

# Self Assessment



For Recruitment  
Professionals

## Be Honest – There's no right or wrong

We all learn at different paces. Some things will come naturally to us and other things will take more time to grasp. This is 100% natural!

This assessment, when answered honestly, will help you to understand which areas you need to focus your development on, and will allow your manager/business to provide support through further training.

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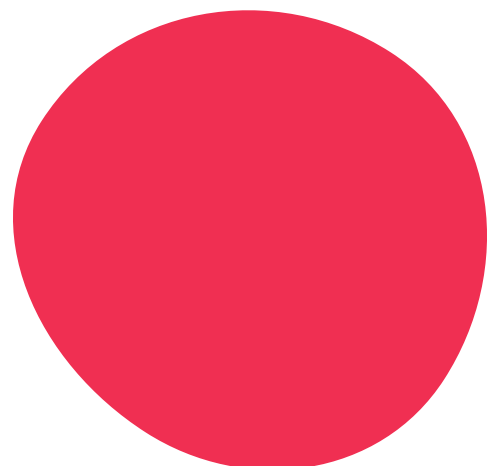


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# Candidate Engagement and Recruitment Process



### Understanding Candidate Needs

- Extracting and defining candidate motivators & desires
- Setting and managing realistic expectations throughout the recruitment process

### Sourcing and Outreach

- Utilising Seek Talent Search for active candidate sourcing
- Leveraging LinkedIn for candidate search and engagement
- Harnessing the database for targeted candidate outreach
- Exploring Jora, Indeed, and other sourcing platforms for talent acquisition
- Engaging in passive sourcing via networking and headhunting
- Utilising referral programmes to harness the power of personal networks
- Implementing Boolean search techniques for precise candidate sourcing

### Advertisement and Screening

- Crafting compelling and clear job advertisements
- Conducting thorough and effective candidate screenings
- Vetting and screening candidates proficiently

### Interview and Evaluation

- Leading insightful interviews for candidate evaluation
- Applying effective interview techniques for accurate candidate assessment

### Offer, Onboarding, and Retention

- Presenting offers and negotiating terms
- Ensuring a smooth onboarding process and follow-up
- Supporting candidates post-hire and during onboarding
- Developing retention strategies and conducting candidate follow-ups

### Diversity and Compliance

- Committing to diversity sourcing and cultivating diverse candidate pools
- Initiating and maintaining diversity & inclusion efforts in sourcing
- Upholding compliance and ethical practices in recruiting

### Technology and Data Management

- Mastering applicant tracking systems (ATS) to track and manage candidate pipelines efficiently
- Navigating ATS for candidate management (coding/tagging)

### Branding and Market Positioning

- Enhancing employer branding to engage candidates
- Managing talent pools - keeping in touch
- Mapping the candidate market for strategic sourcing

### Strategy and Analysis

- Managing the candidate experience and feedback loops
- Benchmarking salaries and navigating salary negotiations
- Tracking & evaluating metrics e.g., CV send to interview ratio, interview to placement ratio
- Advanced search techniques (saved searches) for refined candidate sourcing

### Database Management and Searching Skills

- Efficient candidate database management (coding/skilling)
- Advanced searching techniques on database
- Boolean search skills

### Online Engagement and Marketing

- LinkedIn social posting: Creating engaging posts consistently
- Video outreach: Using video messaging effectively for outreach
- Email marketing: Crafting and executing impactful campaigns
- Utilising recruitment marketing tools to enhance processes
- LinkedIn strategies for talent and client acquisition

### Data Analysis and Online Branding

- Data analytics for recruitment: Analysing data to inform strategies
- Digital brand building: Establishing a strong online presence
- LinkedIn profile optimisation & network growth

### Content and Communication

- Content creation for social media engagement
- Webinar hosting & online event management

### Advertising and Analytics

- Online advertising & job posting optimisation
- Social media paid advertising
- Digital analytics & reporting

