

Research Innovation and ROI, Inc.



Tapping the Hidden Job Market for Talent and Opportunity



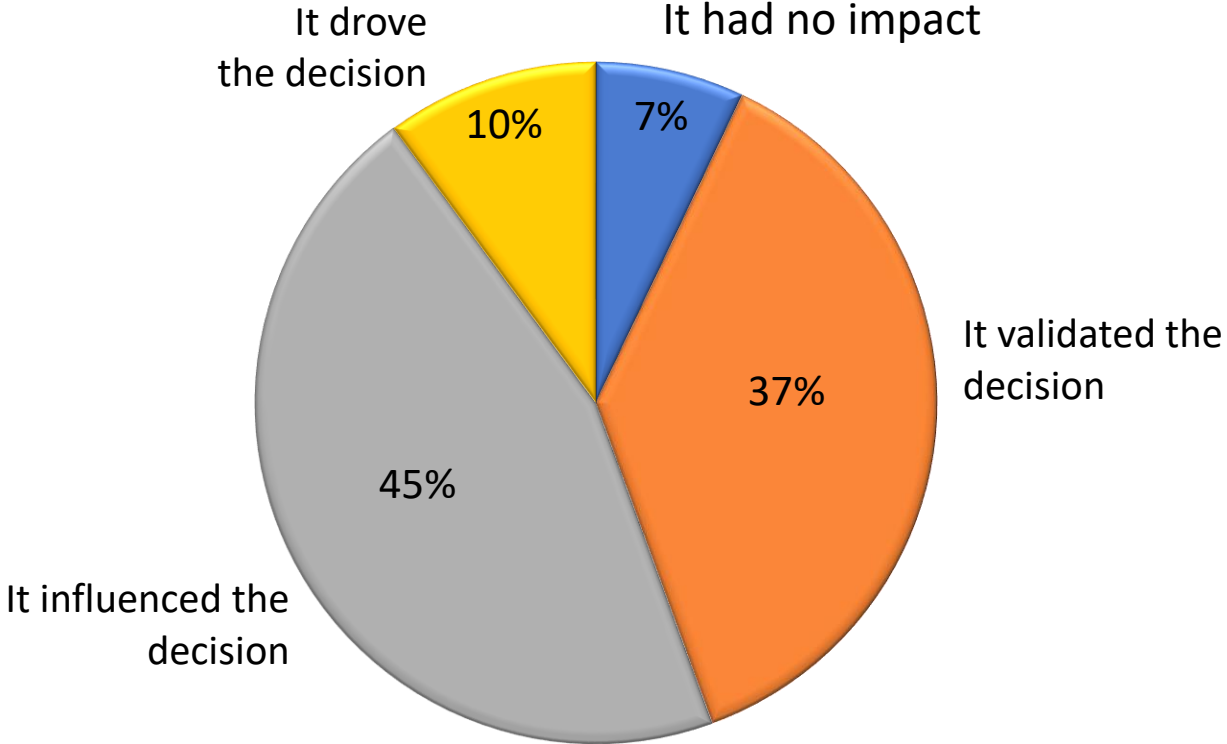
Insights
Opportunity
Council

**Brett Hagins, Managing Partner, Research
Innovation and ROI, Inc.
Connect with me on LinkedIn!**



Leadership indicates studies more commonly validate than drive decisions- commoditizes our profession!

Impact of Research on Decisions



Base: Those who said Market Research or Insights was commissioned, authorized or influenced projects in last 12 months (n=315)
Q8e. Now, please think about the most recent project with your market research or insights department where you personally had involvement. Which of the following most closely approximates the impact the research had on the decision that needed to be made?

Background



Top producer/executive recruiter for Career Blazers before entering the Research Industry in the 90's (now older, fatter and balder)

Story of my Father, UT Austin



Leadership Roles at Texas Instruments and EDS/HP; Currently the Managing Partner for Research Innovation and ROI, Inc. founded in 2009



Research Broker and Sample Provider: Recruit specialized audiences and staffing for difficult research projects including custom recruiting off LinkedIn



Manage a membership organization called the Insights Opportunity Council that conduct best practices research and facilitates networking, staffing, and career opportunities

Please reach out if I can help with your job search!

