



LinkedIn for CEOs Video 1:

## How Your Personal Brand Impacts Recruiting

Thanks for joining me here today for the first video in our series of videos for CEOs about recruiting.

My name is Judy Schramm, and I'm the CEO of ProResource, a social media agency that specializes in working with CEOs to help you build a strong personal brand and then use social media to make faster progress towards your business goals.

Today we're focusing on one strategic use of social media, and that is to support your company's recruiting, so you can attract the best candidates, engage them, and get them excited about working for you.

You all know we are in a highly competitive job market. The unemployment rate is the lowest it has been in years, and with the economy growing the way it has been, 61% of employers said they expect to hire more people this year than last.

But the truth is that the best people can always pick and choose where they go. And if you want them to choose your business, you need to be strategic.

Let's talk about how branding plays into this.

There's your company brand. Of course, you want a strong employer brand for your company.

- Companies with a positive brand get twice as many applications for their open positions.
- Glassdoor says 69% of job seekers are likely to apply if the employer actively manages their brand.
- 51% of recruiters said employer branding is the #1 investment they are increasing this year.

So yes, that needs to happen.

But what we're going to talk about today is your personal brand and how that impacts recruiting for your business.

And it matters because people care about who they work for. You are the CEO, you are the public face of your company, and you set the tone. You are typically the most visible person in your firm, and when a job candidate is researching your business, they are very likely to look at you.

When they google you, your LinkedIn profile is going to be at the top of the search results, and they are likely to click on it because they think they will find rich information there.

79% of job seekers said they use social media in their job search. Whether they start on Google or on LinkedIn they will go to your LinkedIn profile.

Let's get concrete and talk about three specific recruiting strategies...



The first is to use your LinkedIn profile to feed people the information you want them to have about you and your business before they come in for an interview. This allows you to see who has done their research – those people will be immediately visible to you, which is useful to know. And it allows them to come to the interview better prepared.

Let's look at an example... One of our clients is an established firm, been around for 47 years, a logistics company, not Internet-oriented at all.

They got to the point where they wanted to bring in some new management and they hired a high-powered executive recruiting firm. They brought in some great people. But they spent the entire interview educating those people about their business, and you know when you are the one doing the talking you are not learning much. They didn't have a chance to truly evaluate the candidates.

So they brought us in to give the executive team good LinkedIn profiles. We got the company story in there, the personalities, and the future potential. They didn't have to redo their website, which would have taken much longer. They just fixed up LinkedIn. And then the people who were coming for interviews were able to do their research, learn about the business, come to the interview prepared, and they could have a productive interview.

Now, let's talk about a second strategy, and that is to build a talent pool of people who are ideal candidates for your jobs.

This is particularly useful when you are planning to scale and need to hire a lot of people of a similar type. For a tech company that usually means hiring a lot of developers or a lot of sales people.

You go out and identify people who fit the criteria of an ideal candidate, using LinkedIn, and then you reach out to them on LinkedIn and ask them if they know anyone who would be a fit for the job.

The reason you ask if they know anyone rather than if they would be interested themselves is twofold. First, it allows you to reach out to more people because you don't have to worry about only contacting people who are perfect candidates. You can contact people who are more junior or more senior, and people who work for partners or customers (people you would never want to hire away from those firms), and people who are slightly outside of your geographic area.

Second, you tap into the networks of the people you are contacting, which vastly increases your reach. People know people like themselves – good developers know other talented developers, top producers know other top producers. And friends know who is looking for a job. When you ask for a referral, you get people thinking about who they know who might be looking – that's many more people than you can reach on your own.

You are seeding your market for future hiring. As an example, we have a client that is growing very rapidly and needs Ruby on Rails developers. They are in a rural area, and there aren't a lot of experienced programmers. By reaching out to local people, as well as people in a nearby metropolitan area, they were able to build a talent pool. They found the person they want to hire and are positioned to hire more as the company grows.

The third recruiting strategy is to attract people who want to work for a company like yours and want to work for a boss like you.



Every CEO has their own management philosophy, their own leadership style. When you get people who are the right fit for you as a manager, for your company culture, they are much more likely to be successful in your business.

When you allow people to get a sense of your personality, the way you operate and the way you want to interact, then you are able to attract the exact people who will be a good fit for your company.

Those are three recruiting strategies that help you use your personal brand to gain a competitive advantage in recruiting.

Now, how do you do that? How do you make your personal brand visible? In the next video we'll be going over the specific steps you need to take to make that happen.