### Recruitment Technology

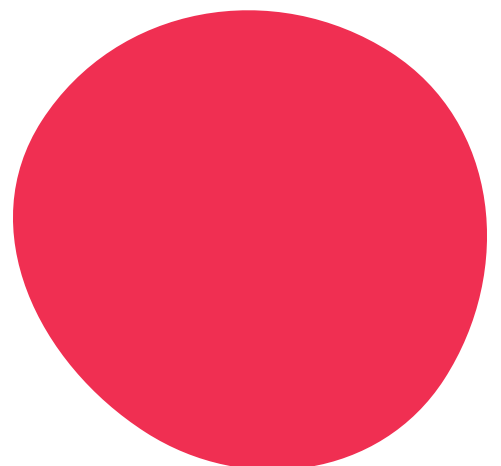
- Automation tools for efficiency
- Digital communication tools (e.g., Slack, Teams, Zoom)
- Virtual interviewing techniques
- Tech tools for candidate assessment
- Interactive media usage (e.g., Polls, Surveys)
- Online candidate community building

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# Client Engagement and Account Management



### **Client Relationships and Engagement**

- Developing lasting client relationships
- Efficient client engagement planning
- Effective client meetings
- Overcoming client objections
- Client relationship management: Maintaining and growing client relationships

### **Strategy and Planning**

- Understanding market dynamics
- Lead generation
- Account development/expansion strategies
- Prospective client assessment
- Client consultation and strategy development: Tailoring recruitment strategies

### **Service Delivery and Retention**

- Negotiating job brief changes with clients
- Service delivery and execution: Delivering services efficiently
- Client retention strategies: Creating strategies to retain and grow accounts
- Client needs discovery & strategic consultation

### **Market Insight and Analysis**

- Market and industry insights sharing: Providing relevant insights
- Client industry trend analysis
- Market intelligence sharing & consultative selling

### **Negotiation and Contract Management**

- TOB Negotiation
- Conflict resolution & negotiation with clients
- Client contract management

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### Account Growth and Feedback

- Account growth & cross-selling services
- Client feedback collection & service improvement
- Tailored recruitment proposal creation

### Client Experience and Reporting

- Client onboarding & experience management
- Client reporting & data-driven storytelling
- Client success metrics & KPI setting

### Client Education and Support

- Client education on recruitment best practices
- Client-candidate feedback loop

### Strategic Client Relationship Building

- Stakeholder management within client organisations
- Strategic planning for account management
- Long-term client account planning

### Customisation and Engagement

- Client entertainment & relationship building events
- Customised service offerings & packages

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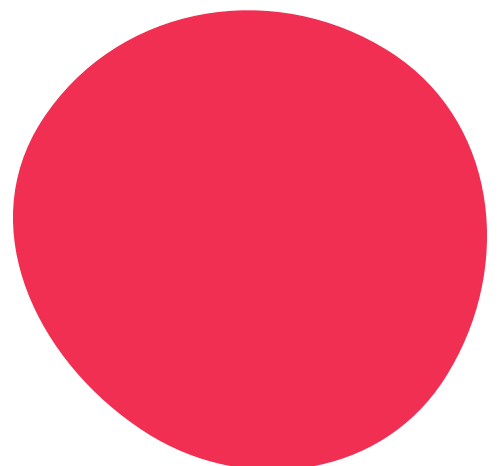
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# Business Development



### Market Research and Prospecting

- Researching and mapping target markets
- Prospecting strategy & target market identification
- Lead generation & qualification techniques

### Client Engagement and Communication

- Personalised client engagement approaches
- Utilising video tools for impactful communication
- Building and promoting a personal brand
- Creating engaging social media posts
- Social media content planning

### Business Development Strategies

- Strategic identification and generation of new business opportunities
- Developing a Business Development Plan
- Implementing and assessing business development strategies
- Sales pitch development & presentation skills
- Follow-Up strategy & persistence in outreach

### Automation and Efficiency

- Leveraging automation for business processes
- Streamlining BD Workflows with templated communications
- Sales technology utilisation

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### Networking and Relationship Building

- Networking & relationship building
- Engaging with clients & prospects at industry events
- Hosting networking events

### Sales and negotiation

- Sales funnel management
- Negotiation tactics
- Conducting sales meetings and closing deals
- Cold calling & warm calling efficacy
- Sales objection handling

