

BOB MARSHALL'S ELITE RECRUITER MASTERCLASS

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**“LIFE IS REALLY SIMPLE,
BUT WE INSIST ON
MAKING IT COMPLICATED”**

CONFUCIUS

THE BRILLIANCE OF SIMPLICITY IN RECRUITMENT

INTRODUCTION

How to Keep Complexity At Bay

THE KISS PRINCIPLE

**KEEP
IT
SIMPLE,
STUPID**

THE SIMPLICITY PRINCIPLE

INTRODUCTION

THE 6 FUNDAMENTAL PRINCIPLES FOR THOSE WHO FOLLOW SIMPLICITY



01

**THEY HAVE
BOUNDARIES**





02

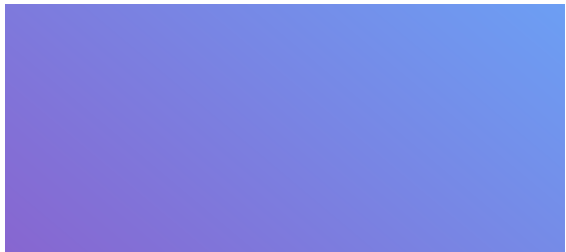
**THEY KNOW HOW TO RESET
AND REST AS WELL AS HOW
TO BE “ALWAYS ON”**





03

**KISS LEADERS TREAT
THEIR SCHEDULES LIKE
THEIR BODIES**





04

**THEY RECOGNIZE AND
ACCEPT THE HUMAN
DIMENSION**





05

**THEY APPLY
ACTION**



06

**THEY REGARD THEIR
ORGANIZATIONS AS THE
SUPERORGANISMS THEY ARE**

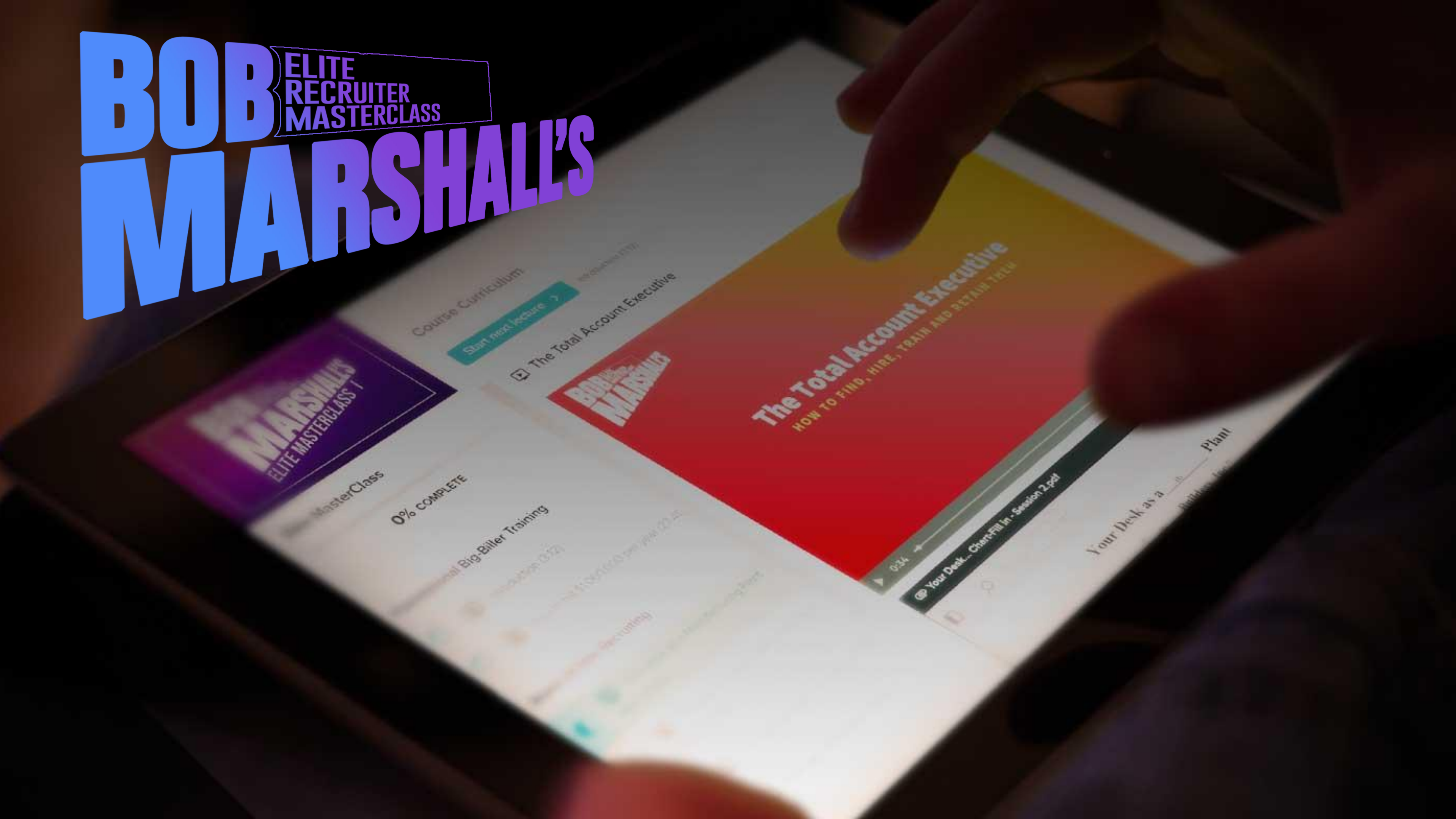


THE SIMPLICITY PRINCIPLE

APPLIED TO RECRUITMENT

BOB MARSHALL'S

ELITE RECRUITER MASTERCLASS



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*“Don’t judge each day by the harvest you reap,
but by the seeds that you plant.”*

Robert Louis Stevenson

The Simplicity Principle Applied to Recruitment

SECRETS OF THE SUPER SIX SUBSTRUCTURES OF SEARCH

“THE SUPER SIX”

A white ceramic coffee cup filled with dark liquid, sitting on a matching saucer. In the background, a blue mesh pen holder contains several pens and pencils. The scene is set on a light-colored surface, possibly a desk, with a blurred background.

