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John Sumser

Defining Excellence In Electronic Recruiting



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Defining Excellence in Electronic Recruiting

Internet Recruiting Strategy

The Change Is Upon Us



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Defining Excellence in Electronic Recruiting

Introduction

- **John Sumser**
- **IBN: interbiznet.com**
 - **Industry Analysis**
 - **Seminars / In-house Training**
 - **Publications**
 - **Free Newsletters**
 - **Consulting/Strategy**



1999 Electronic Recruiting Index

1999 ELECTRONIC RECRUITING INDEX

The Industry Matures

- **Annual Overview**
- **Strategy**
- **Posting Technique**
- **Trends**
- **Opportunities**
- **Surveys**
- **Rankings**
- **Targeting**
- **2 Vols, 800 pages**



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Industry Outbriefing

- **One Day, Mid October, SF, Chi, NYC**
- **Results and Implications**
- **Posting Technique**
- **Investment Strategy**
- **Driving Trends**
- **Site by Site Performance**
- **Forecasts**
- **Market Directions**



Searching And Sourcing Techniques

- **One Day Immersion Seminar**
- **Proactive Searching**
- **Pool Development**
- **Targeting**
- **Tools and Techniques**
- **Learning To Fish In Open Waters**



Electronic Recruiting News

The screenshot shows the Electronic Recruiting News website. At the top, it says "TO FIND HI-TECH JOB CANDIDATES!" with a "CLICK HERE" button. Below that, it says "Daily News, Archived Weekly. Click Here For The Current Issue." The main title is "Electronic Recruiting News" with a large "ER" logo. Below the title, it says "Daily Since 1994" and "an interbiznet.com production". There is a "Click OK to subscribe to our free print and email Newsletters" button. On the left side, there are several sponsored links: "interbiznet.com Our Rate Card", "click here for high-tech", "BERNARD HODDES ADVERTISING Recruitment Advertising", "Best Internet Recruiter The quick and easy recruiting solution", "Coming Soon 1999 Electronic Recruiting Index", "SST IBN Seminars Fall Schedule", "Pro-Active Recruiter", and "JOBS 4 RECRUITERS". On the right side, there is a yellow sidebar with the following sections: "interbiznet this week (thru September 20, 1998)", "Fall Seminar Schedule (bottom of this page)", "1st Steps", "In The Job Hunt" (with sub-points: "Not Your Search", "We Adapt"), "Marketing And Design" (with sub-points: "Relationships", "Cheap Is Dear", "Links"), "Members Only Site, \$395/yr" (with sub-points: "Phone Lookups", "Using Push", "email for info"), "Other Stuff" (with sub-points: "Free Print Newsletter", "Our Rate Card"), and "Last Week's ERN" (with sub-points: "Sep 13, 1998", "Customer Satisfaction", "Tidbits", "Customer Satisfaction").

- Free, Daily
- Trends
- Tips
- Techniques
- Analysis
- Reviews
- Honest

<http://www.interbiznet.com/hrstart.html>



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Recent Entrants

Are You Ready For The Change?



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Futurestep

- Korn-Ferry / WSJ
- Redefines Playing Field
- Web Integration
- Low Success Probability
- Warning Shot

WSJ CAREERS WWSJ.COM
from The Wall Street Journal Interactive Edition.

Online Career Center
Search over 150,000 Job Opportunities! Click Here

WHAT'S INSIDE

- JOB SEEK
- WHO'S HIRING
- FRONT PAGE
- CAREER COLUMNISTS
- SALARIES & PROFILES
- JOB-HUNTING ADVICE
- SUCCEEDING AT WORK
- HR ISSUES
- EXECUTIVE RECRUITERS
- WORKING GLOBALLY
- COLLEGE CONNECTION
- STARTING A BUSINESS
- CAREER COUNSELING

futurestep
A recruiting service from
KORN/FERRY INTERNATIONAL
THE WALL STREET JOURNAL

CAREERS, NOT JUST JOBS

Saturday, September 19, 1998

New Grads Enjoy Record Job Market

College Connection: With the unemployment rate at record lows, the Class of '99 faces a rare job market challenge: how to decide between competing job offers.

Consulting Firms Seek Willing Expatriates

Careers Q&A: Tony Lee writes that some consulting firms have lowered experience requirements for professionals open to relocating abroad, plus how to show clients that your time is worth money...and more.

Treat Your New Job Like Someone You Love

From My Perspective: A communications consultant writes that jobs are like relationships. Make the effort to nurture them, but be ready to move on if they don't work out.

● JOB SEEK

● FUTURESTEP
Register for Korn/Ferry's new executive recruiting service for management professionals.

● JOB ALERT
Sign up for e-mail alerts of new employers and features.

COMING

MONDAY

The Front Lines: Thomas Petzinger Jr. writes about the myths that try to foretell our economic future.