Brett Hagins



214-536-3955

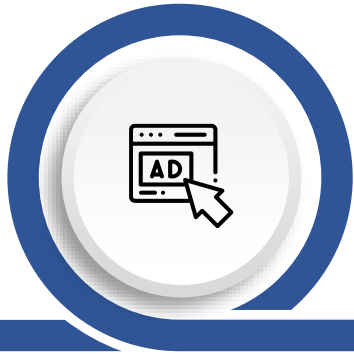


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<http://www.researchersamplenetwork.com>

Challenges- Candidates



Most jobs are not
advertised



Everyone is
competing for the
same jobs



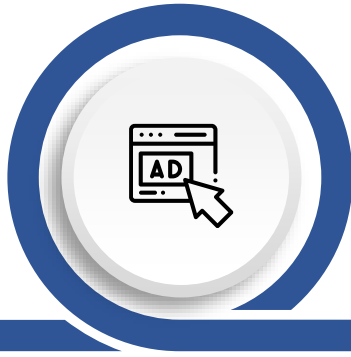
Most are screened
out before hiring
authority sees
resume



Many end up filling
the job through
networking

“The most precious thing about life is the ability to shape your own destiny.”- Norman Cousins

Challenges- Employers



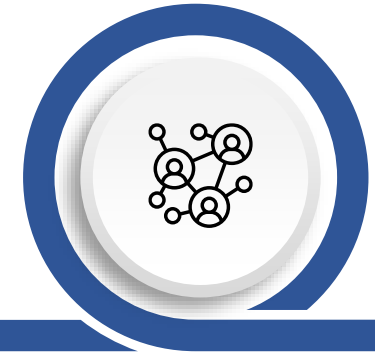
The best people are not always looking



Many applicants are not qualified



HR often does not sell the role and makes it difficult



You do not have enough time & your company may not want to pay an executive recruiter



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Sourcing Elite Talent



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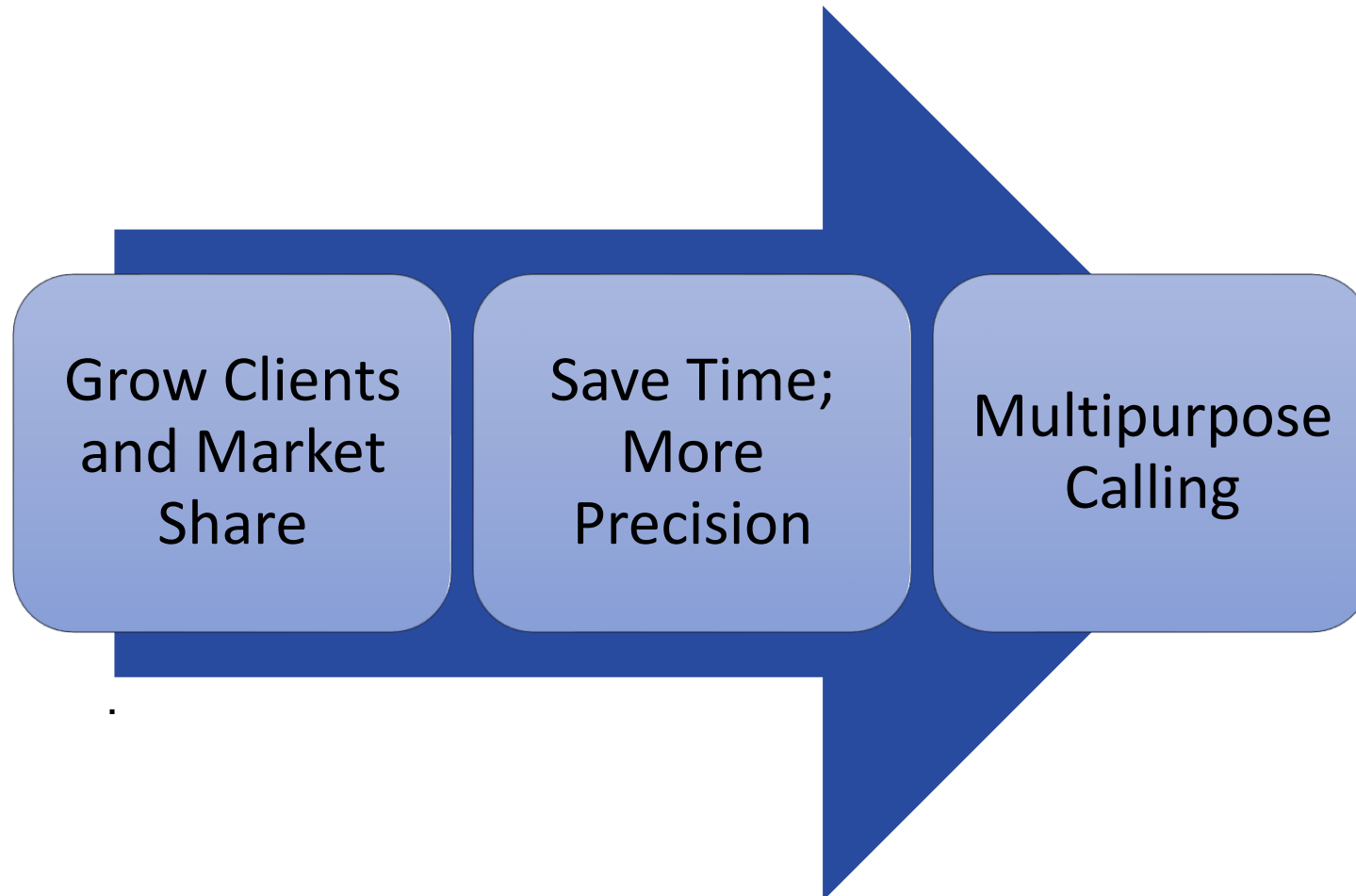
Sourcing Candidates

