

Creating engagement and building your reputation

September 2021

The
Recruiter
Accelerator
Club

Objectives:



01

To know and understand all your activity creates your "reputation"

02

Be clear on what you want your reputation to be in your market and with your clients

03

Identify how you will create this reputation for your brand

04

Have an action plan to work through back at the desk

The logo for 'The Recruiter Accelerator Club' is a circular emblem with a green-to-yellow gradient and a brushstroke-like texture. The text 'The Recruiter Accelerator Club' is centered within the circle in a white, sans-serif font.

**The
Recruiter
Accelerator
Club**

What engagement do you have with your Accounts within the following Tools?

- LinkedIn
- Xing (if appropriate)
- Your Company Website
- On the Phone
- Via Email
- Other

What adjectives would you want your clients to use to describe you/ your service?

A large, vibrant orange speech bubble is the central focus, hanging from a dark string. It is surrounded by several other speech bubbles in various colors (yellow, green, blue, red) that are slightly out of focus, creating a sense of depth. The background is a soft, light gray gradient.



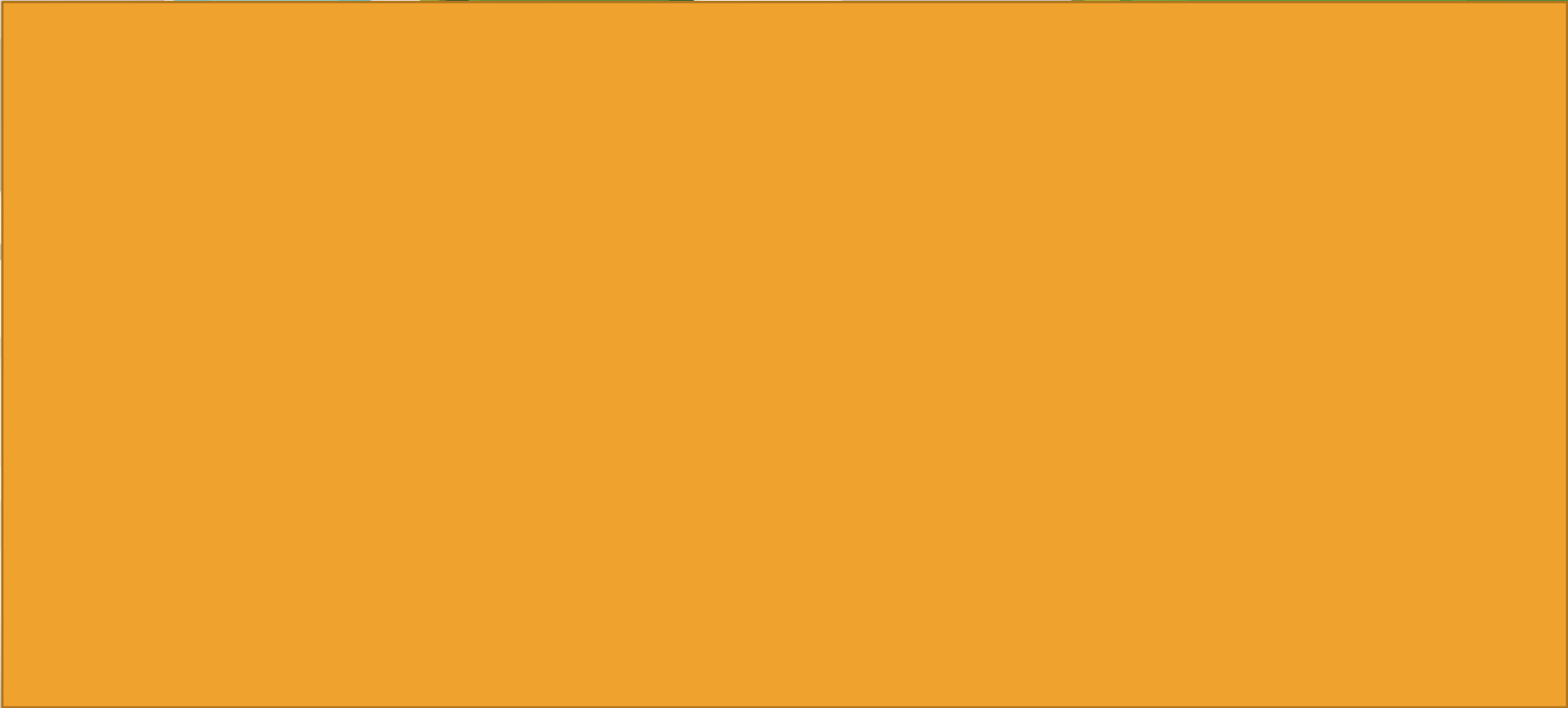
How can we create our reputation and strengthen it in our activity?



Transactional v's Relationship building

What is the difference
here?