We feature content from NATIONAL BUSINESS EMPLOYMENT WEEKLY

<http://careers.wsj.com>



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AltaVista Careerzone

- Interim
- Auto Spidering
- Candidate Pool
- Ad Revenues
- Traffic Driver

AltaVista™ CAREERS with **Interim** Search Zones Services Help Feedback

Home
Employers
Post Job Listings
Search Resumes
Job Seekers
Search for Jobs
Post Resume
Interactive Features
Success Store
Search Our Library
back

Careerzone Search!

The Best JOBS on the Web! To find a job enter a keyword above

Search all your favorite career sites in one place. *

Select a Category

Enter the job you're looking for, e.g. "financial analyst".
 Search

*See our list of partners. Help

| Featured Site | Featured Site | Featured Site |
|---|---|--|
| HEADHUNTER.NET 200,000+ Fresh Jobs Post & Search FREE Networking@its best | CAREERMART.com Click for Banking, Marketing, Sales, Programming, IT Engineering Jobs | Online Career Center WWW.OCC.COM Take your career to its greatest power. Click Here. |

Interactive Features

Career Coach to the Rescue! On the Road - And On the Job Catch 22!
Will Your Corporate Sawy

<http://204.123.9.98/>



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Manpower



MANPOWER TECHNICAL

Technicians

Send Us Your Resume
and Get FREE Training

<http://training.manpower.com/>

- Supply Management
- Loyalty Builder
- Speed and Access
- JIT Recruiting
- Labor Shortage



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Matrix Resources

- Fastest Growing
- Web Integration
- Training
- Resource Vault
- Order Entry



The screenshot shows the Matrix website homepage. At the top, the word "MATRIX" is written in a large, teal, sans-serif font. Below it, the tagline "Advancing Technology Through People" is centered. A navigation menu on the left lists various services: About Us, Contact Us, In The News, White Papers, Salary Surveys, Career Services (highlighted), Job Search, Benefits, Training, Workshops, Apply Online, How To, FAQ, Keep Up!, Staffing Solutions (highlighted), Create Job Order, and In Queue. The main content area features a "Headlines for Saturday, September 19, 1998" section with a "c b t systems" logo and a headline "Get your MCSE with MATRIX!". The text below the headline states that MATRIX Contract Consultants are now able to take all of the training that leads to obtaining Microsoft Certified Systems Engineer (MCSE) certification for FREE. It also offers courses in other hot technologies -- Java, Oracle7, Visual C++, and more. A "Need to fill a position?" section follows, inviting hiring managers to create a job order. Finally, an "In Other News..." section lists two items: "MATRIX awarded 'Best in Class - 3rd Party Recruiter' for Web site" and "Georgia technology community unites to form".


<http://www.matrixres.com>



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Knowledge Universe



The screenshot shows the Knowledge Universe website. At the top, there is a globe icon and the text "Knowledge Universe™" with the tagline "Life-long learning for individuals and businesses". Below this is a row of small images representing various educational and professional fields. On the left side, there is a navigation menu with links for "The Vision", "About KU", "KU Companies", "Contact", and "Press". The main content area features a large image of a man and a child playing with a toy car, with a clock and a sailboat in the background. To the left of this image is a text block that reads: "At Knowledge Universe, we believe that minds are the world's most valuable resource. On the brink of the twenty-first century, people, corporations and traditional education face unprecedented change. These are opportune times for us to become both learners and educators. Knowledge Universe is dedicated to providing services, products and environments to meet the learning needs of individuals, schools and corporations. We affirm the principle of life-long learning and invite you to join us in this adventure." At the bottom of the screenshot, there is a copyright notice: "Copyright © 1998, Knowledge Universe, L.L.C."

- IT Contracting
- UK Personnel
- Child Care / Preschools
- Toys
- Publishing
- IT Proficiency Testing
- CEO Membership Organization
- Training Delivery

<http://www.knowledgeu.com/>



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TMP Worldwide

- Yellow Pages Roots
- Monster Board
- OCC
- Med Search
- Other Web Properties

- IPO War Chest

- Buying Search Firms



<http://www.tmp.com>



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Tax Search, Inc.

Why TaxSearch
Employer Services
Employer References
Candidate Services
Candidate References
Calendar of Tax Training Events
Comparative Salary Analysis
Graduate Tax Programs
Click Here To Contact Us

Established in 1987, TaxSearch Incorporated is the largest specialty search firm dedicated exclusively to the recruitment of Tax Professionals.

For further information, click on the appropriate buttons.

