



Recruiting: Do You Use a Pole or a Net?

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Well, I admit this is a very strange way to introduce the subject of recruiting. But let's just stop a minute and examine how fishing and recruiting have a lot in common. Allow me to over simplify the art of fishing, if you will.

With fishing, you can either go out with hopes of catching something, or you can really make a concerted effort to catch a lot of fish. You might say that you could approach fishing like a recreational activity or a sport. Obviously, besides determining where you are going to fish, you need to decide whether you are going to use a pole to catch one fish at a time, or use a net to catch multiple fish all at once, keeping only the ones you like. My comments about fishing aren't intended to drive you out to buy a net. However, if you are trying to make a living by catching "fish", a net in the right spot will keep you in business.

I especially recommend using a net if your job is recruiting. If you have to recruit, train and sell etc., or just recruit, why would you use up separate time segments to meet one-on-one with total strangers? By using the "net approach", or a group interview (ie. an "informational meeting" at your branch), you can provide basic information to more than one person and save time.

If you are a recreational recruiter or fisherman, then using the "pole technique," or one-on-one

interviewing, should still be fine. If your unit's recruiting goals exceed five or more people a month, then you should think seriously about using a "net," or you will have a problem in catching your objective. The final interview should always be a one-on-one interview.

Some of you might want to consider using multiple recruiting methods, techniques and sources at all times. I recommend using at least four different techniques if you take this approach. Additionally, you may want to consider developing more of a daily pro-active recruiting program. Do not get into the habit of starting and then stopping your recruiting efforts and expect to find both the quantity and quality you need. You should be constantly seeking out new candidates at all times. You can find quality and quantity by recruiting all the time through group informational meetings. Develop the habit of accepting recruiting as a job and don't approach it like a recreational activity.

Sometimes it's better to use a "net" in addition to a good pole in order to develop a balanced recruiting plan. As a recruiter, time is a very important commodity. Ask yourself if you can talk to more people in a group, or "informational meeting" as opposed to one-on-one. Try a net — you may like the quantity and variety you can choose from as well as the quality. [Now go out there and get-em in the boat!](#)