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Dear All,

*Welcome to our 13<sup>th</sup> monthly newsletter!*

This month, we are going to debate on LinkedIn as a recruitment solution that compete with players providing recruitment services.

Next month, we will cover the main two concepts of motivation; intrinsic and extrinsic.

Best Regards,

Zoran Marinkovic  
Managing Partner – BM Management Consultancies

**Why LinkedIn does not compete with Search Firms?**

We have been hearing that LinkedIn has become our competitor, is that really true? Partly I would say. On one hand, LinkedIn is commonly used in sourcing phase by almost all players but, on the other hand, some players do offer more than sourcing. Let me try to explain this.

A lot of companies expect resumes from recruitment agencies and even search firms; indeed, I have met a several management representatives and entrepreneurs whose main question is “do you have a strong candidate in finance or in Supply Chain?” depending on their current needs.



If we read between those lines, they expected me to source or have already sourced strong candidates in the field they need to fill. That is not somehow wrong! However, how to react when we propose direct search solutions which means more than searching for candidates. In other words, our offer is made of “AAA” (no, we are not a rating agency!): Approach, Attract and Assess. We need to identify the possible right candidates and **Approach in a professional manner** so they listen to us.

Besides, we need to **Attract them** and when this exercise is done by a third party, it gives more weight, more credibility when you introduce the company, the role and the next steps in mid-term with pros and cons. Furthermore, how would your competitors react when they hear you directly approach their employees? Eventually, the principal reason why we are retained and engaged for a search is the **Assessment of the candidates** which include hard skills and soft skills analysis. This is what LinkedIn cannot do.

Otherwise, contingent recruitment agencies do try to please the market so if their clients ask them resumes ASAP without checking a real match, attraction, assessment, they will send out resumes ASAP as efficiently as possible because only one recruitment agency will be paid for this service. In this context, I would consider LinkedIn compete these recruitment agencies so recruitment team tend to look for profiles in



LinkedIn and other databases to identify candidates and approach them. One of the drawbacks of this is that a few candidates are either members or active in these databases.



Eventually, I have recently read reports given by one of the resume database’s business that compare cost when using their database, when using a recruitment agency and when using a search firm. The figures give a much higher “seeable” costs for search firm of course. However, I would challenge them because, if we want to be comprehensive, we would need to assess the time spent by the clients when they use their database, when they use a recruitment agency and when they use a search firm.

These “hidden” costs are very important though because we need to take into account the salaries paid to clients’ employees and the time they allocate to the recruitment activity. This time would have been allocated to another task if these employees used an external channel. If you add the time spent to review all resumes in the database that is not always updated, especially in Middle East region, time spent to call the candidates that might fit the role, time spent to read their resume or follow them up to send it, time spent to interview them, time spent to draw their assessment reports, time spent to finalise the negotiation, you would re-consider your choice. While using a database and a recruitment agency works well for “common profiles easy to find”, when it comes to finding candidates whose skills are in a small niche, time spent thus costs increase a lot.

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