Transactional:



Relationship focussed

How can
we build
that
relationship
?



Ali's Top tips!



VectorStock.com/1267888

Show	Show your personality
Ask	Ask interesting questions
Share	Share your knowledge
Offer	Offer advice
Take	Take the time to have a REAL conversation
Uncover	Uncover problems and offer solutions



LinkedIn



Job boards



Website



Email



On the phone

What tools are available to us?

LinkedIn

- ◆ What are you doing on LI?
- ◆ How often?
- ◆ What results do you get?
- ◆ Are your clients hanging out there?
- ◆ Are your candidates there?
- ◆ Are people in the organisation hanging out there?



A close-up, slightly blurred photograph of a stack of brown cardboard folders. A silver metal ring binder is visible, securing the folders together. The folders are stacked on a dark, textured wooden surface. The lighting is soft and warm, creating a professional and organized atmosphere. The text 'Job boards' is overlaid in the center of the image in a clean, white, sans-serif font.

Job boards

Do you have the information you need for posting on a job board?

- ◆ What is the relevant content for a potential candidate?



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Company website

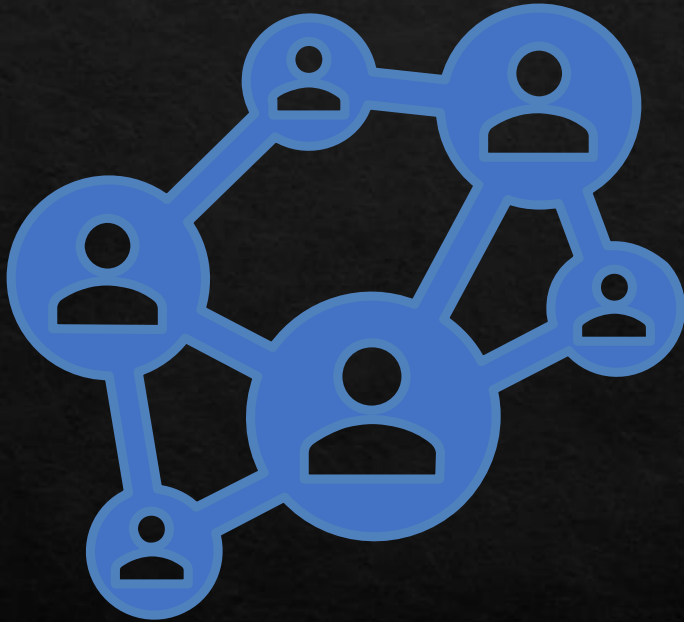
A blurred office desk scene. In the foreground, a pair of glasses rests on a stack of papers. To the left, a black and white mug is visible. The background shows a laptop screen and a window with bokeh light effects. The word "Email" is overlaid in the center in a white, sans-serif font.

Email



On the phone

People



- ◇ Do you know who all the key people are in the business?
- ◇ Do you only have the one contact? What would happen if they left?
- ◇ Who else might you need to make contact with?
- ◇ Knowing who all the relevant decision makers are increases your effectiveness within an account
- ◇ How are you going to make contact with them?
- ◇ Can you use your Promoter to help you?

Post work – start to think
about your touch plan for
your contacts

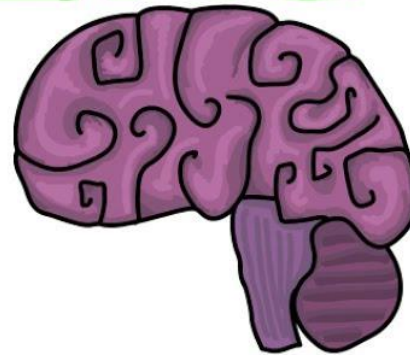


The background is a soft-focus photograph of a library. On the left, there are wooden bookshelves filled with books. The right side of the image is dominated by a series of warm, glowing bokeh lights, likely from ceiling fixtures, creating a cozy and intellectual atmosphere. The text is centered in the middle of the frame.

Robert Cialdini
the Science of persuasion

What is the
science of
persuasion?