<http://www.taxsearchinc.com/>

- **Calendar**
- **Interactive Salary Analysis**
- **Graduate Programs**
- **Candidate Pool Development**



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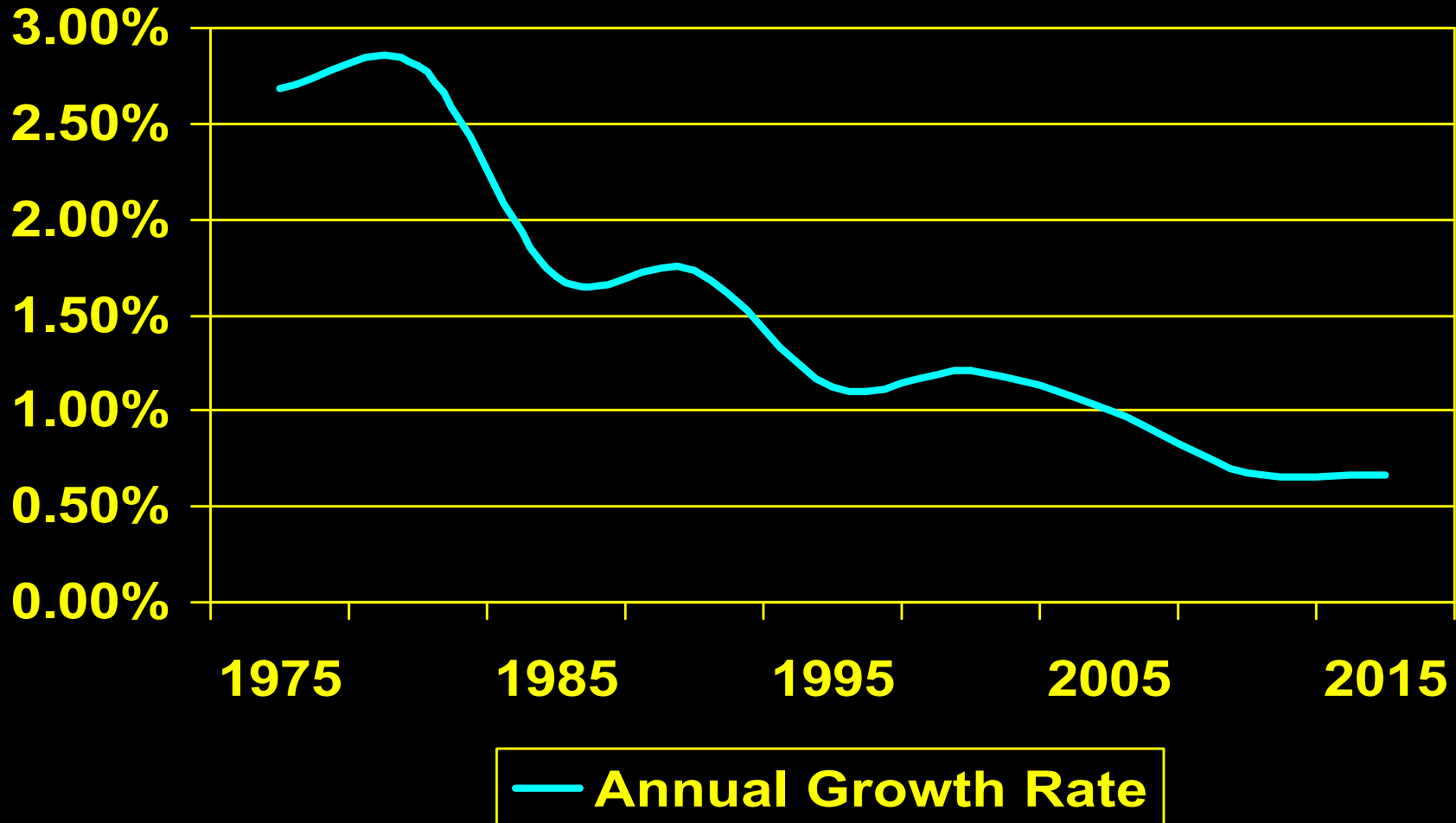
What Does It Mean?



