

## **The War for Talent is in Full Force- And Talent is Winning!**

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The competition for talent is much more fierce in 2013 than it has been the last few years. After year's of having the luxury of multiple options when it comes to hiring, it's time to acknowledge the market has shifted. We are most definitely in a candidate-driven market. And candidates are realizing this, they understand THEY are in the driver seat in most interviews/offer negotiations. Candidates are getting multiple offers. Organizations are getting aggressive to retain their current staff. Counter-offers are on the rise. In addition, unemployment is at its lowest point in 6+years as healthcare added 33,000+ jobs in June alone. Finally, as healthcare expects to add 2.2% new jobs over the next 18 months, more and more leadership level candidates are finally retiring, (they worked extra the past few years to make up for the recession, but most now have their retirement accounts back to where they were in 2009- many have them much higher.) Considering these factors, the "War for Talent" over the next decade is only going to get more and more competitive. This makes a recruiters job much more difficult.

Things we notice when recruiting gets "harder":

- Candidates have more options
- Clients need to court their candidates as the interview is much more a two way street
- Many recruiters quit, as it is more difficult to recruit top talent
- Processes need to shorten, how many people really need to interview the candidate
- The need to know candidates Qualifications AND Motivations increases significantly
- Organizations suffer if teamed with the wrong recruiting partner

So sure, there may be firms out there that agree to lower fees, but in a market like this you want someone who can actually deliver the end result and can continue to in this new candidate-driven marketplace we face. Not just someone who will concede their fees on the front end. In fact, reflect on how long it took them to agree to your request...were they a good negotiator? If not, how will they be able to help when it comes time to negotiate an offer for the candidate?

So in order to feel comfortable that you are working with the best possible recruitment firm, make sure you have specific questions and criteria ready to evaluate who will be most successful. (hint: it's usually not the one that is quick to lower their fees. ) A few examples of good qualifying questions to ask:

- How long have you been in business?
- How many placements OF THIS TYPE has your firm made in the last 3-5 years?
- How many placements OF THIS TYPE have YOU, the specific recruiter made in the last 3-5 years?
- How do you source candidates (just "post and pray" or are they really tapping their network of "passive" candidates?)
- What is the support structure of your organization? (is this a one man shop operating from their living room, or an established company with structure/procedures and methodology in place?)
- Ask THEM! "Why are you different than others?" Do they really have anything to say that is TRULY unique?
- How do they come across in their conversation with YOU? Was YOUR first impression a good one?

Anyway, selecting a recruitment firm, while it may seem trivial, is a decision that you shouldn't take lightly. Who do you really want out in the marketplace "selling " your organization? Pick Carefully!

-Sean Milius  
CEO

The HealthCare Initiative

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