



SHK

Company Size: 30

Industry: Executive Search

Description: Specialises in search and senior executive recruitment for positions in the \$150,000 to \$500,000-plus salary bracket.

SHK proves social strategies attract and inspire executives from all over the world

LinkedIn enables SHK to run faster than the competition in the global search for executives

SHK's expertise is sourcing talent for hard-to-find positions due to the limited pool of suitably qualified candidates at senior and executive levels. According to Tim Morden, SHK's Chief Operating Officer, recruiters need to continually evolve with changing market dynamics and adopt new strategies to identify and attract the best talent in the market.

"SHK made a concerted effort to be one of the first search firms to actively leverage new technologies to address the challenge of connecting with high-quality talent at the executive level," says Morden. "LinkedIn Talent Solutions has played a key part in helping us source talent from a globalising talent pool and build a brand that candidates and clients trust."



"We see LinkedIn Talent Solutions as an incredible enabler. It is part of the reason why SHK is now readily engaged on executive assignments previously only delivered by traditional global search firms."



Tim Morden,
Chief Operating Officer, SHK



HIGHEST TALENT ENGAGEMENT RATING OF ALL SEARCH FIRMS



50% LESS TIME TO PLACE A ROLE SINCE USING LINKEDIN TALENT SOLUTIONS

Highlights



SHK uses LinkedIn Talent Solutions to engage with executive and senior talent and build a digital profile trusted by clients and candidates.



SHK has successfully placed people in hard-to-fill roles and achieved the highest candidate engagement rating of all search firms in the ANZ region.

Lessons learned

- 1 "Create an environment where your consultants have every opportunity to be successful. This includes giving them the technology they need to identify, qualify and engage with candidates."
- 2 "Don't favour one medium over another. It's wiser to use a variety of strategies and digital solutions to maximise your reach and provide your clients with access to the best talent."
- 3 "Build relationships with the people in your talent pool. Understanding their unique goals and motivations will help you identify the right opportunity for them."



Results



Delivered successful appointments in half the time traditionally taken for executive appointments.



Achieved the highest talent engagement rating of all search firms through clever use of targeted and thought leadership content to connect and inspire executives.



Built a strong corporate brand that positions SHK as a trusted and innovative partner.

Identifying talented people worldwide

SHK's consultants use LinkedIn Recruiter to help create search lists around project and role profiles that the consultants and research team then develop into more comprehensive talent maps. This enables SHK to quickly identify the candidates who have the best skills and experience for the role, and deliver to the immediacy of some of its client's requirements.

"By leveraging technology and digital media we can now provide clients with a comprehensive search list and access to a much broader talent pool," says Morden. "LinkedIn Talent Solutions has enabled us to deliver great outcomes for our clients, often on positions that have remained vacant for long periods of time."

Perfect projects builder

To keep on top of any relevant executive movements, SHK's consultants have set up alerts that let them know when people change jobs, create a LinkedIn profile or follow the firm. "Our ability to provide clients with immediate access to quality talent has seen us regularly engaged on high-profile, senior executive positions, often sourcing talent from global markets in and out of Asia, the US and the UK."

High candidate engagement rating

By developing Showcase and Career Pages on its LinkedIn profile, SHK is using LinkedIn Talent Solutions to build a strong corporate brand.

"People are far more likely to engage with us when they see the depth of our expertise. This was reflected in a significant increase in traffic and the level of brand engagement", says Morden.

A trusted brand

According to Morden, SHK has created an employer brand where senior executives can feel comfortable approaching the firm for confidential career counsel.

"Building a trusted brand and taking genuine care to understand the expertise, interests and motivations of executives who engage with SHK helps us attract the best talent," says Morden. "Our consultants have the experience, capability and networks to help executives manage their careers over the long term, not just for a specific role."

"Our industry is constantly evolving. It's critical to adopt cutting-edge technology to provide clients with broad global access to talent and, more importantly, create an environment where you are setting your consultants up for success.

Discover LinkedIn Talent Solutions for Recruiting and Staffing Agencies

For more information:
business.linkedin.com/talent-solutions/staffing-agencies

