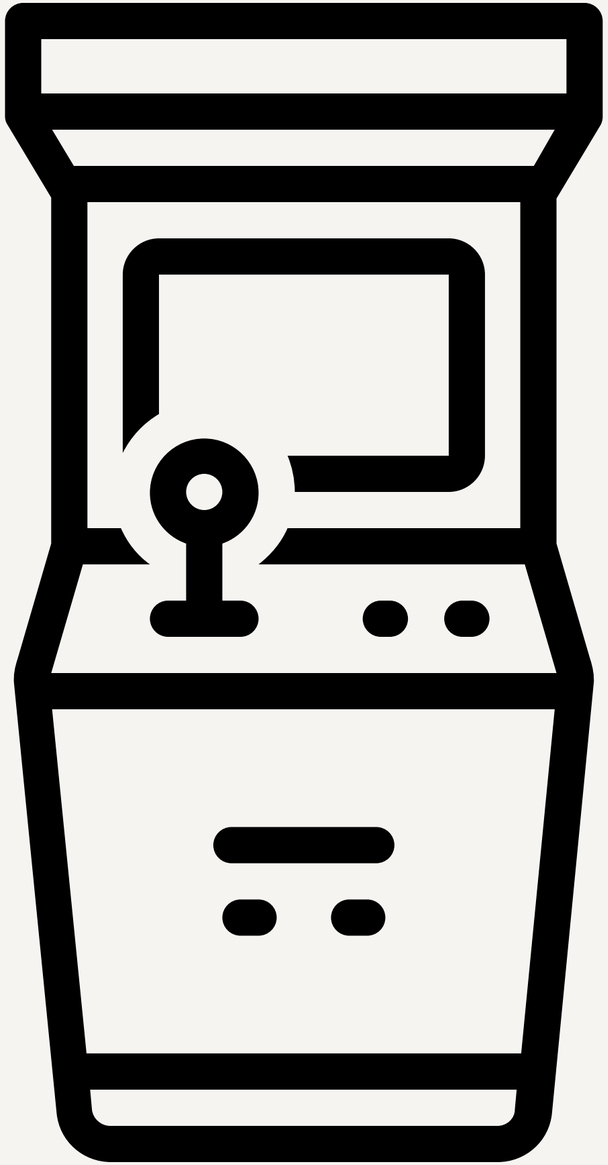
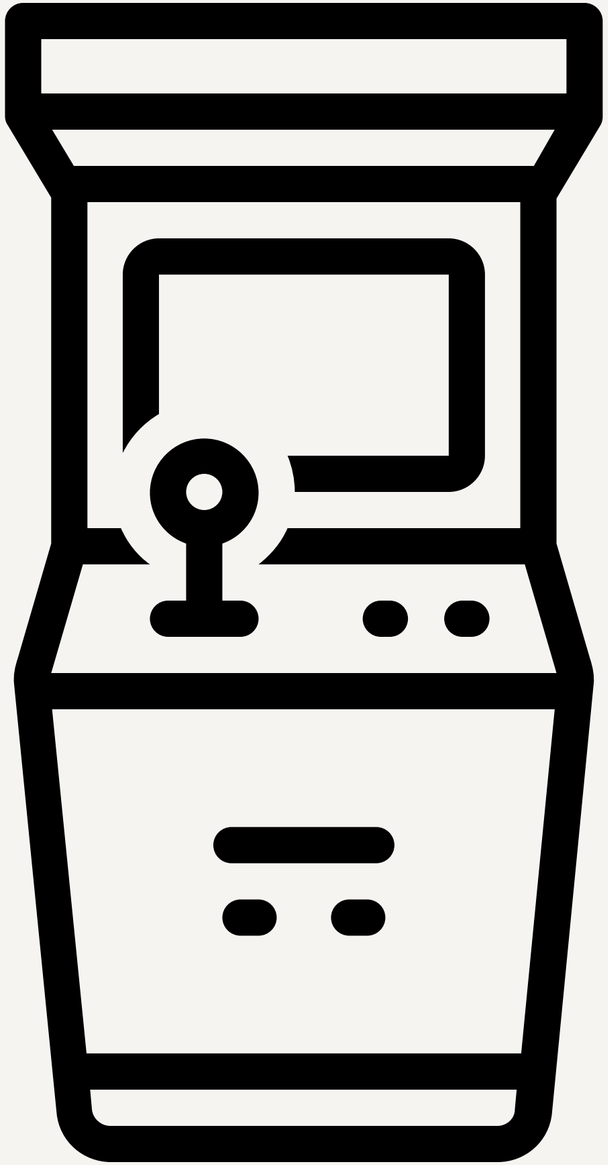
RECRUITMENT THROUGH EXPERIENCE



ARCADE
RECRUITMENT COACHING | MENTAL HEALTH

AKA...

(SOME OF) MY RULES FOR RECRUITMENT



ARCADE
RECRUITMENT COACHING | MENTAL HEALTH

WHO AM I?

-My name is Chris Hart
-I am begrudgingly 44
-I’m an ex-Tech Recruiter

WHO AM I?

-My name is Chris Hart
-I am begrudgingly 44
-I'm an ex-Tech Recruiter
-I drive a 1975 Ford Pick-Up Truck

WHO AM I?