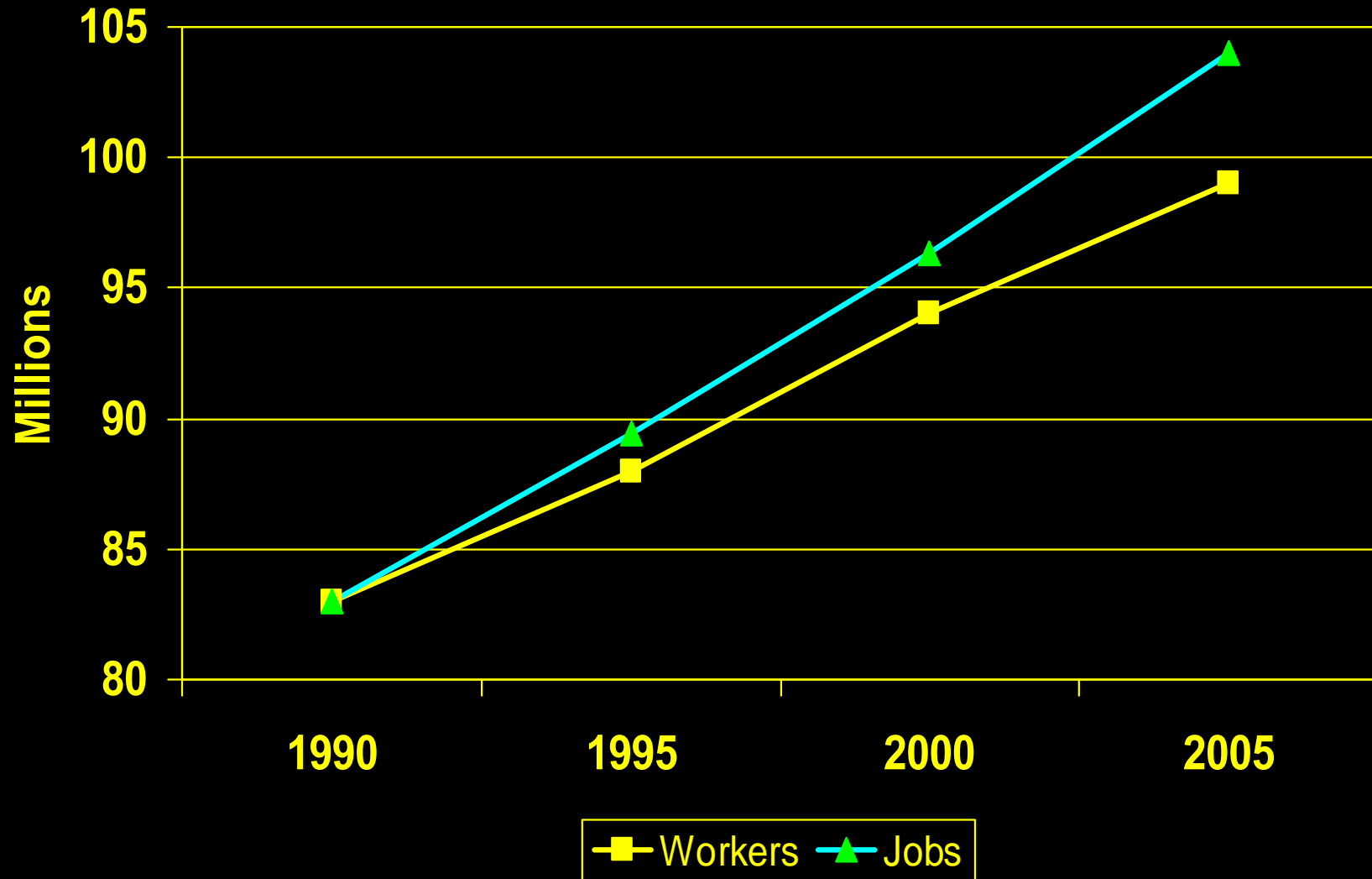
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The Driver: Demographics



