

1 How will social media impact your executive search?



Social media's effects on product sales, company reputation, and hiring at all levels is powerful and accelerating, according to the *Edelman Trust Barometer* study. "Rumors become True-mors" says Steve Rubel, Edelman's Chief Content Strategist. Social media is not just amplifying the impact of a great or poor senior level hire, it is also affecting the company's ability to attract this level of talent.

A *National Study* by CareerArc shows that only 21% of candidates would apply to a 1-star online rated company, 34% to a 2-star company, while 93% would apply to 4-star ones. About half the responders were at a senior level. Female job seekers are less likely than males to apply to lower rated companies and are 25% more likely to rely on employer review sites when vetting a firm. This study also reveals that 64% of consumers have stopped buying from firms plagued with bad social media reviews about poor employee treatment.

2 Is your interview team aligned with each other?



If an executive search falters or fails, oftentimes the reason is the interview team was not aligned with each other prior to starting the search. Does your entire interview team agree on all key attributes of the ideal candidate (e.g., background, communications style, the weighting of preferences), as well as short and long-term challenges and priorities of the position? Is there agreement on the company's goals, values, competitive advantage, opportunities, vulnerabilities? Even if people agree, are they describing all these areas similarly?

Over the last 20 years, we found that nearly all of our clients' interview teams were not in sync with each other on at least one key area prior to starting our search. If not identified and addressed, misalignments cause the interview team to evaluate candidates differently from each other. Also, candidates will hear inconsistencies among the interview team and possibly hesitate or withdraw from the search.

3 Is your team prepared to attract the best executives?

With the extremely healthy economy and low unemployment rate, top candidates are being extensively courted and highly choosy. What extra steps are you taking to recruit the largest selection of best fitting candidates? Posting a job through online services attracts active job seekers but not the larger pool of inactive ones. Attracting excellent executives from this latter group is much more difficult and time consuming.

- Is your team deeply embedded in numerous high-level networks where many inactive candidates are found?
- Does your team have access and credibility to attract these executives?
- Who will call them: less seasoned recruiters or senior level people who will better attract candidates?
- Is your team extensively experienced in high-level recruiting so they can keep several candidates interested while negotiating sometimes for weeks with a finalist?

Due to the critical importance of preserving company reputation on social media, as well as aligning interview teams and attracting the best talent, is it worth exploring the best advice from a 3rd party expert before your next executive hire?