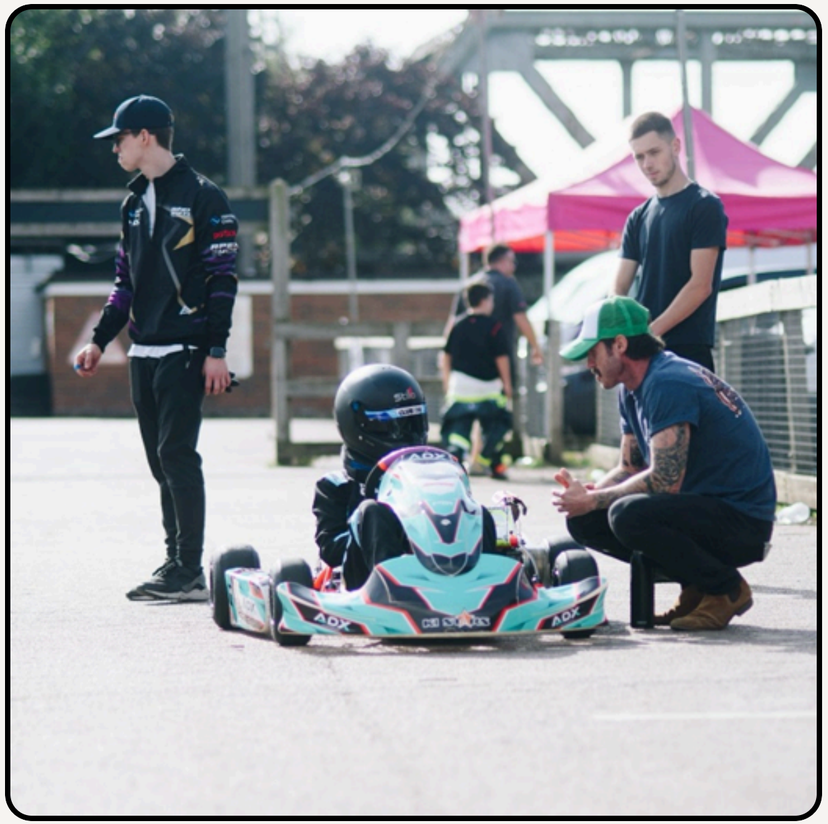
-My name is Chris Hart
-I am begrudgingly 44
-I'm an ex-Tech Recruiter
-I drive a 1975 Ford Pick-Up Truck
-I post stupid pictures of my face on LinkedIn

WHO AM I?

-My name is Chris Hart
-I am begrudgingly 44
-I'm an ex-Tech Recruiter
-I drive a 1975 Ford Pick-Up Truck
-I post stupid pictures of my face on LinkedIn
-I have three kids

WHO AM I?

-My name is Chris Hart
-I am begrudgingly 44
-I'm an ex-Tech Recruiter
-I drive a 1975 Ford Pick-Up Truck
-I post stupid pictures of my face on LinkedIn
-I have three kids
-My eldest is a racing driver



WHO AM I?

-My name is Chris Hart
-I am begrudgingly 44
-I'm an ex-Tech Recruiter
-I drive a 1975 Ford Pick-Up Truck
-I post stupid pictures of my face on LinkedIn
-I have three kids
-My eldest is a racing driver
-And my younger two are feral

WHO AM I?

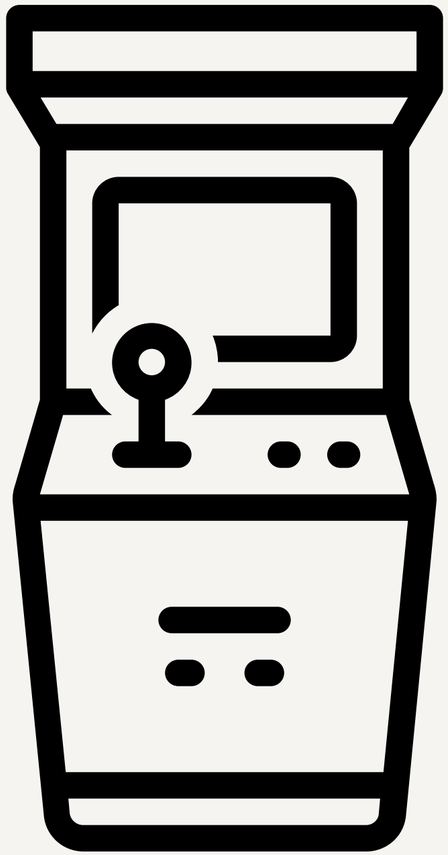
-My name is Chris Hart
-I am begrudgingly 44
-I'm an ex-Tech Recruiter
-I drive a 1975 Ford Pick-Up Truck
-I post stupid pictures of my face on LinkedIn
-I have three kids
-My eldest is a racing driver
-And my younger two are feral
-I am big champion for mental health
-And talk about my ADHD and MH on LinkedIn
-I recently launched the 'yeah...you?' campaign.

WHO AM I?