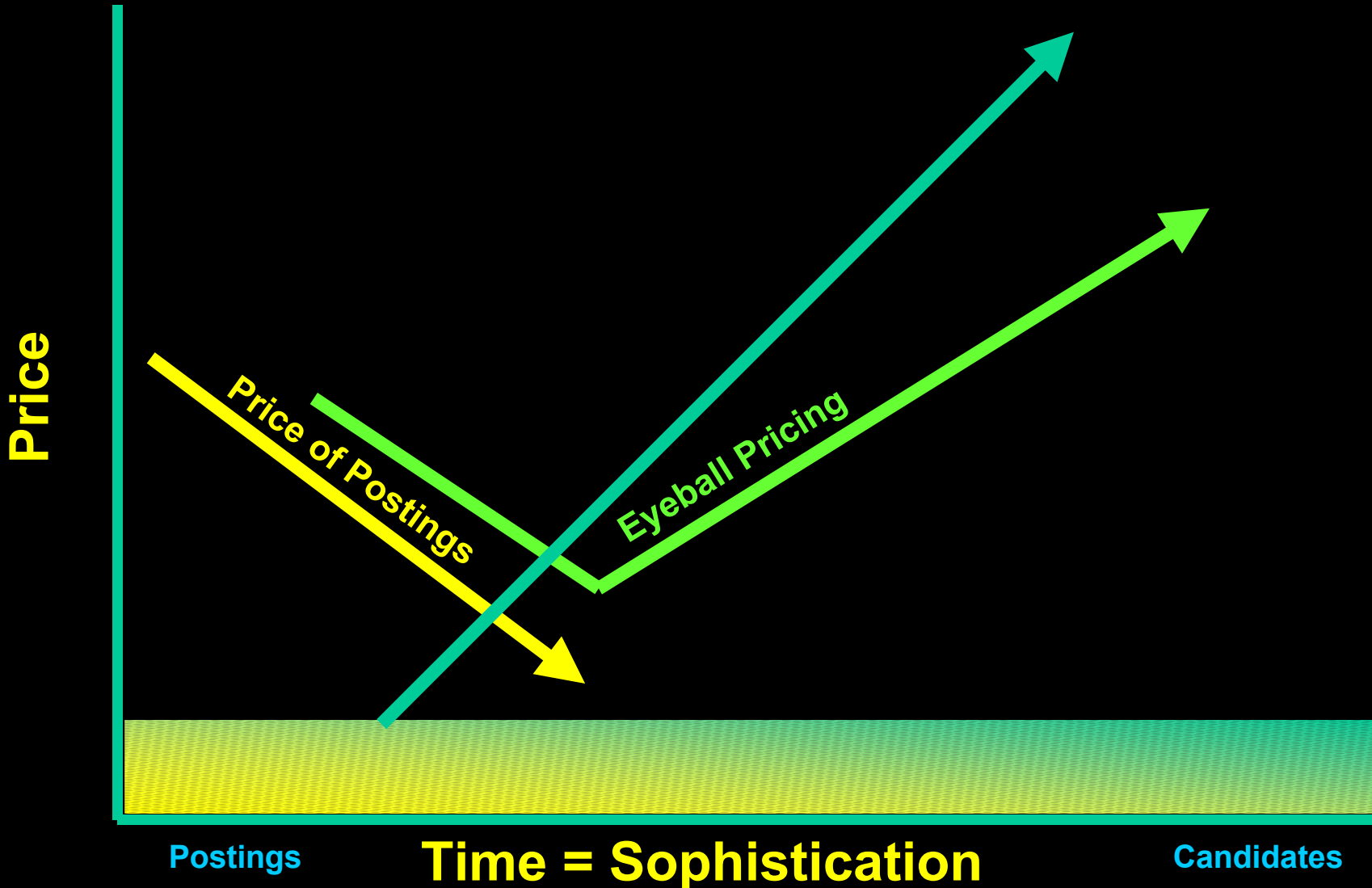
Workforce Projections



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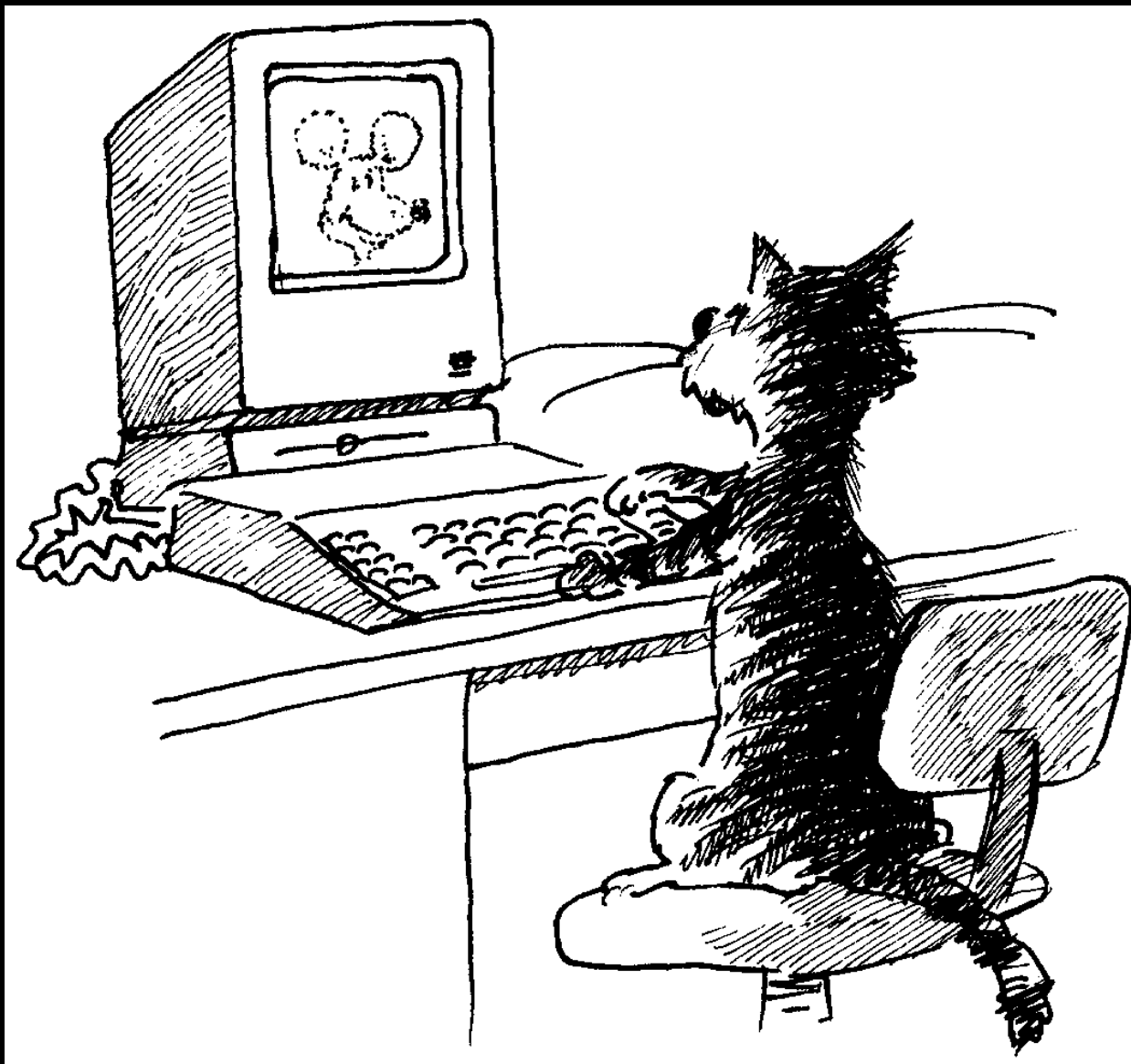
Pricing Trends



