

## RETAINED RECRUITMENT SPECIALIST FOR MID-SIZED FIRMS IN UPSTATE NEW YORK

### CLIENT PROBLEM DEFINED

Small to mid-sized organizations employ over 50% of Americans. Managers and owners of these firms are busy driving revenue, increasing efficiency, and scanning the horizon for emerging advantages against the competition. Most don't have the cash flow luxury of sustaining a large human resource department staffed with dedicated recruiters, **yet all readily and accurately acknowledge that people are their number one asset.**

### THE CURRENT STATE

When faced with the time-consuming challenge of filling an important position, managers of most small to mid-sized for-profit and not-for-profit organizations use a combination of internal postings, external postings, and the services of contingency firms – external recruiters that are paid a fee *only if the candidate they submit gets hired*. The result: endless résumé submissions from unqualified candidates to sift through, a blizzard of regulatory paperwork to stay on top of, and the sporadic submission of candidate résumés from contingent recruiting firms who haven't really done their homework to identify *most qualified* talent. **Most contingent recruiters exhibit the behavior of someone incented to win a race, because they are incented to win a race, identifying most available rather than most qualified talent, often from a frequently overused database of individuals in career transition.** By contrast, Patty Phillips always performs original research, utilizing unique sourcing techniques to find the skills, traits and experience *most needed* by the client for the role in question.

### THE VALUE PROPOSITION

Clarity takes on search engagements on retainer only, hired to research, entice, interview, verify and present two to four qualified candidates for review by the client firm. We don't work on dozens of searches at once, hoping volume will make up for the client engagements we fail to fill along the way. Instead, we focus our attention on fulfilling your search, a commitment we make to you in return for your firm's commitment to work exclusively with us. We don't turn our search work over to inexperienced "salesy" recruiters; your search will be conducted by the same individual you met at your initial exploratory meeting – Patty Phillips, an experienced expert in identifying management talent at all levels.

While researching and identifying *most qualified* talent, Clarity is also marketing *your firm* to potential future employees. Before beginning an engagement, we take the time to understand the value proposition of working with your team because we understand that we are in fact *the face of your organization* to the talent we are targeting. Patty also knows how to sell the Upstate New York lifestyle to candidates that might not know and love our region– yet.

## **THE ENGAGEMENT PROCESS**

1. The engagement begins with a face-to-face interview with the hiring manager to fully understand the desired traits, skills, and experience for the role in question. Crystal-clear clarification on all three components is critical for sourcing a terrific match that "sticks." In this meeting, we will also solicit the hiring manager's opinion on other individuals employed by the firm that should be interviewed to gain a full perspective of the goals that need to be accomplished by the successful candidate for the role in question. Lastly, we ask for internal insight into ideal companies or not-for-profits that we should consider for our target list. When engaging our firm, clients don't have to worry about "off-limits" issues that could restrict us from recruiting from their targeted competitors, as often happens when working with larger recruiting organizations that work for multiple firms in one industry.
2. We pride ourselves on converting position and company descriptions that "describe" into accurate, vibrant marketing documents that "sell," designed to attract the interest of targeted talent. With a signed contract and your approval of our company and position description document, we begin performing original research to identify talent. We will research our client's industry niche, locally and nationally (if the hiring manager is open to talent from outside of Upstate New York), to identify ideal talent. We rely on our own detailed original research for our client assignments, leveraging the efforts of our dedicated researchers, rather than culling names from a proprietary database of largely unemployed candidates.
3. Once talent is identified, Patty conducts detailed, proof-based face-to-face interviews, screening for candidates that meet the needs of the hiring manager. For those candidates that make it through both the initial phone screen and face-to-face interview, a written report is presented for the hiring manager's review and consideration for the next step – a face-to-face interview with the organization.
4. Reference checking is an integral part of the assessment process that we perform as well, in sharp contrast to some recruiting firms that conduct reference checks to merely "check the box" that they were done. Contingent recruiters are not necessarily rewarded to "dig" during the reference checking process to test the information gleaned from candidate interviews, as they are in a race to win your fee – transaction volume from "speed to closure" is king. By contrast, we are only incented to find optimal talent for your organization.

## **TIME SAVING SIDE-BENEFIT**

With a retained search, our clients no longer have to invest their time vetting candidates that network and "informational interview" their way directly in the door; just refer them to Clarity where we will treat them with respect and evaluate the viability of their candidacy alongside that of other candidates. The days of worrying about the time stamp on a résumé, or "how did we become aware of this candidate?" are over, as we are rewarded for finding you the ideal candidate, period.

## **FEE**

An engagement with Clarity is competitively-priced with the fees charged by contingent firms – 25% of the first year's cash compensation for the role in question. The billing schedule for the search fee is 1/3 due upon approval of the position and company description submitted to you by Clarity, 1/3 due 30 days after contract execution, and the last 1/3 due upon acceptance of an offer by the successful candidate. We commit our resources to your search, and you commit your trust in us to lift the recruiting effort for the search in question off of your shoulders.

## HOW TO BEGIN

When an important manager announces his or her pending departure, or you decide it's time to make some changes to your management team, call Patricia Phillips at (585) 472-5057, or email her at [patty@clarityracm.com](mailto:patty@clarityracm.com)

### *Biography for Patty Phillips, Retained Search Specialist*

While most recruiters race to find the most available talent, Patty Phillips delights in identifying the most qualified talent for her corporate and not-for-profit clients. When it comes to filling critical director, managing director, senior management, vice president and/or presidential roles, corporate hiring managers have the right, and the obligation, to seek out experienced candidates and industry leaders with a track record of relevant success for the opportunity at hand. Patty's track record of experience with all sides of the talent acquisition process makes her ideally suited to be your trusted search advisor.

Her career began as a commercial banker for JPMorgan Chase, where she counseled business owners whose companies generated between \$10 - \$250 million in annual revenue. After a ten year pattern of career progression she became introspective about her own comparative advantage, finally recognizing that her sales success was tightly tied to an ability to read the true motivations of others. She began to explore career paths where she could utilize this comparative advantage more often. After making her career-changing discovery, Patty left Chase to manage the upstate New York operation for Drake Beam Morin, a global outplacement consulting firm. At DBM she helped hundreds of downsized professionals transition successfully from one career path to another. Patty was next recruited to head up the Career Management Office for the Simon Graduate School of Business at the University of Rochester, a top 30-ranked MBA program, where proper matching of student talent to employer needs increased the school's graduating student employment rate and national ranking during her leadership tenure.

Four years later, as Vice President of Business Development with Vitalwork, Inc., she rounded out her experience by helping employed mid-career professionals improve career satisfaction and business results by providing consulting services that motivated a paradigm shift in their engagement level with their work and working relationships. In summary, interactions with both individual and corporate clients throughout her career have given Patty a wealth of knowledge of the traits, skills and experiences that are most sought after by employers.

Patty graduated with a BA from St. John Fisher College, and received her MBA from Rochester Institute of Technology. She lives in Webster, New York with her husband Randy and their two children, Megan and Mitch. She also serves on the board of Lifespan, a Rochester-based not-for-profit that helps older adults take on the challenges and opportunities of aging. She is a past recipient of Rochester's 40 Under 40 Award, and a graduate of Leadership Rochester.

***Clarity's mission: To make it difficult for you to choose between our qualified candidates.***