

Dave Hazlehurst Transcript

Interviewer: Hi, Dave. Welcome to the Click IQ Academy. Thanks for contributing.

Dave Hazlehurst: It's a pleasure to be here mate and I'm looking forward to it.

Interviewer: Why did you recruit to start the journey towards becoming a recruiting marketer?

Dave: That's actually a really good question because there's two sides of thought to that. Over the years, that phrase has been kicked around, for instance, like 2014, it's been around 2015 we need to think more like marketers. On one side, I completely agree with that and in some ways, great recruiters probably do some of that naturally anyway because part of marketing is making friends with people in some ways.

Us, it's all about making friends but today, we're making friends for tomorrow. A part of that is how do you create relationships, marketing a lot of recruiters are great at that. The other side to that is sometimes I see too where recruitment companies or people who work in recruitment, you don't have to become that person. In some ways, if you want to do it really well, then sometimes the business needs to invest in that side of things.

That can be training for the recruiter, that can be bringing somebody in, it can be outsourcing it, it could be quite a bit of both. If they want to start thinking about that, what should they do with it? The first thing I would say is, they need to start thinking more about their customer and their end user and then they do possibly themselves often certainly they'll think about themselves.

If I look at what we do, from a marketing point of view, there's these two key parts. Understand who you are and what makes you different and what makes you stand out, and what's your philosophy and how you approach things. Also, much more about understanding who your audience is and what it is they're interested in and what dots do you want to connect. All companies are different, individuals are different in terms of how they think about things in terms of recruitment and marketing.

There's a lot of really great stories in there where I have met loads and loads of people who work at agencies and a lot of them have gone on self-taught or they've embraced that I suppose. There is the usual inside, the training, going to conferences and checking out videos and all this kind of stuff. The first thing is to have an open mind to it really, there are some agencies out there that are still very sales led.

Actually, some of them are brilliant at that, to be honest. If you were to look at sales, in general, the way people approach sales recruitments, some of the agencies and recruitments have got that really, really nailed. Marketing and sales are brother and sister, they go hand in glove and they support one another. I can even think of some recruiters that we've worked with in the past and they have embraced it and have gone out and self-taught.

They've done it in a very natural way and what they've done is they've really focused on what was their customer or who they want to connect with, what is it they're interested in. If they can focus on that and support that need, then they're starting to think like a marketer because

they are thinking about, "Okay, what does my end user want or who do I want to connect with who might not be my immediate customer but might be able to influence or have a community of that customer? How can I help them and what does that look like?" Already they're starting to think like a marketer.

It's quite interesting there's two routes to that as in go of and do it yourself and invest in yourself or get the company to invest in you. Or bring it from the outside and bring the extra knowledge in if you're liking in the skills and then help that filter for the company. I also think attitude and also being able to give yourself time to do it properly. There's no magic silver bullet, and there's no real-- It does take time to do it properly. If you're going to do it, do it well. That's been also a philosophy. If you're going to do something, do it well and give yourself some time to do it.

Now, I can hear some people saying, "That's going to stop me doing certain things inside of sales, and stuff like that." Marketing is about turning a flywheel and it is very much I think in this space if you want to build communities and make friends before we need. Then we're going to need to put some effort in. I like to think of it as community management, not networking.

I think networking we go to get something and we are on the lookout for something. There's a network over there, "That will do, let's go and get some of that I need that." Whereas as a community I think what we've got to do is we've got to give first and give value and then success will come second. Think about your end customer or people who influence your customer, what can you give to that community first rather than going to get.

We're talking about [unintelligible 00:04:56] and gremlins before, don't be a gremlin, feed yourself after midnight and off you go, I can take, take, take. Be a bit more conservative in your approach and how can you add value. In fact, there's a really good book just popped into mind and it's called *Good to Great*. It looks at what turned a good company great. It's like a story over 20 years and was 50 companies in the US and there was five key things at what made a company great. There's a thing called the hedgehog concept. What that is simply is, the fox or the gremlin goes running around searching for food, going in bins, and always just trying to survive, basically.

Whereas the hedgehog's really focused, it knows the direction it wants to go, it just keeps going. If its survival instinct kicks in, it gets us all together, it gets tight and looks after itself, but it stays very, very focused, but it's not always in a rush. Sometimes, I think it's the navy seals that say, what is it? Fast is slow and slow is fast or something like that. Sometimes we just need to be a bit more considerate and just take our time rather than just go for the quicker. Sometimes in recruitment space, we're probably too much in a rush.

Interviewer: Excellent. Thanks, Dave. Appreciate it.

Dave: Thanks very much.

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