-My name is Chris Hart
-I am begrudgingly 44
-I'm an ex-Tech Recruiter
-I drive a 1975 Ford Pick-Up Truck
-I post stupid pictures of my face on LinkedIn
-I have three kids
-My eldest is a racing driver
-And my younger two are feral
-I am big champion for mental health
-And talk about my ADHD and MH on LinkedIn
-I recently launched the 'yeah...you?' campaign.
-I have been in Recruitment almost 20 years
-And now run arcade

RULES FOR RECRUITMENT

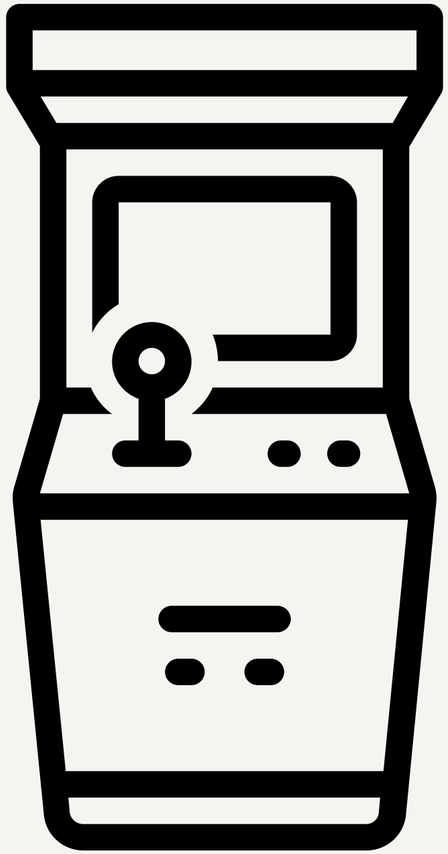
ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



BEFORE WE GET STARTED

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH

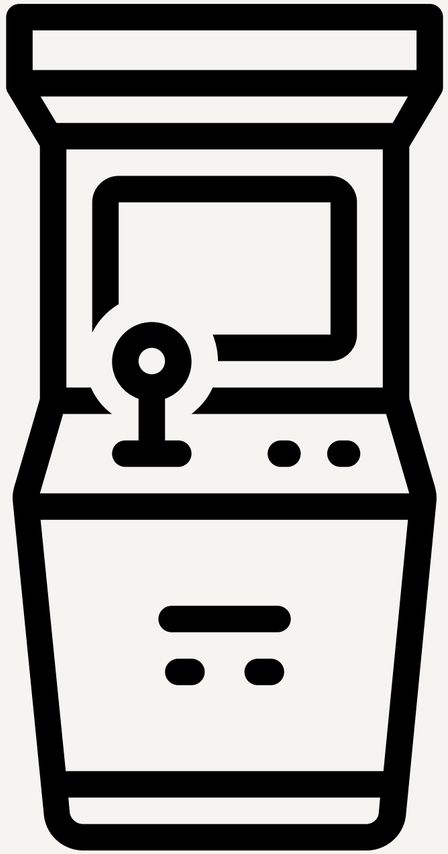


#1

WE DEAL IN FACTS, NOT GUESSES

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



#1 - WE DEAL IN FACTS, NOT GUESSES

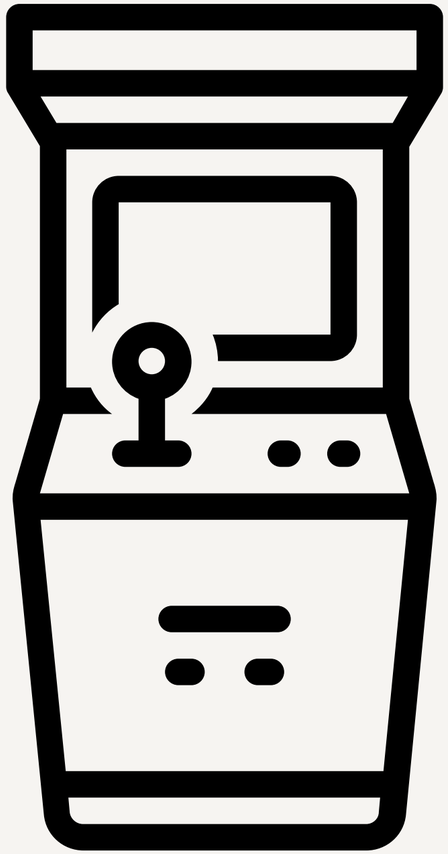
- Assumptions made to questions not asked
- These assumptions become so called '*facts*'
- Following these so called '*facts*' can be fatal

IT IS NOT YOUR CANDIDATES OR CLIENTS JOB TO TELL YOU ANYTHING.