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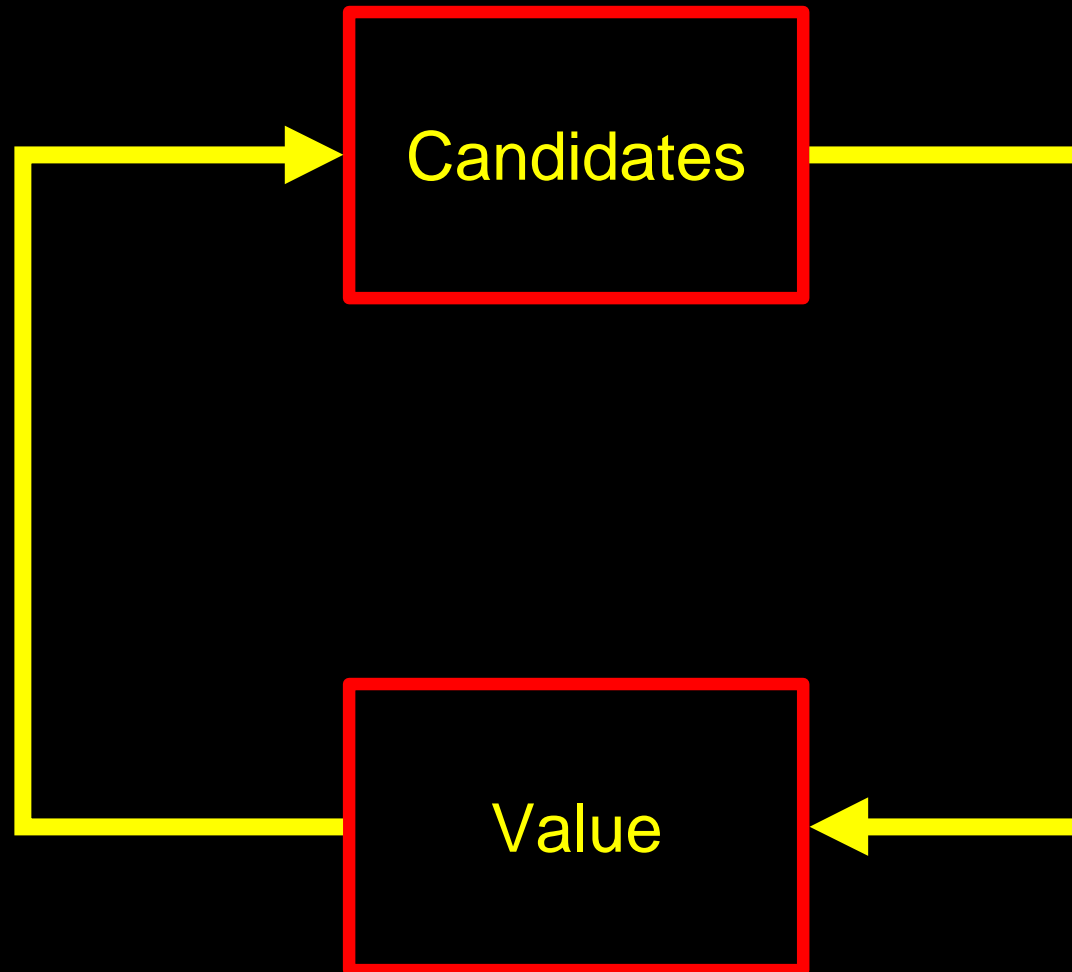
The Basic Principle



