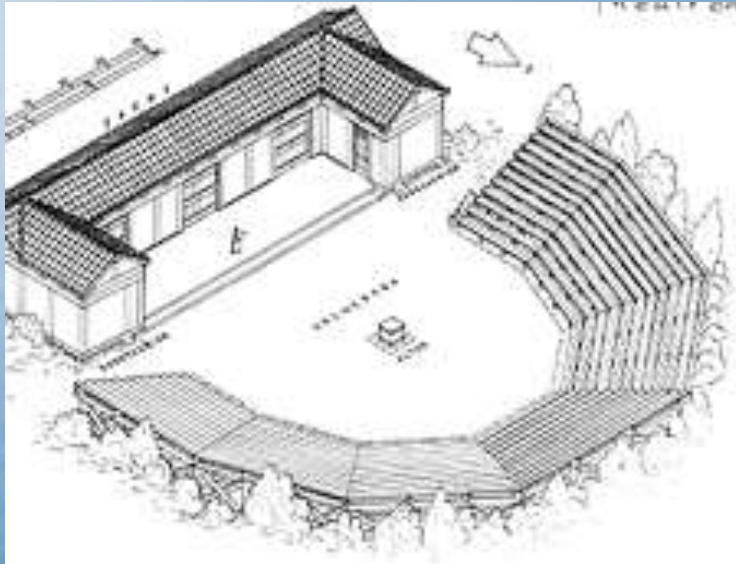


Talent Engagement

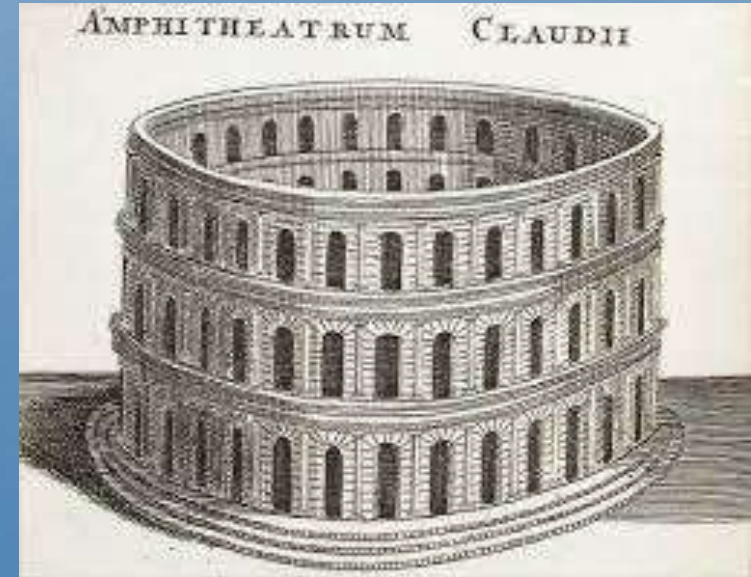
Intro to “Innerview” in 300 Seconds...zoom, zoom...

[Sponsored by Avature](#)

Original Thought...



Greek Amphitheater



Roman Coliseum



Original Thought...

Like the Romans, this engagement program has been pieced together overtime from a host of brilliant inspiring mentors...

Ken Blanchard
John Sullivan
Gerry Crispin
Stephen Covey
Glenn Gutmacher
Peter Leffkowitz
Bill Boorman
Kevin Wheeler
Rob McIntosh
Glen Cathey
Tony Robbins
Lou Adler



Sourcing Target Definitions

Prospect

- Person being cultivated, evaluated or nurtured

Applicant

- Prospect who submitted an application

Candidate

- Applicant chosen for to be interviewed

Top Performer

- Person whose work is ranked in the top 20%



Cold Calls...really?



Engagement Anxiety (*prejudging*)



Think of the person you are speaking with as if they're a friend



Making a phone call is not 'life & death,' but it is a performance that needs to be rehearsed...