IT IS YOUR JOB TO ASK

RULES FOR RECRUITMENT

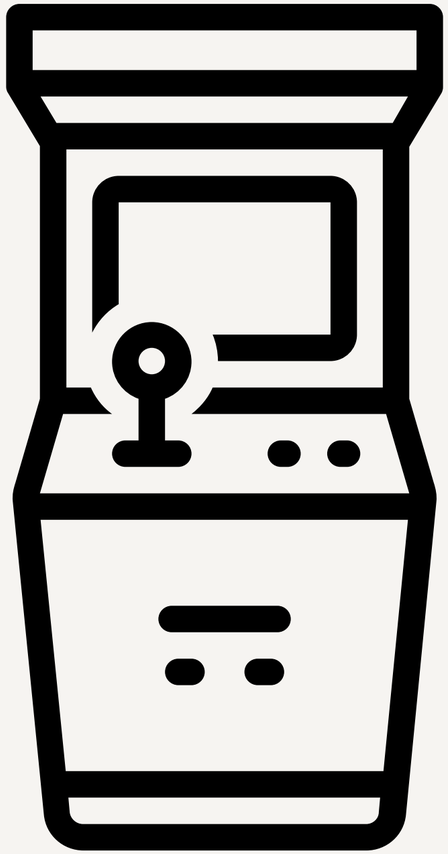
ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



#2
WE ARE INFORMATION BROKERS

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



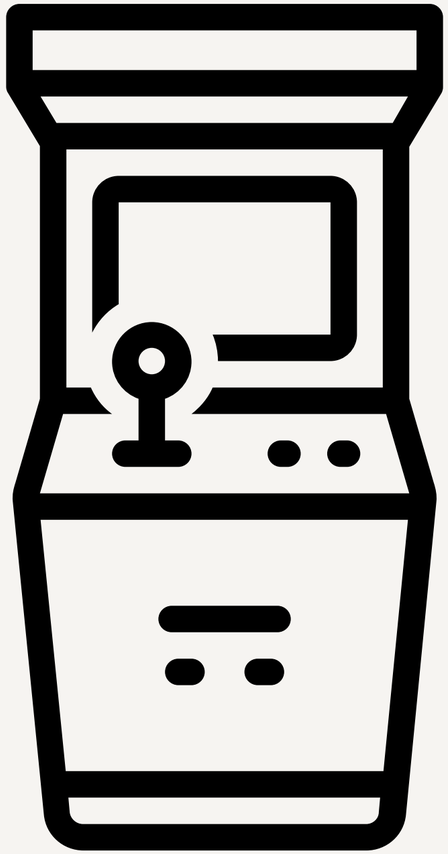
#2 - WE ARE INFORMATION BROKERS

- We deal in facts, we broker in information
- Every placement we make is the result of the information we have gathered, shared and actioned.
- Every placement we don't make is potentially a result of the information we didn't get, share or action.

THE MORE INFORMATION WE GET, SHARE & ACTION, THE MORE SUCCESSFUL WE WILL BE.

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH

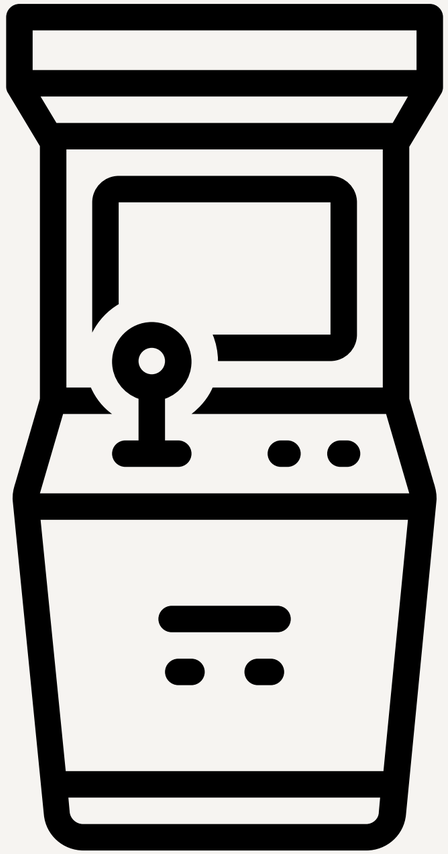


#3

CONTEXT, CONTEXT, CONTEXT!!!

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



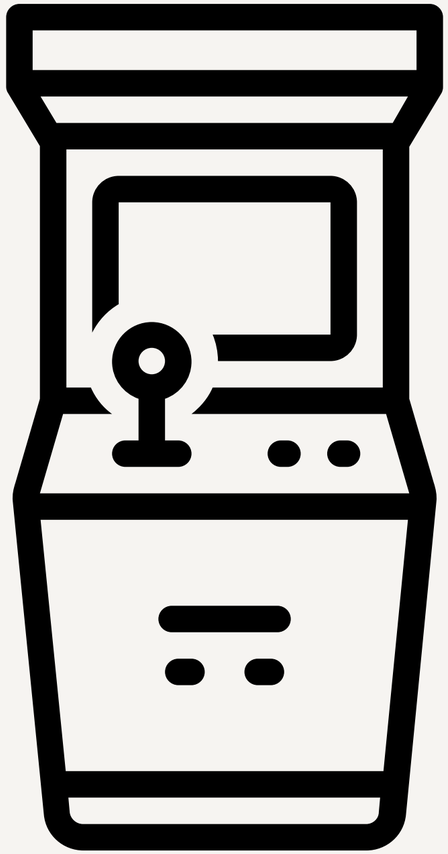
#3 - CONTEXT, CONTEXT, CONTEXT!!!

- Information is nothing without the context
- If information is our headline, context is our story
- Relying on the headline alone is clickbait recruitment

EVERY QUESTION LEADS TO ANOTHER QUESTION.