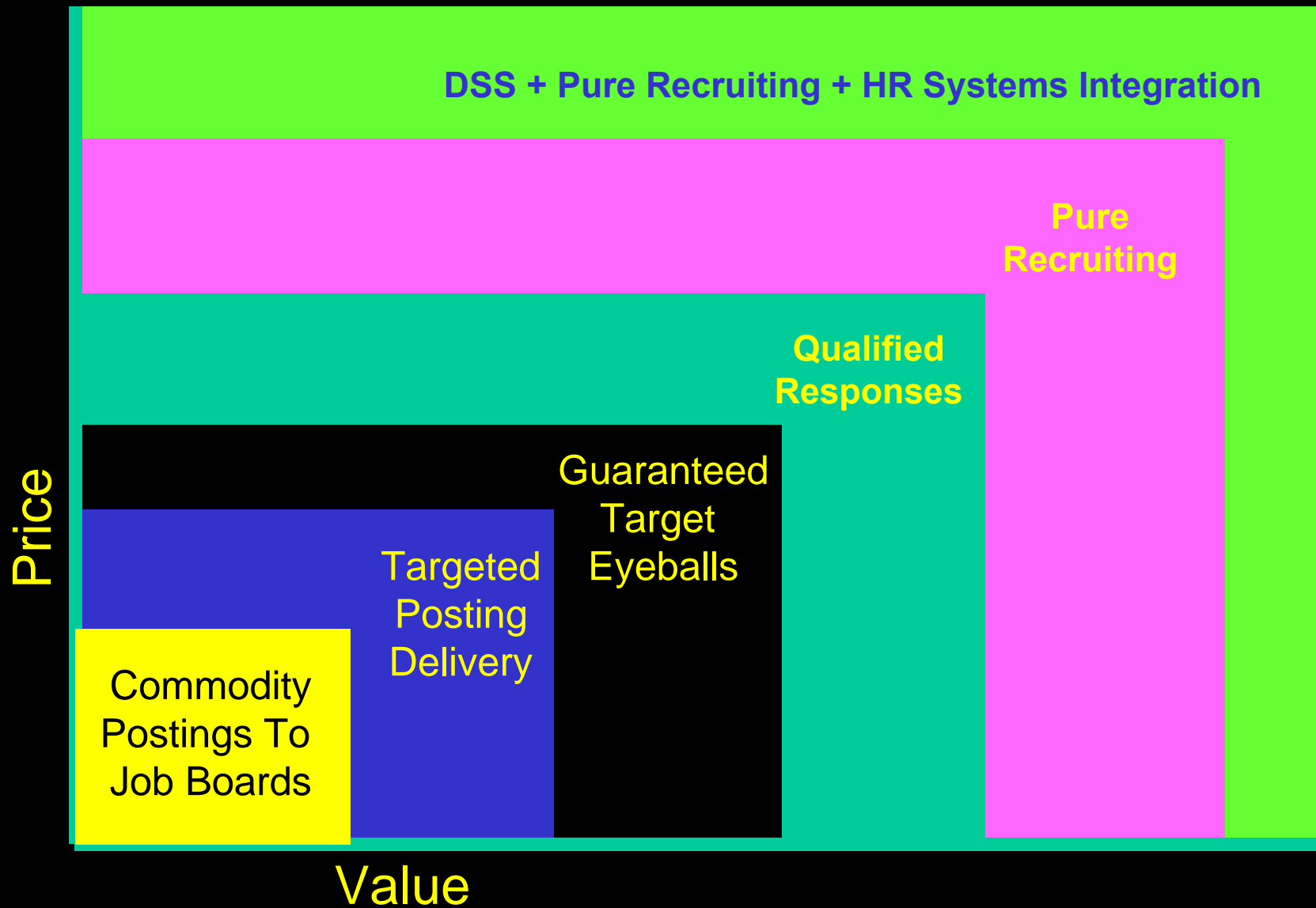
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The Basic Principle Explained



