

# BASIC BROWN



INSIGHTS ABOUT HIRING, RETENTION, AND LEADERSHIP FROM D.F. BROWN & ASSOCIATES

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## Dave's Deliberations

### 3 WAYS RETAINED SEARCH HELPS – ESPECIALLY IN A DOWN ECONOMY

If there is one thing we can learn from the state of our nation's economy, it is that leadership makes the difference. True Leaders use confidence, patience, and discipline balanced on a foundation of integrity and ethics to create business success. Pretenders use charming personalities and smooth talk to camouflage arrogance, greed, and impulsiveness that lead to crisis and failure.

In any market, you cannot afford to hire a Pretender by mistake. Yet ironically, in today's economy it is more difficult than ever to find the best available candidate for the job and distinguish Leaders from Pretenders. It takes some digging, focused effort, attention to minute details, and a proven process to find the right person. Using a professional retained search firm can help you overcome some of the difficulty and save you money. Here's how:

**Eliminate online job boards.** The sheer numbers of resumes on job boards make it harder and take longer to find good candidates. Meanwhile, the number of *qualified* candidates is shrinking because in a tough economy, many top-level leaders prefer to stay in the "comfort zone" of their current job. Quality candidates, including those who have been laid off, will opt to contact a search firm that deals in senior level roles rather than rely on job boards. By using proven direct sourcing methods, not job boards, D.F. Brown & Associates will help you identify the right people, particularly those whose resumes are not floating around in cyberspace.

**Put it at the top of the list.** Not having someone in a critical position could be costing your business thousands of dollars. Yet, doing the search in-house means taking valuable people away from other important activities. Can you afford to wait or take the risk of hiring the wrong person while your already-stretched-thin HR staff focuses on internal issues such as reduction-in-force actions? Our number one priority is your search, so we can put *the right person* in front of you quickly, and thus, into the job faster.

**Nothing but the truth.** It's unfortunate, but people stretch the truth about education, job experience, and salary history. In hard economic times, folks will become more desperate to stand out, and little white lies may become whoppers. We never skip or skimp on in-depth interviews and screenings, background and reference checks, and detailed assessments.

D.F. Brown & Associates is a professional retained search firm that can help you distinguish the Leader from the Pretender. To learn more about the benefits, call us or email [info@dfbrownatlanta.com](mailto:info@dfbrownatlanta.com).

D.F. Brown & Associates' Signature Search Process is ideal for "unearthing talent that lasts."  
We work to present the best available candidates who will add value to your organization in any economy.

To learn more, visit [www.dfbrownatlanta.com](http://www.dfbrownatlanta.com) or call 770.979.1253.