### Market positioning and branding

- Competitive analysis & market positioning
- Brand differentiation in sales approach
- Analysing competitors for unique selling propositions
- Clearly articulating the agency's value

### Client success and feedback

- Client testimonials & case study development
- Referral generation techniques
- Value proposition articulation & messaging

### Financial and ROI analysis

- ROI calculation & value demonstration
- Proposal writing & customisation
- Sales reporting & pipeline forecasting

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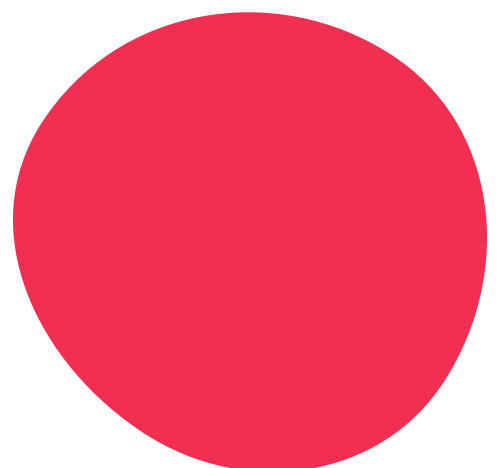
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# Leadership

For managers/ owners/directors



### Training and development

- Designing customised training programmes for team
- Effective training delivery
- Keeping abreast of industry/tech changes
- Developing and coaching team members

### Team engagement and performance

- Gaining team respect/buy-in
- Structured performance enhancement processes
- Providing consistent insightful feedback
- Conducting performance reviews/monthly/weekly meetings
- Managing team performance through kpis

### Leadership and strategic planning

- Setting and monitoring kpis
- Long-term organisational planning
- Vision crafting & strategic direction setting
- Setting clear strategic direction

### Operational management

- Delegating tasks and responsibilities
- Managing team dynamics and resignations
- Team structure & role definition
- Operational process improvement

### Financial and risk management

- Financial management and decision making
- Managing finances, including budgeting and forecasting
- Risk management & contingency planning

### Change management and Innovation

- Leading and managing change effectively
- Innovation & technology adoption

### Communication and Culture

- Culture building & employee engagement
- Communication & transparency

### Leadership and Development

- Talent identification & recruitment
- Succession planning & leadership development
- Conflict resolution & team dynamics
- Decision making & critical thinking

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# Creating Your Personalised Training Plan

Congratulations on completing the self-assessment! Now that you've identified areas for improvement, it's time to transform these insights into actionable steps. Remember, small changes lead to significant transformations. Focus on selecting 2-3 areas in each category to prioritise over the next quarter.

## Instructions for Your Training Plan:

1. **Review Your Scores:** Look at the areas where you scored the lowest or feel you have the most room for growth.
2. **Select Key Focus Areas:** Choose 2-3 focus areas from each category that you believe will have the most significant impact on your development.
3. **Define Actionable Steps:** For each focus area, outline specific, achievable actions. Consider training programs, workshops, reading materials, or mentorship opportunities that could support your growth.
4. **Set Realistic Goals:** Establish clear, measurable objectives for what success looks like in each focus area. Include timelines to keep yourself accountable.
5. **Seek Feedback:** Discuss your plan with a mentor or colleague. They can offer valuable insights and suggestions to refine your approach.
6. **Implement and Reflect:** Begin working on your action steps, regularly reviewing your progress and adjusting your plan as needed.

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# Example Training Plan:

**Focus Area:** Boolean Search Skills

**Action Steps:** Complete an online course on advanced search techniques.

**Goal:** Increase search efficiency by 25%.

**Timeline:** 3 Months

**Focus Area:** BD Events

**Action Steps:** Run a webinar on How to develop a good EVP.

**Goal:** Invite 1,000 Prospects. Post 10 times in the lead up to event. & Book 10 meetings.

**Timeline:** 3 Months

## REMEMBER:

Progress is a journey, not a race. Prioritise continuous learning and adapt your plan as you grow. Celebrate your milestones, no matter how small, and stay committed to your development path.

For further guidance or support in creating your personalised training plan, feel free to reach out to our team. We're here to help.

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