

# 5 KEYS TO SUCCESSFUL HEADHUNTING IN THE CANNABIS INDUSTRY

Search is Dead. The Art of Headhunting reigns.

## DEMONSTRATE RELENTLESS PURSUIT OF THE MOST ELUSIVE, DESIRABLE CANDIDATES

1

Covid-19 accelerated the decline of executive “Search” methodology that has devolved over 20 years. The “Search Firm” market has offered ever more automated and impersonal schemes. The professionals you desire deserve the sophistication and attentiveness of a team of professional headhunters.

## BE IN THE FIELD, DOING THE WORK.

2

Experienced headhunters **engage, persuade, extract and transplant** the crucial talent your organization requires. They build meaningful relationships, and leverage real networks. Nothing virtual about it.

## KNOW THE OPPORTUNITY AND COMPANY WELL BEYOND THE SCOPE OF THE JOB SPEC.

3

There is no replacement for adult life experience. Headhunters invest the time to fully comprehend their clients’ business. It’s critical to understand candidates’ career path and it’s future potential at a visceral level.

## APPROACH THE SEARCH AS A GROWN UP, TO TARGET GROWN UPS

4

A portion of the talent base you are recruiting from lies squarely in the demographic segment that was the center of the bullseyes for misguided programs like DARE and War on Drugs. You need to overcome this bias, even if it is subconscious.

## PREVENT MISINFORMATION FROM CAUSING CANDIDATES TO OPT-OUT

5

This level of persuasion takes insight to develop, and skill to wield. Candidate hesitancy is natural and understandable, so providing understanding that open minds to opportunity is critical. Candidate selection is the client’s choice.