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH

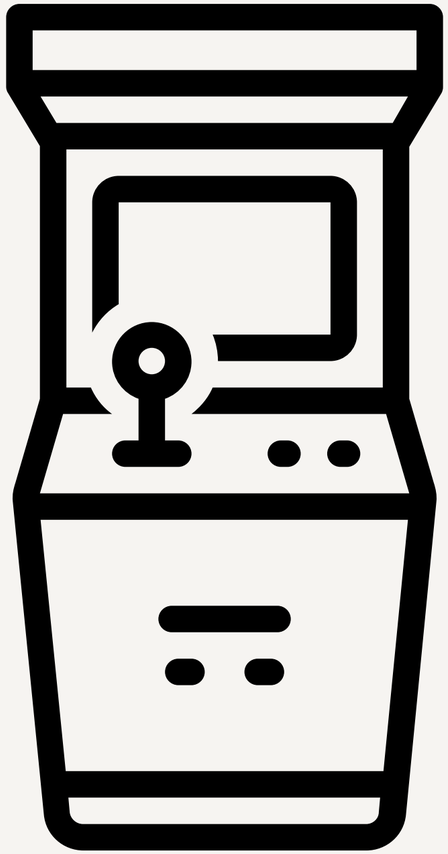


#4

WHAT YOU WERE TOLD YESTERDAY IS NO LONGER RELEVANT

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



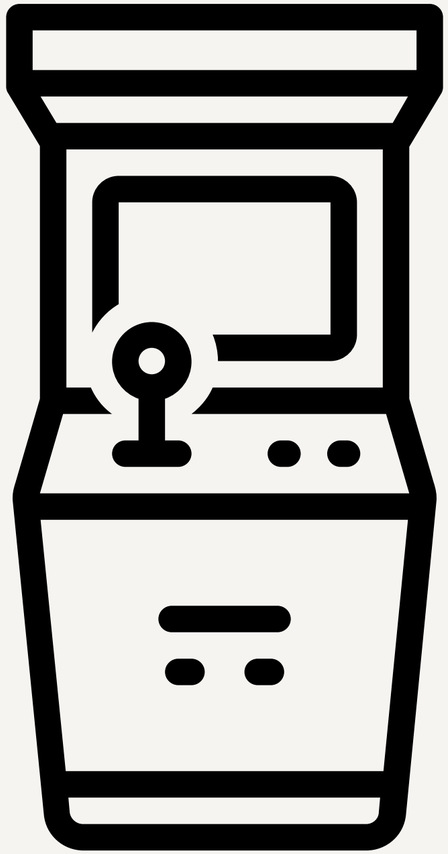
#4 – WHAT THEY TOLD YOU YESTERDAY, IS NO LONGER RELEVANT

- 24 hours is a lifetime in Recruitment
- Just because you asked once, don't assume things haven't changed.
- Don't wait for them to tell you, or assume they will

ONCE WE HAVE CLOSED A BOX, IT IS OUR JOB TO MAKE SURE IT STAYS CLOSED OR KNOW WHEN IT REOPENS.

RULES FOR RECRUITMENT

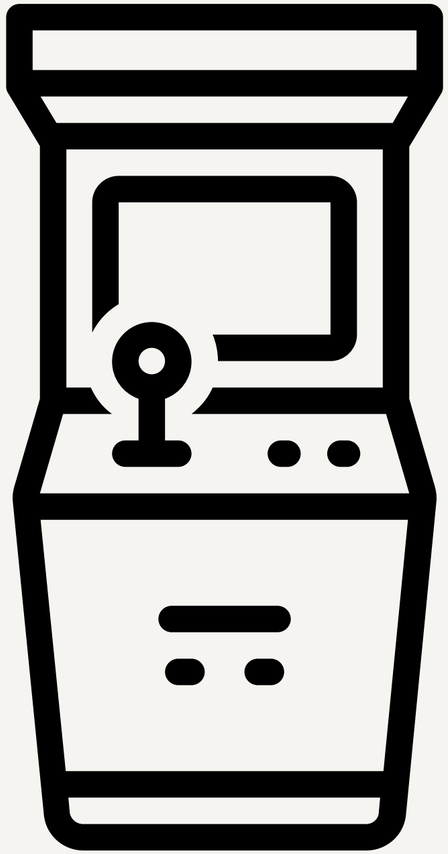
ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



#5
THE UNIVERSE IS NOT IN CONTROL

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



#5 - THE UNIVERSE IS NOT IN CONTROL

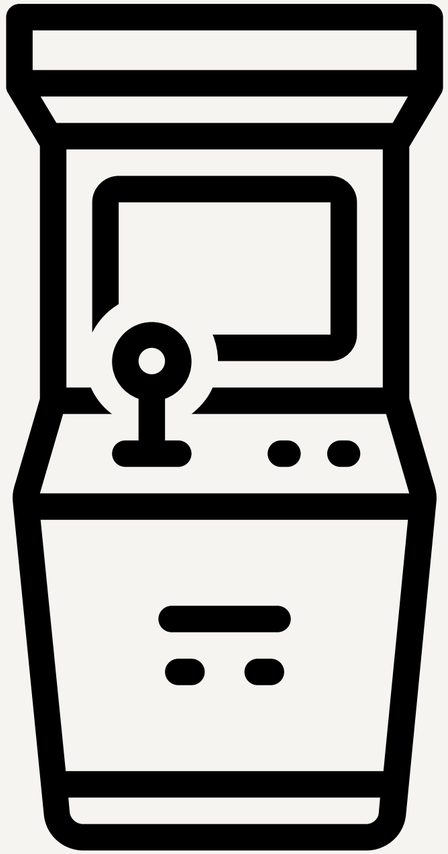
- It is not just '*bad luck*' if we do not place a candidate
- We can influence the outcome of the interview process
- We can't place every candidate, but we can reduce the number we lose

