



# The Power of 9: 3 Tips from the Past For Better Recruiting Today

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Executive Coach & Research Expert

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For 20 years I've been serving businesses and candidates as an executive search consultant and recruiter. During the aftermath of 9/11 I was in the thick of it, then again amidst the market crash of 2008-2009. These crises affected the country in different ways, and they affected the recruiting industry in different ways. They did have many similarities—beyond the recurrence of the number nine. They were disruptors. As is Covid-19.

As I've reflected on this past year with all its changes, I wanted to share a few of the things I've learned along the way that have helped me navigate through these times.



Regardless of where you find yourself as we look toward wrapping up this year, we should all be making time to strengthen and create professional relationships. While this can be *difficult without face-to-face interaction* it's more important than ever. It can be helpful to set aside dedicated time each day or week to “network” with old colleagues, former bosses or clients, and whoever else you can think of to be in touch with. Without the clear boundaries of dedicated networking happy hours and events, setting a cadence and intentions will make your time—and the time of others—that much more productive.

2, Keep moving forward.



their talent pipeline. While you may not know exactly what the direction of your recruitment efforts will be next year, you likely have at least an idea—or several ideas. It's never a good idea to mislead a potential candidate, but communicating with transparency and keeping your pipeline filled with your company's dream talent will make all the difference when things turn around and you can hit the ground running.

### 3. Prepare to take risks.

Humans prefer control. It's hard-wired in our brains to analyze the possible outcomes before we make a change. During times of collective disruption, however, there is no way to know what next year or even tomorrow will bring. The reality is that most of the decisions we will



and sit back until absolute certainty arrives—we can be sure that certainty is *not* right around the corner.

Strategizing, consulting and assessing is still crucial; but survival through this time requires us to think outside of the box and take risks that we maybe wouldn't even have been considered just a year ago.

As we prepare to wrap up a tumultuous year, there is no “perfect” way forward. There certainly wasn't in 2001 or 2009—yet in retrospect, there is a lot we can learn from the similarities and differences of the past. One thing I know for sure is that things will absolutely improve. In the meantime, we can band together and get through it the very best we can.

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