

## A new cost effective approach to recruiting that delivers

*The triple impact research company, ESR (Executive Search Research), provides from its offices in U.S. and Europe a short list of the best passive talent in marketplace for hard-to-fill positions for both headhunters and Global Fortune 1000 companies. Its business approach is to be an extended service provider to HR to assist in increasing their pipeline of top talent.*

– Written by Kate Hartford

When there are no sufficient applicants from a job ad, many companies turn to ESR, which has a unique approach through its thorough “talent mapping” process that identifies every person within the given sector that possess the desired skillset(s). They then conduct extensive cross-references to ensure everyone approached are diamonds, in addition to ensuring that the candidates have the motivation for the open position.

The research methodology applied is outlined in the U.S. bestseller on recruitment; *Secrets of the Executive Search Experts*, by the Founder and CEO

of ESR, Christian Schoyen. Christian, a second-generation headhunter, worked extensively at two of the world’s leading executive search firms prior to forming ESR. In order to create the best practice model that is fully outlined in the aforementioned book, Schoyen says he combined his gained experience with the knowledge from the world’s top headhunter firms. Due to ESR’s unique approach to talent mapping and its universal borderless recruitment model, they have been successful at becoming a highly trusted outsourcing partner for top executive search firms/HR Departments globally. They have conducted over 3500 successful recruitments with a 93% hiring ratio from their main research centers in the U.S. and the Nordic Region.

### *What 5 key items separate ESR from other recruitment companies?*

Schoyen replies the main items that gives ESR an advantage in providing a unique service offering to its clients are:

**1. Quality** – The research driven model of turning every stone, and proactively approaching only passive candidates, who are successful where they currently are, always secures the clients with the best the market has to offer.

**2. Speed** – ESR’s 3-week turnaround time secures clients with the hire in a speedy manner.

**3. Low Fixed Cost** – Due to the client performing the last part of the process (the face-to-face interviews), it enables a superior service resolving the most critical part of the process - actually having someone to interview and hire at a minimal cost, which is most often at a fraction of the fee by a full-service headhunter. Unlike any other recruitment company, multiple hires do not result in additional costs.

**4. Client Group** – ESR focuses on hard-to-fill position for its client group of 50 top headhunting firms, which is a strong credential, plus this supports the premise of being the “experts of the experts”. In addition, building strong relationships since ESR’s inception coupled with their focus of always succeeding with every contract, has ensured a VERY high client satisfaction and repeat factor.

**5. Corporate Social Responsibility** – Since the inception in 1997, ESR has been a triple impact company with a strong focus on applying its core skillset

to have a strong positive impact on communities throughout America. Its own non-profit, Neighborhood Rescue of America, has taken on the task of recruiting winning teams to tackle the most dangerous high-crime urban communities. ESR has had great success with their efforts nationwide, which has resulted in record reductions in crime securing a safe and positive environment for children in these communities. In addition to applying their expertise they also donate a fixed amount from each research project conducted to support this mission.

***In closing, where do you see ESR in the next five years?***

We see a continued borderless approach with an increased footprint in China and further expansion in the Nordic Region as well as the United States. In addition, we see a continuation of perfecting our proven model to reduce the 3-week turnaround time even further, as well as to expand our current service offering through digitalization to allow for client integration into our systems to provide real time analytics with instant feedback from the marketplace Schoyen concludes.