**THE SCIENCE OF
PERSUASION**



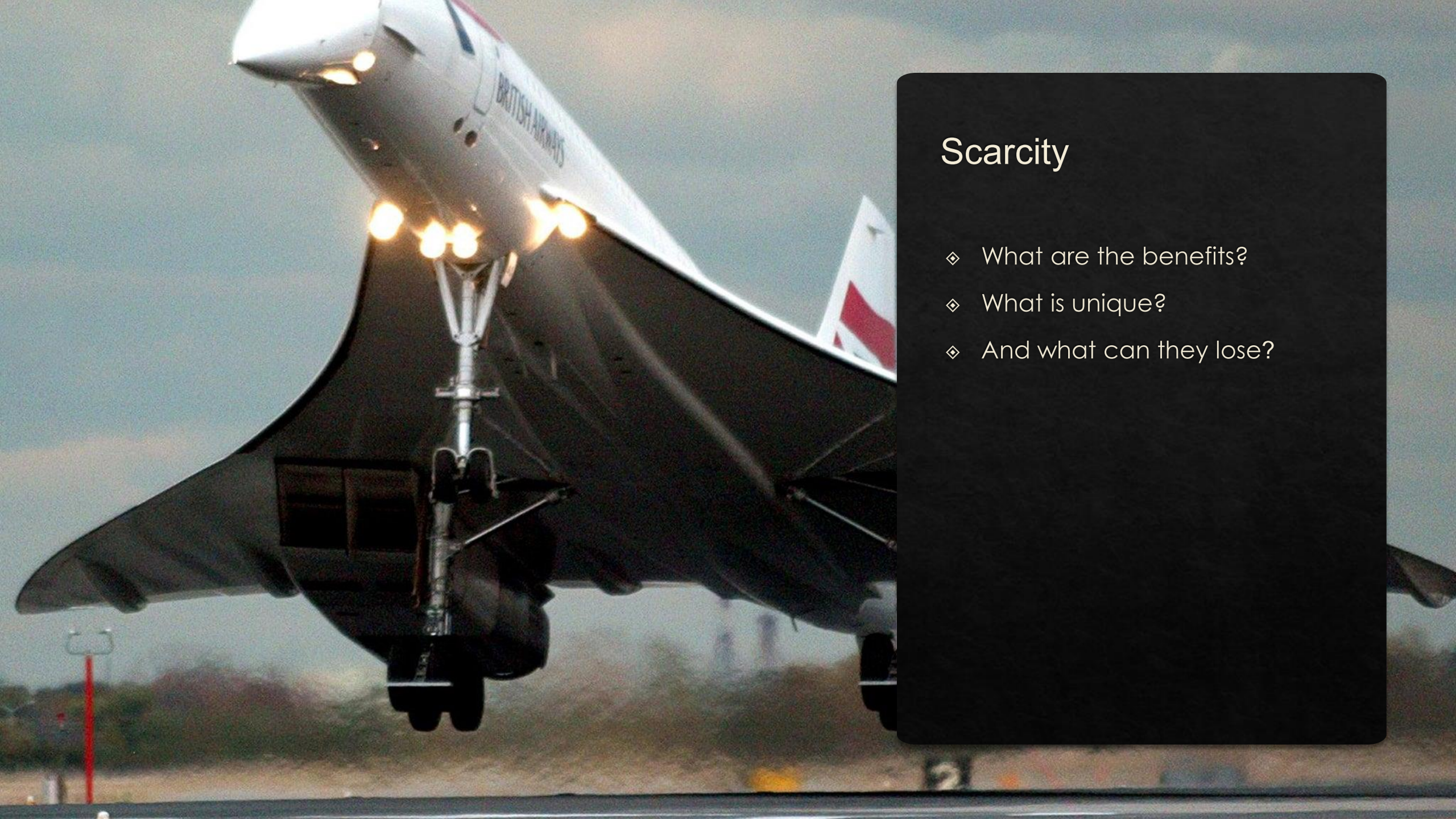
ROBERT CIALDINI

Reciprocity

- ◆ Personalised
- ◆ Unexpected

Be the first to
give!





Scarcity

- ◇ What are the benefits?
- ◇ What is unique?
- ◇ And what can they lose?

Authority

- ◆ You need to get other people to say it for you
- ◆ E.g. LinkedIn testimonials

Maryland High School Diploma



This is to certify that

Brandon Ray Wigfield

has completed in a satisfactory manner at the

Fort Hill High School

a program of studies in accordance with the requirements of the State Board of Education for graduation from an approved High School and is therefore awarded this

Diploma

In Testimony whereof, the seal of the Board of Education of Allegany County and the signatures required by law are hereunto affixed this 2nd day of June, 2003.

Stacy M. Lewis
Principal of School
Nancy J. Hancock
State Superintendent of Schools

Amosky C. Woodring
President, Board of Education
William J. AvMiller
County Superintendent of Schools



Consistency

- ◆ Voluntary
- ◆ Active
- ◆ Public commitment – in writing
- ◆ Small yes's lead to bigger ones!



Like

Liking

- ◇ Similar
- ◇ Compliments
- ◇ Cooperate towards mutual goals
- ◇ Find mutual interests



Consensus

- ◇ How can we create this?
- ◇ What are others already doing/ similar others?
- ◇ How can this link to you/ your business/ your role?
- ◇ E.g. clients

Candidates



What else would you
include here?

♦

Summary of the session



Any
questions?



Post work – start to think about
your touch plan for your
contacts

AND

How can you incorporate The Science
of Persuasion into recruitment and your
reputation?

Watch the Video!