Pricing In 2002



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LifeCycle Recruiting

Workforce Planning

Strategic Requirements Development, Implementation and Feedback

Pre-Sourcing

Sourcing

Recruiting

Assimilation

Development

Retention

Marketing Functions

Branding

Attracting

Selling

Tailoring

Customizing

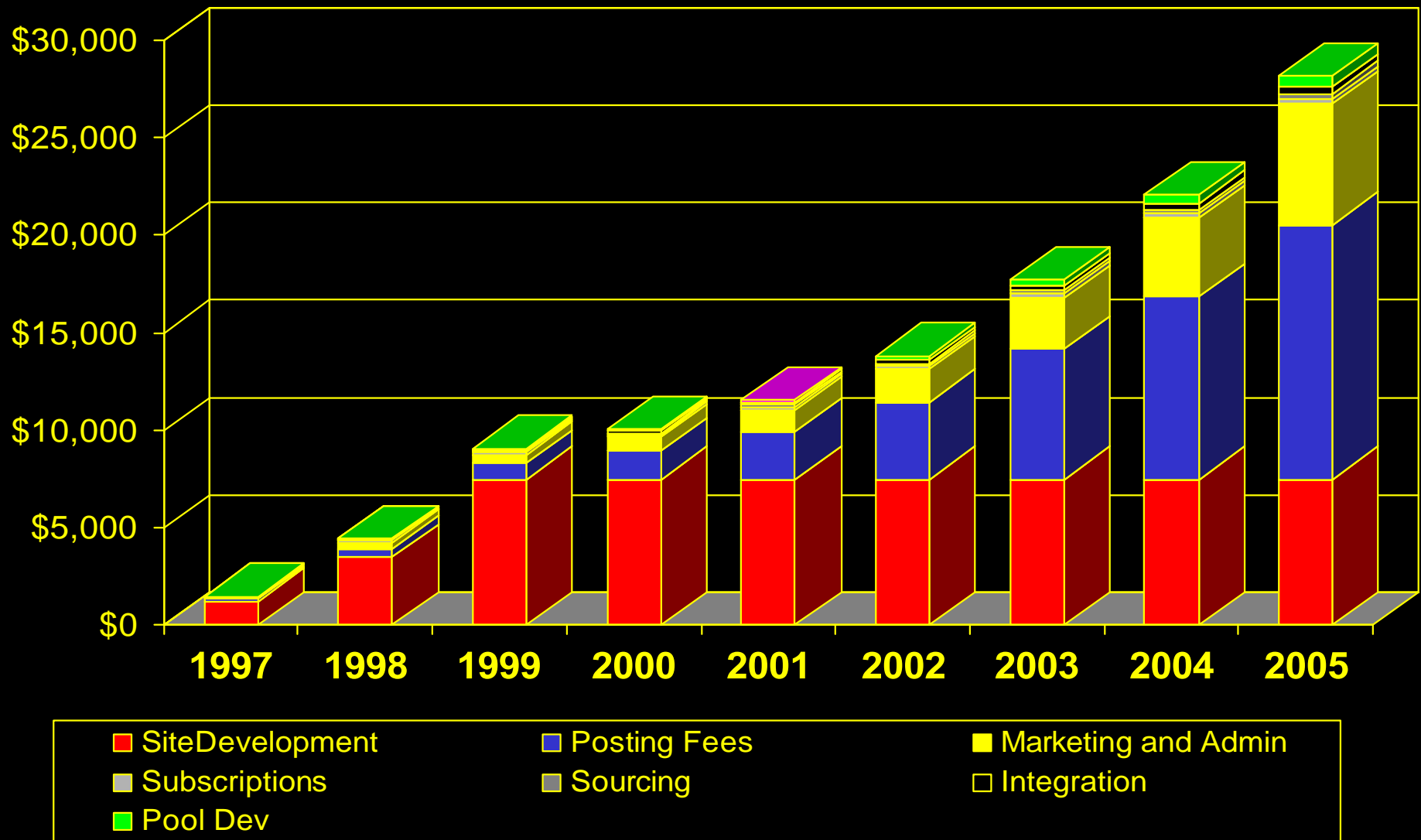
Maintaining



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Electronic Recruiting Market



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Positioning and Strategy

What Business Are You In?



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Emerging Models

- **Candidate Acquisition Cost (Rising)**
- **IS Recruiting An HR Function (Risky)**
- **Demographic Desperation (In-house Training)**
- **Networked Guilds (Technical)**
- **Results Pad (Database Stuffing - Spider Push)**
- **Agency As Recruiter (Watch TMP)**
- **Agency As Classified Manager (Watch Hodes)**
- **Professional Association As Mediator (IEEE)**
- **Industry Targeting (IT, Marketing)**



Facts

- **Candidate Acquisition Cost Increasing**
- **Candidate Availability Declining**
- **Generational Shortages Are Here**
- **Passive Candidates Bombarded**
- **Active Candidates Decreasing**
- **Hours Per Placement Increasing**
- **Margins Under Assault**
- **Advantage Seems To Go To Large Players**



Essentials

- **Training**
- **Building an Online Presence**
- **Practice and Experimentation**
- **Results Measurement**
- **Traffic Development**
- **Value Delivery**
- **Clarity of Purpose**
- **A Plan**



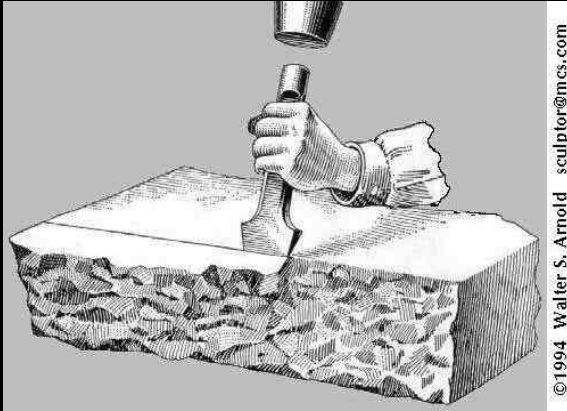
Meeting Expectations



- **Thorny Problem**
 - Expectations Wrong
 - Efforts Misplaced
- **No Quantifiable Goals**
- **No Method For Achievement**
- **Frustration is Normal**
- **Rapidly Changing Targets**
- **Missing A Big Picture**



Tools



- **Technology is a Tool**
- **Think: Chisels**
- **Looks like chaos**
- **Use driven by *Need***
- **Always needs a *Plan***



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Results

- **Focus on results**
- they don't look like Tools
- **Tool requirements are *results* driven**
- **You innovate from need**
- **Not the other way round**



The Best Thing You Can Do

Build A Web Page



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Questions and Discussion

<http://www.interbiznet.com/naps/strategy/>



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