WHAT IS GOING TO STOP MY CANDIDATE FROM GETTING AN OFFER

WHAT IS GOING TO STOP THEM FROM ACCEPTING AN OFFER

RULES FOR RECRUITMENT

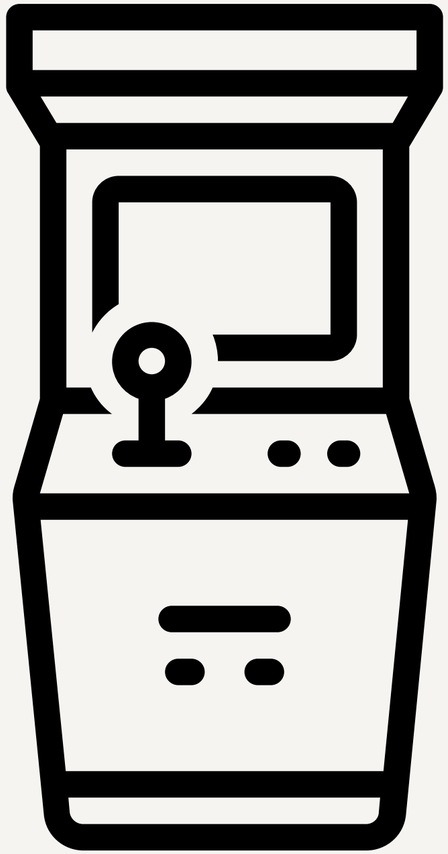
ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



#6 UNDERSTAND THE WHY

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



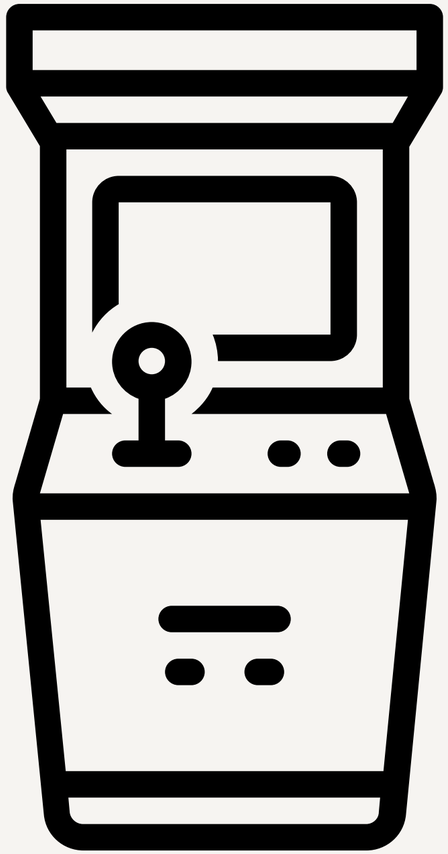
#6 - UNDERSTAND THE WHY

- Closing is to understand what our candidate may or may not do next
- A candidate will only accept once all the boxes are closed
- If we can't close the box yet, we need to understand 'the why'
- Not understanding the why, leaves us in limbo.

IF YOU DO NOT UNDERSTAND THE '*WHAT*' OR THE '*WHY*' OF WHAT YOUR CANDIDATE '*MAY*' OR '*MAY NOT*' DO NEXT, THEN YOU HAVE NOT ASKED THE RIGHT QUESTIONS

RULES FOR RECRUITMENT

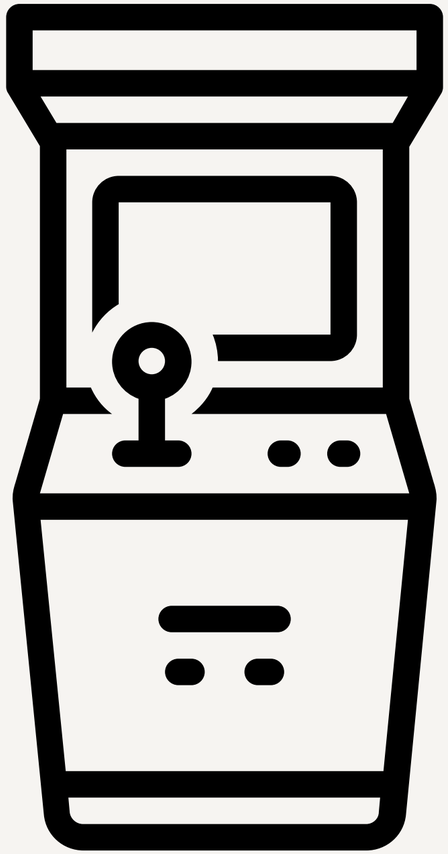
ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