THE SUPER SIX

The Simplicity Principle Applied to Recruitment

01 – Establishing Great Habits

02 – Why Marketing is King

03 – Working with The Best Job Orders

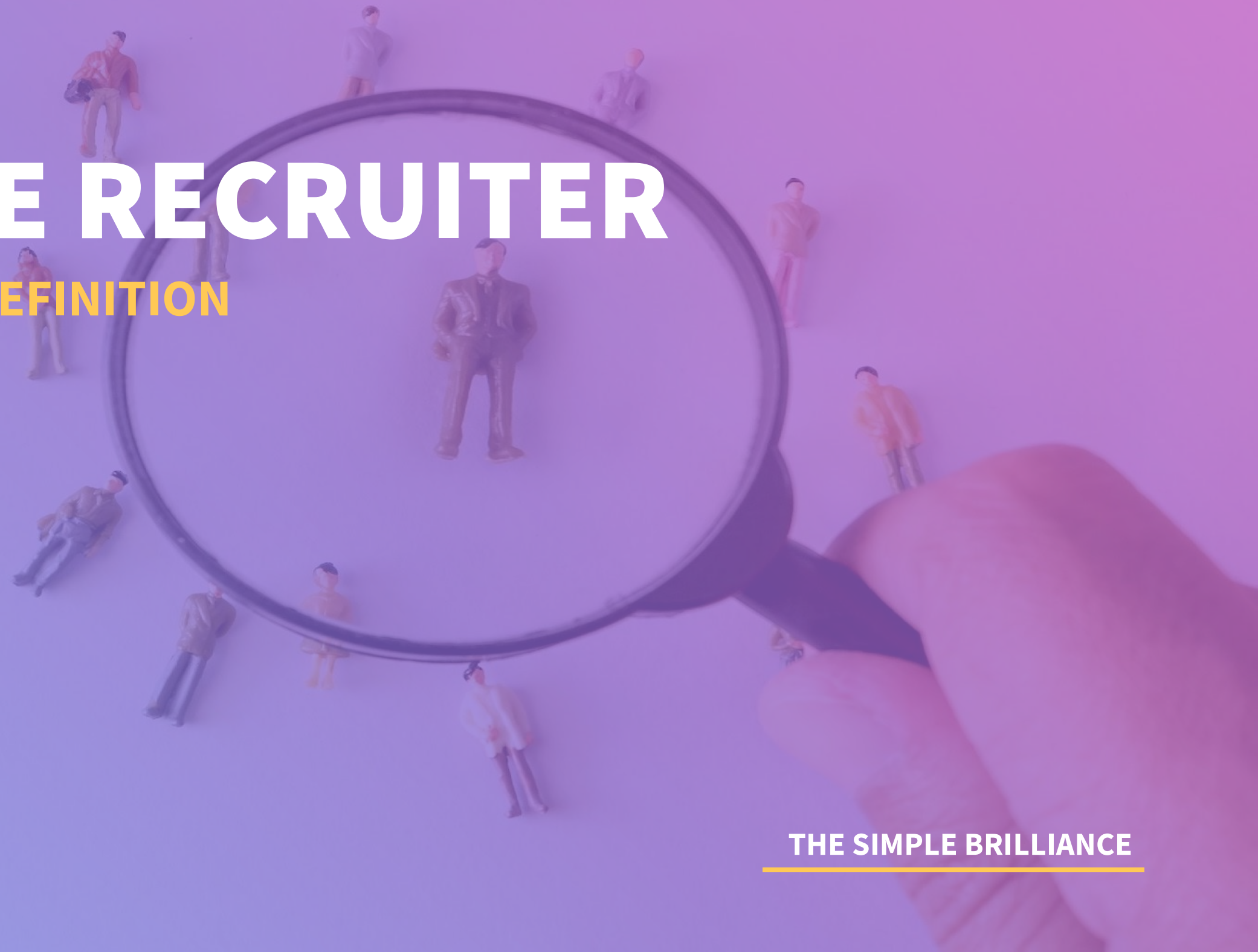
04 – How to Qualify The Best Candidates

05 – How to Become The Best Recruiter
– A Robocruiter

06 – How to Explain how you are different...
to your HM

THE ELITE RECRUITER

DEFINITION



No. 1

No. 2

No. 3

No. 4

No. 5

No. 6

THE SUPER SIX

Great Habits

A habit is an automatic behavior for your brain which craves conserving power by using habits; a habit, for your brain, allows it to solve a problem in as little time with as little energy as possible;

No. 1

No. 2

No. 3

No. 4

No. 5

No. 6

THE SUPER SIX

Why Marketing is King

Marketing starts the rapport building process; have your hiring managers start to like, believe, trust and understand you. All four of these elements must be operative in order for these people to buy from you.

No. 1

No. 2

No. 3

No. 4

No. 5

No. 6

THE SUPER SIX

Working With The Best Job Orders

Out of 15 Job Orders that you write, they will usually fall into 3 distinct categories:

0-1 will be of “Best” quality;
4-5 will be of the “Matching” type; and
About 10, or two-thirds, will be of the “Can’t Help” variety.

No. 1

No. 2

No. 3

No. 4

No. 5

No. 6

THE SUPER SIX

How to Qualify The Best Candidates

Why candidates move:

- Challenge of the new position
- Location of the position
- Advancement potential
- Money
- Stability of the company

No. 1

No. 2

No. 3

No. 4

No. 5

No. 6

THE SUPER SIX

How to Become The Best Recruiter - A Robocruiter

The Total Account Executive is one who uses everything they have available; emotionally, mentally, physically and psychologically toward reaching the goal of a peak performer.

No. 1

No. 2

No. 3

No. 4

No. 5

No. 6

THE SUPER SIX

How to Explain How You Are Different To Your Hiring Manager

We must make clear how we operate and what our potential clients should expect when they engage our recruitment services.

Like any successful relationship with a consultant, working with a recruiter will be more productive when each party understands how the other works.

“

“We often make choices based on immediate outcomes. What can I do to experience a little joy in the next 30 minutes? What can I accomplish in the next hour?”

But if you always expect to get a little bit of reward for a little bit of effort, then you often overlook actions that lead to greater payoffs down the road. The relationships between input and output is rarely linear.”

The course of action that could provide greater happiness, meaning, or satisfaction in the long run may not make you happy in the next 30 minutes.”

James Clear



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come visit us!



“Often the difference between a successful person and a failure is not one’s better abilities or ideas, but the courage that one has to bet on one’s ideas, to take a calculated risk—and to act.”

ANDRE MALRAUX



THE BRILLIANCE OF SIMPLICITY IN RECRUITMENT

THANK YOU!