
• Other 6	
• Hot Jobs 4	
• Tradeshow 4	
• Marketing call 2	



Social Networking

Average Job Seeker

- 5.2 hours spent on Facebook

In Pinnacle

- All members on Facebook
- 2 Members made deals
- -0- Twitter deals



Facebook

- Facebook Lost Its CFO
- Gideon Yi Resigned!
- But They Reassured "The Street"
- How?
- By Hiring an Executive Search Firm




I'm Self Talking as Loud as I Can


- 4,000 – Books on happiness published in 2009
- 50 – Published in 2000
- Psychology Today




“Despite 3 Decades of Economic Growth, Men and Women are Less Happy”
Stevenson / Wolfers



Video Games – Key to Happiness
Marcus, NYU



“Working Harder is Smarter”





POP

1. Written plan every day
2. Submit/approval by 8:30
3. 50 CORE marketing calls
4. 25 recruiting calls
5. Script role played
6. Pipeline updated
7. End of day / post mortem

According to Danny!

Tenacity

Definition:
Persistent adhering to or seeking something or someone of value.

According to Danny!

Stalking

Definition:

Willful, repeated following of someone of interest or value.



Methods

1. Multiple Calls
2. Online Search
3. Email