

The Importance of the Client Briefing with the Recruitment Consultant.

It is well known that finding the right candidate for the right position proves to be difficult in times of a shortage of skilled workers. Only when all of the HR Recruiting Manager's and Hiring Manager's own recruiting efforts have failed to achieve their goals, it will be decided to consult an expert recruiter. Until then, however, valuable time has passed.

In order for this recruitment consultant to find the right candidate in a targeted manner, he or she must understand who to look for: What are the detailed tasks in the position to be filled? In which market environment will the future employee be active? What skills and qualifications does the ideal candidate need? The phrase of the HR-Recruiting Manager or the Hiring Manager "... I send you the job description and the requirements profile" is not enough to find THE Candidate who fits exactly to this position in this company in a highly competitive labor market. In addition to the professional competencies, there are also "soft factors" such as the line manager's expectation to the candidate, the specific situation in the team, the company's values, the peculiarities of the customers that decide on employment.

In order the recruitment consultant will be able to act quickly and purposefully, it requires a detailed discussion between the HR recruiting manager, the hiring line manager and the recruitment consultant- the client briefing.

1. Definition of a client briefing

In a client briefing with the recruiting consultant, the client can present his or her ideas and requirements in response to the specific questions of the recruiting consultant, and he or she can thus ensure that the recruitment consultant will then find the ideal candidate in a targeted manner. These can be the following questions:

- What purpose, what objective does the client pursue? Which way is he going?
- What are his needs?
- What is the required candidate profile?
- What does the job description look like?
- What is the job objective?
- What are the "No-Go's"?
- Which candidate does the client see in his mind's eye?
- What happens if the candidate cannot be found?
- In which company does the ideal candidate work today and what are the blocking notices?
- What is the time frame for the recruitment?
- What budget is available?

In order to fill a position successfully, it is important to create as precise description of the assignment as possible. The more relevant information is available to the recruiting consultant, the faster the position can be filled. The hiring company should therefore ensure that the recruitment consultant receives all relevant information. The role of the recruitment consultant in this step is above all to listen well, to understand the client's ideas as well as possible and to ask precise questions.

One of the main difficulties during the briefing can be problems of understanding. The company often presupposes in-house technical terms, requirements or company philosophies as known. In order to eliminate misunderstandings from the outset, it is up to the recruitment consultant to ask specifically. Incidentally, by the way, companies quickly recognize from the type of questions asked by the recruitment consultant whether the recruitment consultant also possesses the necessary industry expertise and whether the correct vocabulary can be used in the conversation.

In order to eliminate misunderstandings right from the start, the so-called re-briefing makes sense. A detailed written offer is an opportunity to do so. The recruitment consultant summarizes the client's assignment with his own words. This helps to ensure that both project partners have a common understanding of the future recruitment. Misunderstandings and ambiguities can be eliminated during the re-briefing and with specific questions.

2. Expectations of Line Managers and Human Resources Managers in cooperation with the recruitment consultant

According to the motto: After the game is simultaneously before the game..... After completion of each recruiting assignment, the client and the recruitment consultant should carry out a debriefing in which the cooperation during the recruitment process and client expectations are discussed. This serves to build up mutual trust, to improve quality and it gives a critical feedback on his work to the recruitment consultant. The HCCM® AG recruitment consultants supplement this debriefing with a client questionnaire, which provides the recruitment consultant with a feedback on his or her completed work and cooperation with the client company.

The evaluation of these questionnaires in the period between 2010 and 2017 showed that clients have the following expectations in order to express the confidence in the recruitment consultant after the briefing:

1. the recruitment consultant must have good industry expertise
2. the recruitment consultant must have understood the requirements of the position well
3. the recruitment consultant must be able to respond well to the needs of the client
4. the recruitment consultant must have a high level of consultancy competence

In the evaluation of these questionnaires, the recruiting line managers and human resources managers of the client companies submitted the following evaluation of their recruiting consultants at HCCM® AG:

- 100% of clients are of the opinion that the consulting competence of HCCM® AG meets or even exceeds their expectations.
- 100% of clients are of the opinion that the consultants of HCCM® AG have responded to customer needs well to very well.
- 100% of the clients are of the opinion that the consultants of HCCM® AG have understood the requirements for the position well to very well.
- 100% of the clients are of the opinion that the consultants of HCCM® AG have good to very good knowledge of the industry.

3. Conclusion

Very good knowledge of the industry, a high level of consulting competencies, an understanding of customer needs and of the requirement profile are factors relevant to success for a trust-building cooperation between the recruitment consultant, the line manager and the HR recruiting manager. And this begins even before cooperation - with the briefing. The better mutual trust can be built up, the more open communication becomes and the faster a position can be filled successfully. Long-term cooperation between the recruitment consultant and the client supports the recruitment success.

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