

LinkedIn Sample #1

Let Cooks Cook.

Imagine you're in a restaurant.

Your server, is also the bartender, is also the host, and is also the cook.

They are doing the job of four people, and even if they're great at one, when doing all, they can only be mediocre.

So when I talk to Technical Leadership about hiring, why do they do it all themselves?

It's great to save money by using your own network and resources, but like a subpar entree, you may be left with a subpar hire.

It's really important to delegate responsibilities to the right people at the right time.

Leave it to the cooks to cook, and recruiters to recruit.

Looking to partner on technical hires, insights on talent strategy, or advice on employer branding? Send me a message to get connected.

#TechnicalRecruitment #TalentStrategy

LinkedIn Sample #2

Hiring Top Talent

Just because there is an influx of talent on the market, doesn't mean hiring got any easier.

If you're under the belief that "people will take the first offer they get" or "it's an employer's market" you're going to be in for a rude awakening.

If you actually want to hire the best talent, take these three things seriously:

1) People are not commodities, and they are not on sale right now.

If you think the current market is an opportunity to scoop up talent at a huge discount, don't be surprised when those candidates move on to something better before hitting their one year mark.

Cheaping out upfront always costs more in the long-run.

2) If your hiring process is 6+ interviews over 2+ months, you've already lost.

Candidates are keeping their options open and interviewing with as many places as possible.

By the time you've realized they're a stud candidate, they already have two other offers. And they're not going with the one lacking urgency.

3) Your skepticism isn't one sided.

Hiring managers are "extra cautious" right now. But if you don't think that caution is being taken two ways, you're not closing the candidate.

Candidates on the market are being just as picky, if not pickier, than hiring managers.

If you can alleviate hesitations that a candidate may have during the interview process, you can come out on top.

#Recruitment #Talent

LinkedIn Sample #3

Too Open?

"I'm really open."

When you share this with the recruiter, how do you think it sounds?

A recruiter's responsibility is to determine if you would be a good fit for the roles they are working on, or not.

If they ask you "what types of roles are you looking for?" or "what industries do you prefer?" – your answer should be clear cut with conviction.

But when you say that you're "really open," it makes it hard for them to decipher the types of companies and hiring managers that would be a match.

Think of it like buying a car.

When you go to the car dealership, would you tell the salesman you're "really open?"

Because if you're really open, you can be shown anything from a Mercedes G-Wagon to a Toyota Prius.

The truth is, you may not even be in the market for either of those cars.

What do you care about in a car? Is it price? Fuel economy? Reliability? Off-road capability?

The G-Wagon and the Prius aren't performing all those equally.

The "I'm really open" answer isn't as good as you think it is.

And it tends to show a lack of clear direction or core set of values.

Instead, you need to share what really motivates you.

Unlike a car, your career isn't a test drive.

#CareerStrategy #InterviewTips #Recruitment