#7 THEY WATCH LOVE ISLAND

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



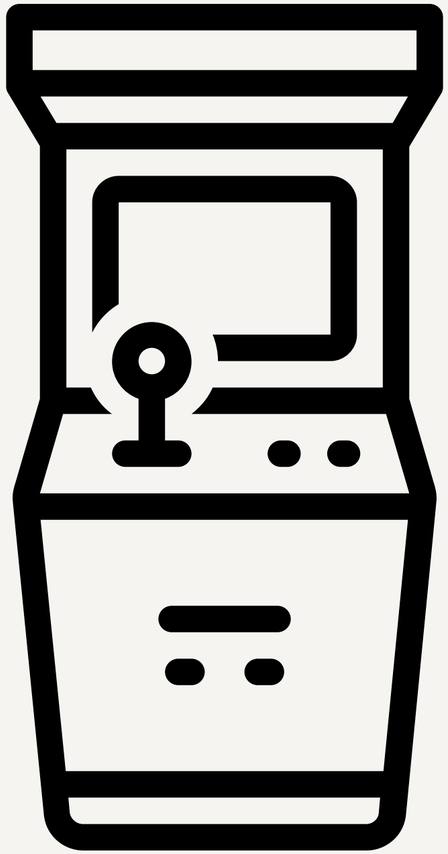
#7 - THEY WATCH LOVE ISLAND

- Get rid of the pedestal
- They're not more important than you
- If they were a candidate, you'd call them

THEY MAY BE A CEO, BUT THEY'RE STILL GOING TO GO HOME AND WATCH LOVE ISLAND.

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH

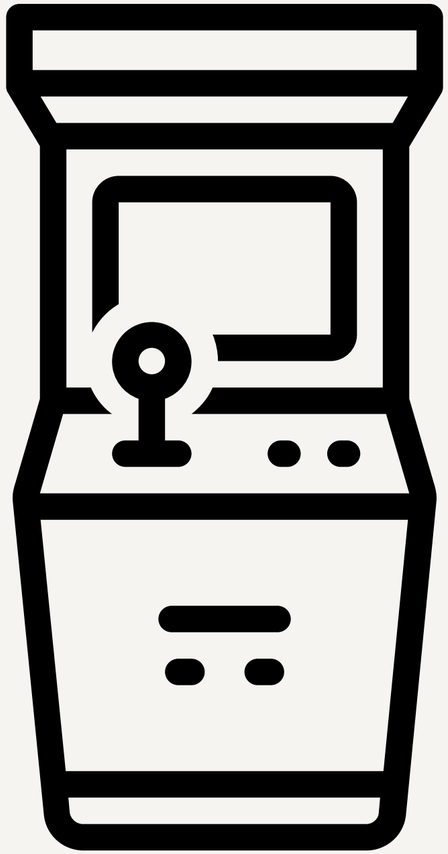


#8

SAYING YOU'RE A SPECIALIST, DOES NOT MAKE YOU A SPECIALIST

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



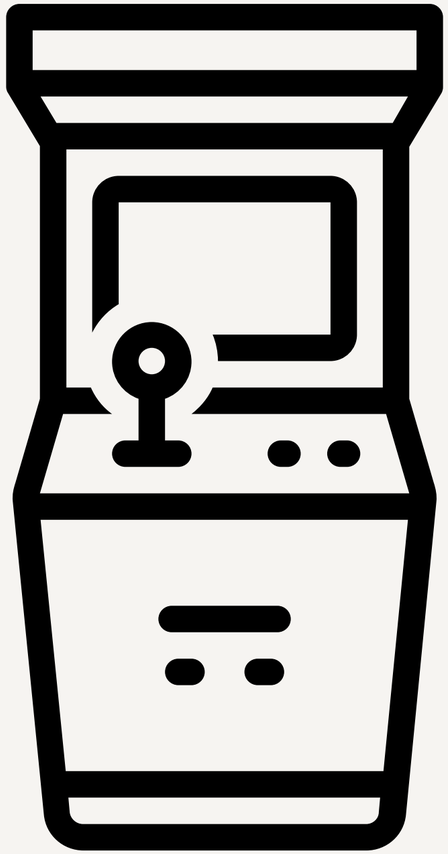
#8 – SAYING YOU'RE A SPECIALIST, DOES NOT MAKE YOU A SPECIALIST

- A vertical does not autotmatically make you a specialist
- Everyone says they are a specialist
- What are your clients buying when they choose you?

IF YOU CAN'T ARTICULATE YOUR PRODUCT AND WHAT YOU MAKES YOU DIFFERENT, YOU'LL JUST BLEND IN WITH THE NOISE.

