

Guerrilla Hiring Methodology

World-class Talent Attraction

12 simple steps

After more than 15 years in recruitment, our founder and Managing Director Dan Addy realised the traditional recruitment process had fundamental pitfalls. As a result, DTT and the 12-step Candidate Process were created. Detailed and tailored to your needs, this process is a pillar of DTT Search's activity, fully implemented by our Resourcing team. This model is focused on effective:

Talent Identification



Attraction



Assessment



Engagement

Why?



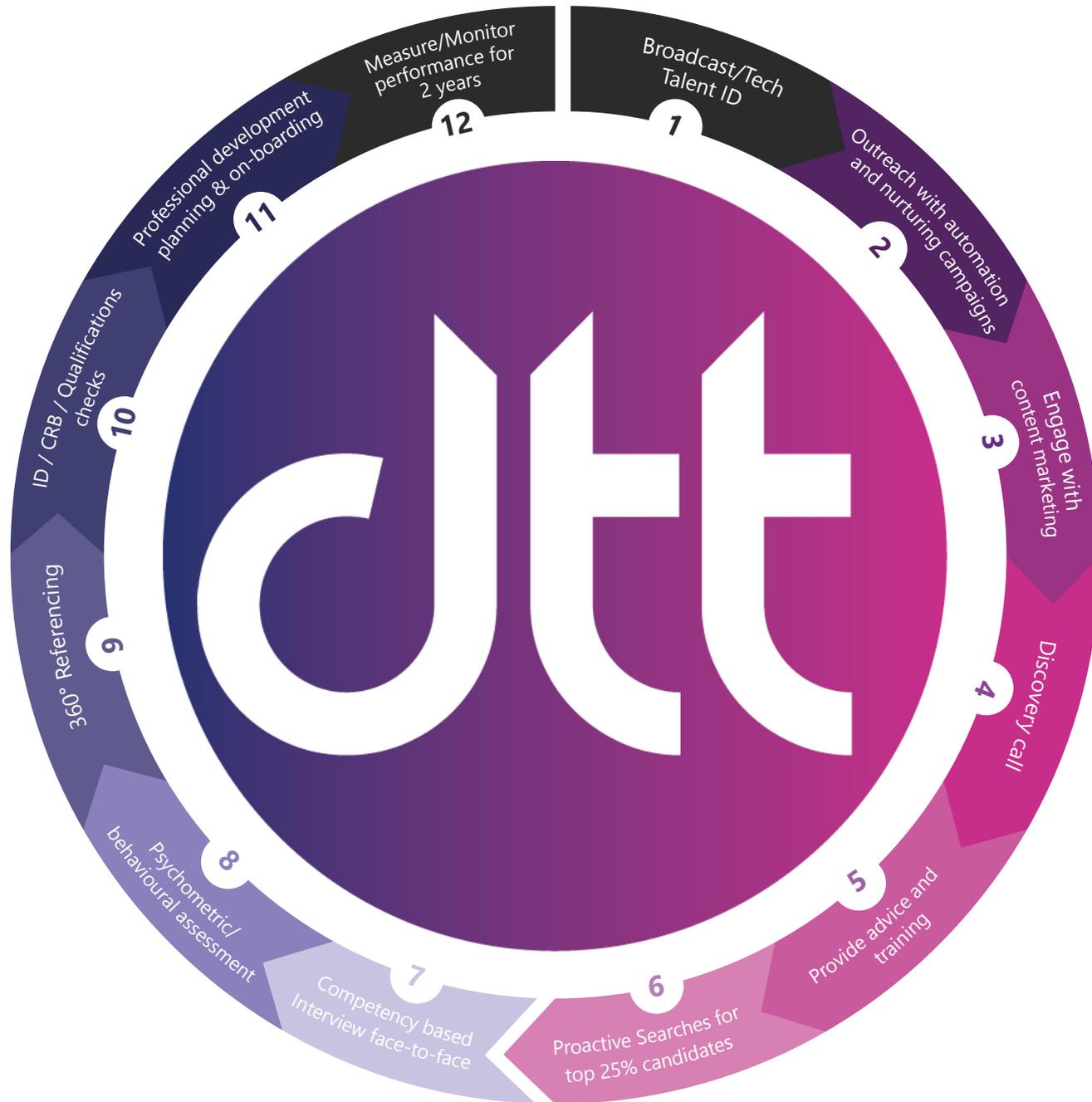
Through our vast experience of recruiting in the Media and Entertainment Technology market, we have noticed that there is a distinct **lack of in-depth recruitment processes resulting in poor hiring decisions** and creating massive hidden costs to business. Companies are still hiring new staff without perfectly knowing his or her capabilities and personality - a very important indication of knowing whether he or she will stay in the company. **A bad hiring decision can cost you more than what you think.**