**Build a Method >> A Script >> Memorize it
Practice, Role play, Practice more...**



Engagement is a Mindset



Engagement is a Mindset



Engagement is a Mindset



Engagement is a Mindset



Send a vibe that...

You're owed a conversation

You aren't interested in just anybody

If they talk to you or not, it doesn't matter



In delivering a compelling message... pay extra attention to:

- **Phraseology**
- **Tonality**
- **Inflection**
- **Pacing**

Targeting Top Performers

Seek out Prospects who are:

- About to celebrate an employment anniversary**
- Assistants [Manager, Director, VP - 2nd bananas]**
- Promoted every few years, but are past that now**
- At the same employer for 5-6+ years (promotions)**



Five Minute Engagement Foundation

Step One

Create Curiosity >>> Break the Routine

“You and I haven’t spoken before, but my research team here has uncovered some very interesting information about you that has prompted me to give you a call. Do you have a moment?”



Five Minute Engagement Foundation

Step Two

Lower the Tension >>> Use Humor

“Let me back up and take some of the mystery out of my call. I’m not calling from City Hall, and as far as I know you haven’t missed Jury Duty...have you?”



Five Minute Engagement Foundation

Step Three

Intriguing Message >>> Make it Compelling, Value Proposition, What's In It For Them...

“Sarah, the reason I’m calling is that I’m part of an organization that is tasked with one thing only, and that is to uncover Data Analytics professionals that reside in the top 20% from a talent perspective, and when I find these individuals, I want to learn what they’ve done to position themselves at this high level....”



Five Minute Engagement Foundation

Step Three Continued...

“...It might sound a bit outdated, but we like to take a very individualistic approach. We’re way more interested in finding out what “you” want to accomplish, and over time doing what we can do to help you achieve it.”

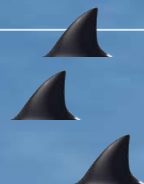


Five Minute Engagement Foundation

Step Four

Hint of a Challenge >>> Would like to see if they are a top performer (Snob Appeal)

“Based on what I’ve learned about your work at XYZ Company, it seems as if you “may” be one of these people and I’d love to find out.”



Five Minute Engagement Foundation

Step Five

Credible Human Link >>> Referral (get content),
Research – Deep research

“Sarah, I want you to know that you’re not on some call list I’ve fashioned out of LinkedIn. I actually spoke with someone who thinks highly of you and thought that we should reach out.”



Five Minute Engagement Foundation

Step Five Continued

“They told me about the amazing work you did setting up the Amazon Pantry pitch deck for ABC Soda and how your CEO was so impressed he sent you off to Fiji for a week of R&R...now that’s impressive...”



Five Minute Engagement Foundation

Step Six

Challenge Question >>> Are they ready to step up...are they ready to be promoted...

“One thing we’ve learned over the years is that people in the top 10-20% are continually looking for meaningful work, being challenged and reaching for greater levels of responsibility.”

“What I really want to know Sarah, do you feel that you’re career potential is being fully tapped into at XYZ...do you think you could take on a higher degree of responsibility?”





Five Minute Engagement Foundation

Final Outcome

A Fully Engaged Prospect

Typically 70%+ will say that they can take on more responsibility, particularly if the challenge is more interesting than their current role.

Engagement: 0 to 60 in 300 Seconds

There's 3-part Blog Series with a complete description of this Engagement Program on the SourceCon website:

<http://www.ere-media.com/sourcecon/the-underpinnings-of-engagement-every-sourcer-should-know-part-ii/>

<http://www.ere-media.com/sourcecon/the-underpinnings-of-engagement-every-sourcer-should-know-part-i/>

<http://www.ere-media.com/sourcecon/prospect-engagementzero-to-sixty-in-300-seconds/>



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THE BEST OF THE BEST

SOURCECON
ALL STARS

Now Its Your Turn...

Questions, Questions, Questions...



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Coming Soon...