Laser Target
experience using
filters on LinkedIn

Target for research
experience, title,
industry
experience, skills,
geography

Ask for referrals
and include note
with LinkedIn
connection
request

Advantages



Pivot from Recruiting to:

Business Development

Mentoring Requests

Market Intelligence

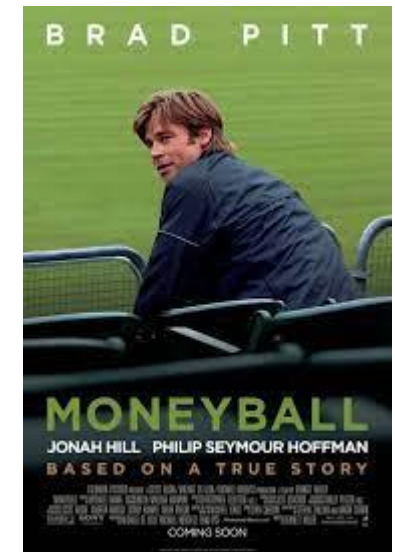
Approach

Look for
Undervalued
Assets

Sell the Role

Get the
Candidate to
Make a
Commitment of
Time

Dangle the Carrot and then Pull it
Back!



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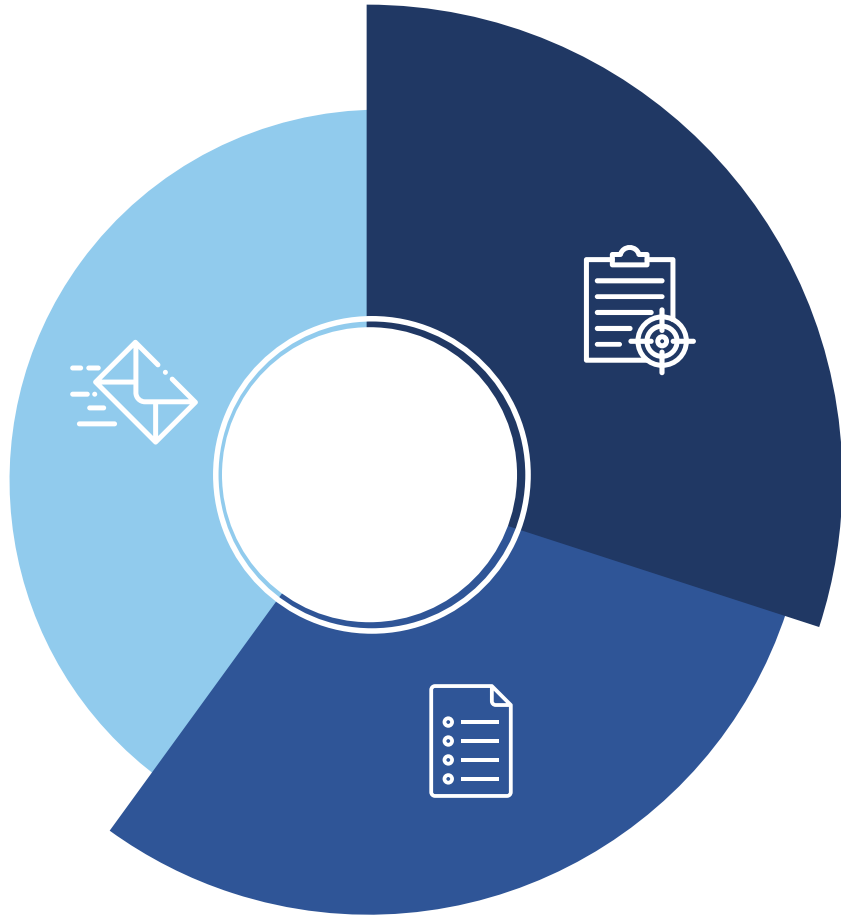
Sourcing Career Opportunities