RULES FOR RECRUITMENT

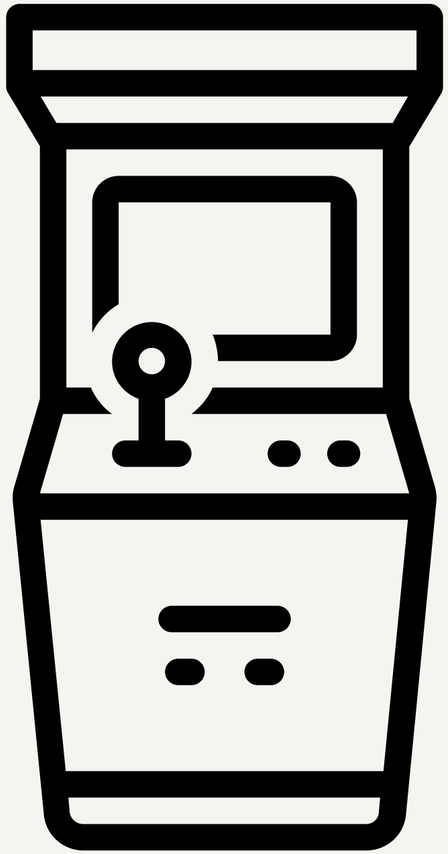
ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



#9
KEEP IT LEAN & CLEAN

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



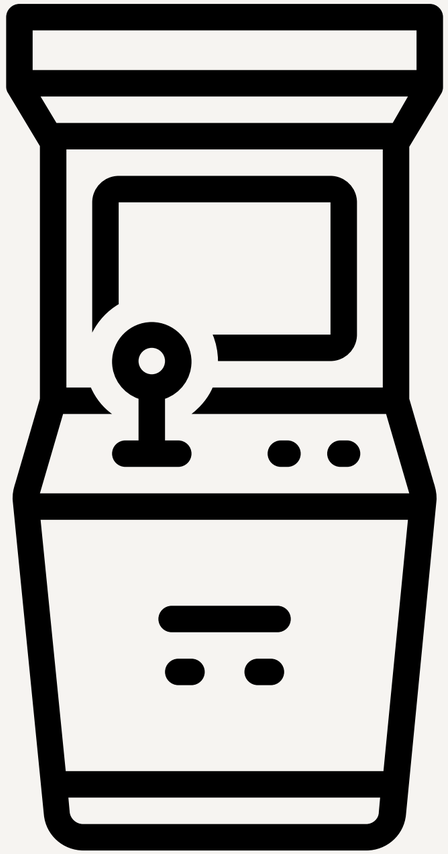
#9 - KEEP IT LEAN & CLEAN

- Get to the point
- No one cares if your email finds them well
- Use whitespace

WHY SHOULD THEY CARE ABOUT YOU OR YOUR EMAIL?

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH

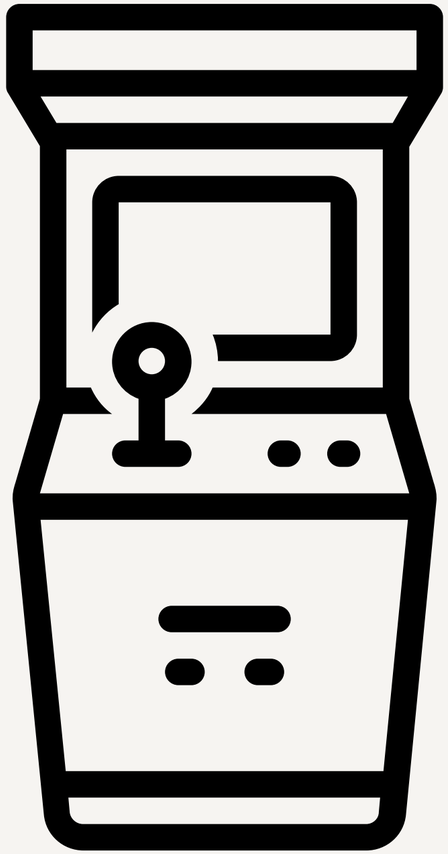


#10

IF THEY'RE NOT BUYING, WHY ARE YOU SELLING?

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



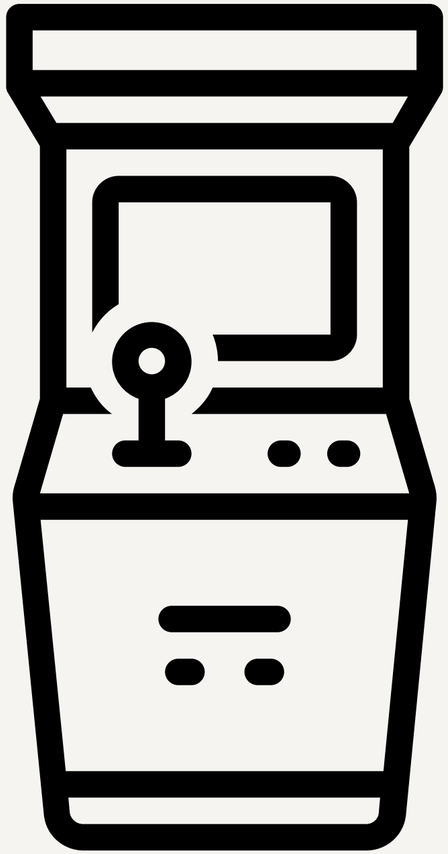
#10 - IF THEY'RE NOT BUYING, WHY ARE YOU SELLING?

- We are hard wired to sell 100% of the time
- But our prospects/clients are not always buying
- It is our job to understand when they are

A SPECIALIST DOESN'T RELY ON ONLY TRANSACTIONAL REASONS TO CALL THEIR PROSPECTS/CLIENTS.

RULES FOR RECRUITMENT

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH



ANY Q'S?

ARCADE
RECRUITMENT COACHING | MENTAL HEALTH

WANT TO CONTINUE THE CONVERSATION?

CLICK HERE

CONTACT

07736373659