Consequently, we have developed a **12-step Candidate Process** that is proven to accelerate your talent attraction performance and mitigate the risks of hiring talent into business-critical roles. We have embedded the 12-Step Process into our business and every single client search we deliver and we believe you should do the same in your business.



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0330 088 2380 | contact@dtsearch.com

12 steps to World-class Talent Attraction



Creating and cultivating your network

As a Broadcast and Media Technology business, you must be committed to **creating a whole network around the industry's top talent** as it pertains to the growth of your company. It is important to be constantly identifying talent in the market place and building relationships to enable you to grow connections.

Don't only focus on people actively looking for a job, but also anticipate the 'passive' market.

Why it that important to you? Developing real engagement is essential to be as close as possible to the best talent and the Broadcast and Media Technology market in general. As a result, you will have access to candidates that none of your competitors are speaking to.

Creating and cultivating your network will give you access to world class talent before any of your competitors.

1
Identifying the best talent in Broadcast and Media Tech

2
Keeping them updated with the latest trends and news from the industry and your company

3
Creating a large selection of content to engage the talent (videos, podcast, blog posts, white papers, webinars...)



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Attracting the best talent

1. Don't think in terms of

“Is this person a good candidate for our business today?”

2. Do think in terms of

“Could this person add value to our business today or at any point in the future?”

For every professional you welcome into your network, **engaging conversation** to understand who they are, their motivations and their aspirations for the future; regardless whether or not there is a job opportunity that can interest them. From these conversations, you can select the **top 25% of them who you can look to engage with at a higher level.**

Why is that important to you?

This will mean you are only speaking to individuals who will add value to your business.

If there are no suitable opportunities right now, you can keep in touch with them using steps 2 and 3 to support future conversations.

4

Initiating discovery calls to know more about their skills, experience, motivations and drivers

5

Providing advice and training on their career path

6

Proactively keeping in touch with the top 25% of talent, contacting them about relevant opportunities

Getting in-depth knowledge of candidates

When it comes to looking for the right candidate, it's important to have a detailed initial interview to gain a **thorough understanding of who the candidate is**. Overall, you should look to spend a minimum of 2 to 3 hours in total with a potential new hire. This time should be spent with different stakeholders covering a wide range of questions. Explore their motivations, strengths, weaknesses and aspirations for the future. It is important to dig deep to really understand what makes them tick.

Additionally to these interviews, we propose you to test your candidates and ensure they mean what they say. **Psychometric and behavioural assessments will return a report which you can use during the interview process. 360° referencing will give you an understanding of how they operate at all levels. ID, CRB or qualification checks** are also important. Then, you will get a real in-depth knowledge of each candidate and it will limit bad hiring decisions.

7
Competency based
interview
face-to-face

8
Psychometric/
behavioural
assessments

9
360° Referencing
(colleagues, managers,
clients...)

10
Identity and
qualification
checks



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Monitoring the process up to 2 years

After the hiring process is complete and the candidate has begun their new role, **we conduct reviews at regular intervals over a 2-year period.** We use these reviews to discover what is going well, what needs to be improved and any concerns on both sides. You should have an appraisal and review process for the entire lifetime of someone's employment in your business.

Why is it important to you?

Keeping the communication channels open with new employees creates a level of transparency and expectations can be made clear. You will be aware of any concerns of the employee and be able to take the relevant action.

Employees who feel valued and listened to are much more engaged with their employer and loyal to the company.

11
Follow your offer management process and facilitate the integration of the candidate into your business

12
Getting feedback during 2 years with regular discussions with you and your new hire



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What to do next?

1

Audit your recruitment processes
- are they dynamic enough to get the best people in the industry? Are they robust enough to retain them? Do they need some improvement?

2

Implement and tailor this 12-Step Process in your business

Remember we are doing this everyday for our existing clients

If you need any support with this book a call





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