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**“You miss 100% of the shots you don’t take.”-
Wayne Gretsky**

Tapping the Hidden Job Market



- Make list of target companies
- Make lists of contacts from each company
- Reach out via e-mail and phone directly

Advantages



Bypass HR
(Gatekeepers)



Do not have to compete
with nearly as many
other people



Have a better chance of
getting a job you really
want not just one
advertised, multipurpose
calling

Developing your List: Process



Developing your List: Alternate

If they take
my stapler,
I'll set the
building
on fire.



Identify High
Growth High
Margin
Companies; Good
Investments

Look up Contacts
via Linked In;
premium account

Look up
corporate phone
#'s and e-mails

Developing your List: Contacts

"Why Does It Say Paper Jam When There Is No Paper Jam!"



Start with the highest possible point of entry

What are all the titles and roles that would actually hire you?

Example: CEO, VP of Marketing, VP of Market Research/Insight /Customer Experience

Developing your List: Contacts

Company
Website/Contact
Us/About Us pages

E-Mail Subscription
Databases

Hire someone
offshore who already
has a paid e-mail
subscription for \$4
per hour on sites like
Upwork.com, etc.

Use both e-mails and phone calls: persistence pays off!

Possible Script

Possible voicemail or E-mail Template:

“Mr. Johnson, X suggested I speak with you. I need your help- I wanted to do some confidential networking with you. My background is in X where I’ve accomplished A and B and I’m considering career opportunities. Through your network of professional contacts, who do you know that would be open to talking to me?”

Consider tracking who you have talked to in a fee contact management system like Hubspot- if someone has 5 positions open in typical year, turnover is right around the corner.

Even if a position is advertised...

Still go to the hiring authority directly

HR does not have the urgency that a hiring authority does or same expertise

When a hiring authority says, e-mail me your resume, you are 100X better off than when it is sitting in a pile with HR



BILL- "Hello, Peter. What's happening? Uh... we have sort of a problem here. Yeah. You apparently didn't put one of the new coversheets on your TPS reports."



PETER- "Oh, yeah. I'm sorry about that. I, I forgot."

BILL- "MMMM..YEAH. YOU SEE, WE'RE PUTTING THE COVERSHEETS ON ALL TPS REPORTS NOW BEFORE THEY GO OUT. DID YOU SEE THE MEMO ABOUT THIS? Yeah. If you could just go ahead and make sure you do that from now on, that will be great. And Uh, I'll go ahead and make sure you get another copy of that memo Mmmm, Ok?"

Resume Success

Ask hiring authorities to look at resume

Adapt resume for role

Always have a plan of attack

Interview Success

Script out questions in advance

Anticipate Problems and Strengths

Show enthusiasm for the role and the person

Closing on Opportunities



Determine Decision Criteria

Flush out objections

Create Urgency

Entrepreneurship

Multi-purpose calling: Kill 5 Birds

Strengthen Sales Skills for you and people you care about

Learn and Teach Entrepreneurship; recruit peer mentors

Insights Opportunity Council- Connect with me to join for free!



Insights
Opportunity
Council- join today
for free!

- Quarterly coaching call to practice for insights pros- FREE!
- Best practices research, mentoring, career and networking, staffing support, training, **free participation** tier
- Please connect with us on LinkedIn.

Brett Hagins

Managing Partner

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