

# WHAT CAN A HEADHUNTER DO DURING THE COVID-19 PANDEMIC?

AN OFFICIAL CLIENT UPDATE OF PT HEADHUNTER INDONESIA



The Covid-19 pandemic has disrupted and will continue to disrupt the way we live and the way we work. In August of 2020, JobStreet, Southeast Asia's largest job portal, published [a report](#) that examined the current landscape of the job market in Indonesia during the pandemic. From their survey, they received respondents from two categories: 5,131 job seekers and 486 corporate recruiters. The report captures that almost all of the companies who responded to the survey (93%) have adjusted their HR policies as a response to COVID-19. The report also found that from 92% of companies who were hiring in the last six months, only 80% of companies who are planning to do an employee recruitment in the next six months.

Though things are still looking pretty grim as the COVID-19 pandemic is expected to continue to dampen [our economy](#), the report from JobStreet should offer a sliver of hope for jobseekers. For the companies who are and will be actively hiring, [Claudio Fernández Aráoz of Harvard Business School](#), argues that this pandemic is a perfect time to hire great talents. His perspective seems counterintuitive, but he believes that visionary leaders should make the most of the current talent pool by hiring the best talent to prepare the company for post-recovery and growth. This kind of long-term thinking is the mindset that will help companies to come out in a better position than they entered.

We all seem to agree that recruiting a great talent takes time and enormous effort. It's very rare that companies can find great talent overnight. Currently,

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during this unprecedented time, HR's main task is not only to continue finding the best of the best talent. However, as reported by [JobStreet](#), the COVID-19 pandemic has strongly pushed Human Resources teams to adjust and implement new HR policies. This situation presents a new challenge for them. With the limited time they have, how can the Human Resources team find the best talents while they focus on the urgent matters, such as implementing and monitoring HR policies and other tasks?.

Partnering with an executive search consultant or commonly known as headhunter can be one of the solutions to help HR to continue to acquire an exceptional talent. Some [research](#) has shown that the service that headhunters provide has played an integral role in the corporate renewal transformation. They can bring values that in-house recruiters cannot. Then, what is it that headhunters can do for your company? What specific values do they have that can be utilized to help your recruitment process?.

## Efficiency

We have said earlier that a recruitment process takes a considerable amount of time. Typically, corporate recruiters can receive thousands of CVs once they have advertised a job vacancy. They have to screen those CVs to find the best candidate. Using a headhunter can decrease the workload associated with the recruitment process. An exceptional headhunter will only bring a handful of carefully selected candidates for the job you are seeking to fill. This strategy will result in increased chances of securing a qualified candidate in less time. When HR staff do not have to screen thousands of CVs, they can dedicate their time to managing other important functions such as, maybe, making a healthy and effective work from home guidelines.

## Networking

Headhunters have a broad network because of their experience. They usually use several sources of databases to increase the chance of finding the right candidate quickly. They know where to locate a specific talent in a specific industry. [Steve Jobs](#) said that we need collaboration in the recruitment process. It is quite possible that the candidate you are looking for is not in your connection, but connections from third parties who do have a deep experience can solve the talent gap efficiently and effectively.

## Confidentiality

The recruitment process is held because of various reasons. One of the reasons can be that the company is planning to replace the existing employee because of his / her unsatisfactory work performance.

It will be complicated if the position to be replaced is the position of leader. In this case, the recruitment process must be implemented confidentially by an external party such as a headhunter so it won't affect the performance of the current employee that will be replaced, and to avoid controversial news for the internal company. [Adam Dean](#) once wrote an article on Harvard Business Review on how an executive search deals with recruitment cases that are confidential.

## Conclusion

Harvard Business School's Ranjay Gulati, Nitin Nohria, and Franz Wohlgezogen conducted [an interesting analysis](#) of 4,700 public companies in the U.S across the last three recessions (1980 crisis, 1990 slowdown, 2000 bust). They discovered shockingly only 9% of their sample flourished and came out in much better positions than they entered. What's the secret of the 9%? Those companies did a delicate balance between "cutting costs to survive today and investing to grow tomorrow do well after a recession." In other words, those companies were selective about what to eliminate and continued to make strategic investments.

Given all the benefits that a headhunter can offer to a company, such as: helping them with a recruitment process, providing a solid network of highly credible talents, and providing confidentiality when it comes to hire a specific candidate, hiring a headhunter could be a strategic investment for companies to do during this time. When the internal HR team is occupied with so many responsibilities, a headhunter can help them to continue to bring the best talents for the company. Besides, a headhunter does not just act as a recruiter. He can act as an advisor to make a company's recruitment process better. It can be tempting to focus on the short term of crisis management. But when we emerge from this unfolding tragedy, those who make a strategic investment in bringing [the good talents](#) today will not only survive but thrive in the future.

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