



GENERALIST VS NICHE

EXECUTIVE SEARCH RECRUITERS

Bigger is **not always better** – but why?

GENERALIST RECRUITERS

NICHE RECRUITERS



Work

on a variety of accounts, recruiting for a wide range of job functions, industry sectors and locations

VS



Focus

on a particular job function, industry or location and typically recruits within a niche specialism

1 PRIORITISATION

GENERALIST

A large number of projects, limited time and more likely to relegate your search

VS

NICHE

Smaller number of search projects, more time to devote to your business and focus on providing an in-depth and thorough campaign



NICHE BENEFIT

An in-depth understanding of your business culture, able to provide 'out of the box' candidates based on existing knowledge

2 TACTICS

GENERALIST

Formulaic approach to Executive Search with a reliance on a 'big brand' to influence candidates. Tendency to skim the market for talent - can result in 'cookie cutter' candidates without the specific skills and aptitude requested

VS

NICHE

Agile enough for a tailored approach to every Executive Search project - providing a focussed and bespoke sourcing strategy



NICHE BENEFIT

Ensures your unique objectives are met

3 INDUSTRY KNOWLEDGE

GENERALIST

High level industry knowledge with a generic understanding of leadership qualities needed in a niche sector

VS

NICHE

Detailed understanding of skills, aptitude, temperaments and traits required to lead a Supply Chain function, plus triggers and motivations to leave existing role



NICHE BENEFIT

A short-list of candidates to meet the exact brief, first time

4 CANDIDATE KNOWLEDGE

GENERALIST

A formal one-dimensional network of candidates, with first-hand information usually only garnered via candidate interview

VS

NICHE

Informal network of industry wide pioneers, leaders and advisors; providing powerful third hand knowledge of candidates, including experience and past achievements that may not be common knowledge



NICHE BENEFIT

Working with a true Consultant, akin to an advisor with in-depth knowledge on market trends, movers and shakers (past, present and future) and strong industry connections

5 APPROACH

GENERALIST

Same search process applied to all Executive Search, not sector or industry specific - impossible to become a market expert

VS

NICHE

Highly developed search tools designed specifically for the Supply Chain industry adaptable to any brief and requirements



NICHE BENEFIT

Allows flexibility and reduces risk if the search requirements shift during the recruitment process

6 SENIORITY OF RECRUITER

GENERALIST

Client engagement happens at director level, project is then passed to a more junior member of the team

VS

NICHE

Professional Management: Director level management of project from inception to completion



NICHE BENEFIT

Faster understanding of business objectives and candidates more likely to engage

7 TALENT POOL

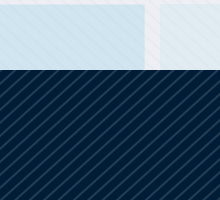
GENERALIST

Access to a moderate talent pool in any given specialism - all knowledge based on a current snapshot of the industry landscape and available candidates

VS

NICHE

Access to an extensive talent pool - intimate knowledge based on years of relationship building and candidate tracking. Ensures visibility of all talent (including under the radar candidates)



NICHE BENEFIT

Enables a quicker and more reliable hire

8 INTEGRITY

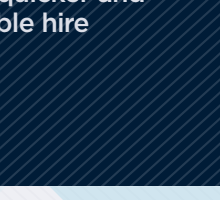
GENERALIST

Leadership team reassured by big brand rather than proven track record in specialist sector

VS

NICHE

Leadership team reassured by sector knowledge, depth of network and maintenance of exemplary reputation within niche arena



NICHE BENEFIT

Develops candidate trust faster and provides a more thorough and focussed search

9 TRACK RECORD

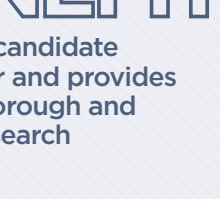
GENERALIST

Demonstrative track record of success in recruitment, limited examples of placements within your industry

VS

NICHE

Demonstrative track record of success in Supply Chain and Logistics recruitment, with limitless examples of successes and recommendations from industry insiders



NICHE BENEFIT

Risk-averse approach to put your mind at rest

10 EXPERIENCE

GENERALIST

Recruiters by trade, highly focussed on targets, opportunity-to-earn bonus structures

VS

NICHE

Often able to demonstrate operational experience within the leadership team, highly focussed on client ROI and limiting fall out rates



NICHE BENEFIT

Limits the lead time due to operational understanding

NICHE RECRUITER OUTCOMES

- FASTER HIRE TIME ✓
- HIGHER CALIBRE OF CANDIDATE ✓
- INCREASED STICK RATES ✓

