

15

FAST HACKS TO BE A
HIGHLY **PRODUCTIVE**
RECRUITER

Most people think that productivity is about the amount of work they complete. A more accurate definition for the recruiting industry is the amount of work completed that's likely to lead to placements. This means that recruiting industry productivity focuses on quality job orders, quality candidate submittals, and client interviews. If you don't prioritize your work based on these activities, you're likely be busy but unproductive.

BELOW ARE 15 PROVEN HACKS TO **MAXIMIZE** YOUR RECRUITING INDUSTRY PRODUCTIVITY:

- 01 **Have a pre-work routine** that optimizes your mental clarity, energy level, and attitude. Examples include meditation, visualization, physical exercise, and a healthy diet.
- 02 **Know your "one big thing (OBT)"** when you plan your day. The OBT is is the answer to the question, "If I only accomplish one thing today, what should it be?"
- 03 **Focus most of your effort on the most fillable jobs.** The higher probability events should get most of your effort. Remember, productivity is about filling jobs, not just being busy.
- 04 **Create a clear, concise task list** to start your workday. Limit the list to 4-6 tasks in order of priority (Your OBT should be at or near the top). Large task lists are distracting, overwhelming, and demotivating for most people. Keep the list on your desk, so it's in your face. Check off each task upon completion to build momentum and confidence.
- 05 **Utilize a simple, easy-to-use organizational system** to save and retrieve documents (both electronic and paper) and important emails. Disorganization and clutter waste time, increase stress, and derail productivity.



- 06 **Block out time on your calendar to do your OBT.** Don't leave it to chance. Don't use your calendar as your task list. Only use your calendar for **actual meetings** with others or to **block out time** to work on something specific and important. It's not meant to be a general reminder with constant notifications and snooze button clicks!
- 07 **Minimize distractions.** The recruiting industry can be full of interruptions and distractions which kill productivity. Employing tactics such as getting off of email, internet, or your phone **when not needed** for what you're doing can free your attention to do focused, quality work.
- 08 **Group the same tasks together and focus on one thing at a time.** For example, handle candidate or client follow-ups in one block of time. This allows you to shift into a rhythm and make meaningful progress on your task list. **Don't multitask** since the human brain is not designed to do this. High productivity demands a singular rather than shifting focus.
- 09 **Take breaks and move around.** Focused effort is demanding on the brain. Taking a 10-minute break every hour or so is important for your brain to function optimally. Moving your body by walking, deep breathing, meditation, and other activities helps your mind and body feel good. Prolonged sitting is unhealthy and takes a toll.
- 10 **Think habits rather than willpower.** It takes some willpower to change your old habits. However, relying on willpower alone to change your productivity practices is exhausting and "joy-sapping." Habits can be developed via gradual, incremental improvements over time. They then take over and do the heavy lifting that leads to the high productivity practices you desire.
- 11 **Be realistic about how much you can do in a day.** Most people overestimate how much **quality work** they can accomplish in one workday. Unrealistic expectations are stressful and demotivating, which lowers productivity.
- 12 **Consider changing your workspace during the day.** Some people find it helpful to change their workspace during the day to change their energy and minimize distractions. You may find that you perform some tasks better at specific locations, which can break the monotony.



- 13 **Let go of frustrations and disappointments.** The recruiting business is filled with “bad news events,” which often occur in clusters. Discover what keeps you from getting stuck in negative emotional cycles and turn this knowledge into a practice that becomes your habit.
- 14 **Track a few simple metrics that measure productivity.** Focus on activities that a) you can influence with your efforts and b) lead to placements. For example, quality job orders and quality submittals. Use metrics as a roadmap to stay focused on the activities that create recruiting industry success.
- 15 **Close the day with reflection.** Consider what you did well, where you struggled, and what you will do differently tomorrow based on today. Experience doesn’t make us smarter. Experience plus reflection does. Your bad days can lead to good days if you build a habit of reflection!

Currently I am developing a course designed to help recruiters become more productive in their personal life and their business. The course will include in-depth, realistic strategies and processes that I have seen work for myself and for my clients. Be on the lookout for more information in the near future!



Brad Wolff

Brad helps recruiters and recruiting firms make more money with less stress. He’s worked in the recruiting industry since 1993, founded two recruiting firms, and has helped many firms solve their biggest problems to greatly improve their success.

Brad’s personally dealt with recruiting industry productivity issues and has learned from the mistakes of himself and others. His ongoing work with recruiting firms provides him with insights that really work today.

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