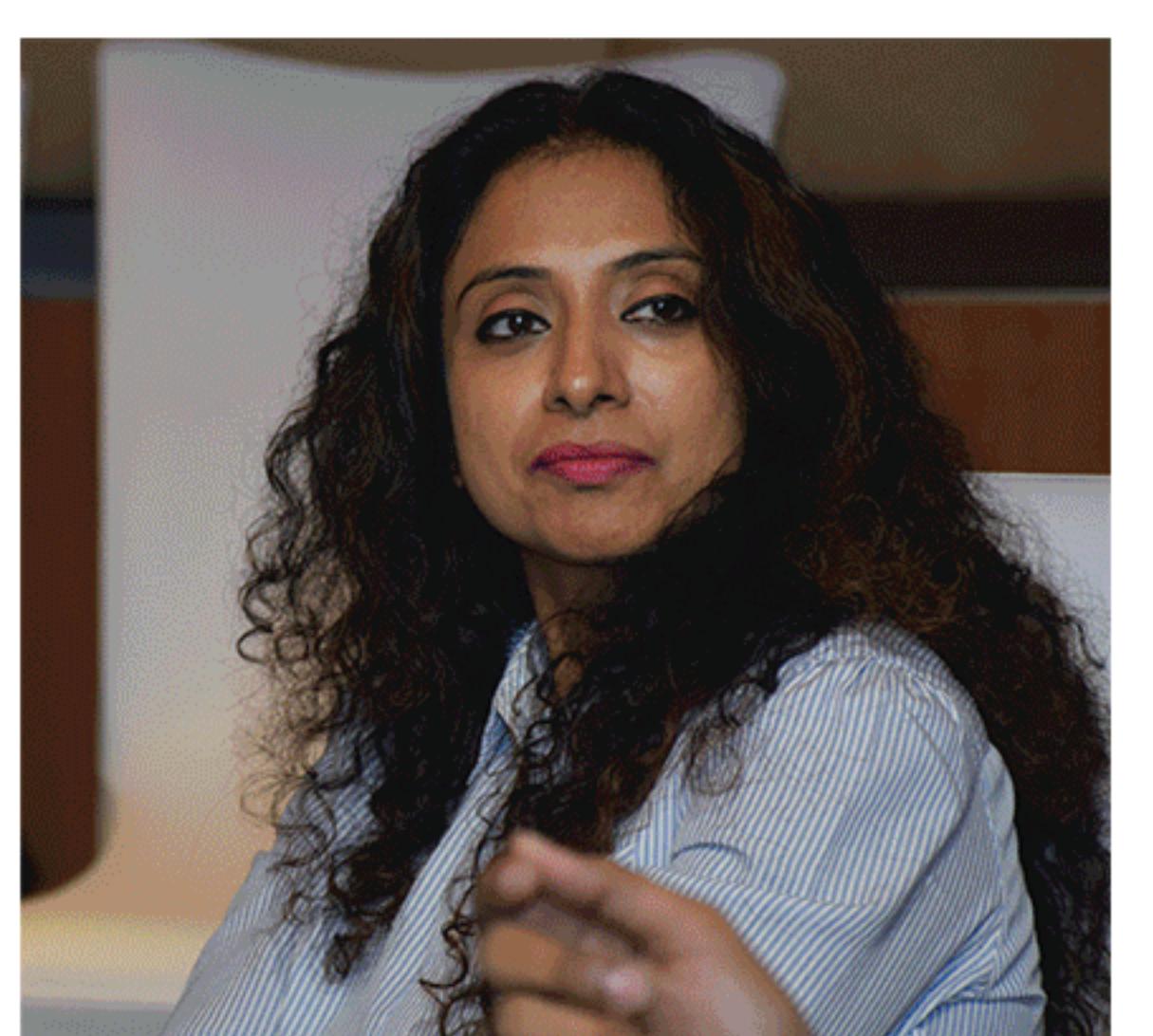


**LinkedIn**™ Talent Solutions



# **LEADERS THAT INSPIRE**

## **STAFFIN ENTREPRENEURS ROUNDTABLE**



# A New Horizon for Staffing Entrepreneurs



**Megha Nayak**  
Country Marketing Lead  
LinkedIn Talent Solutions

The momentum built around staffing companies today firmly reflects thought leadership led practices. In the face of more challenging recruitment, we've had the chance to interact with staffing leaders and organisations that kept reinventing themselves, constantly raised the bar in every undertaking, and whose work environments radiated positivity and passion.

Through such interactions, a few key attributes of staffing leaders stood out:

- They **Influence** employees around a common purpose via their actions.
- They source well-informed talent that foster innovation to **Grow**.
- They build a unique social brand to **Engage** & elevate authentic communication.

At LinkedIn Talent Solutions, we simply aspired to amplify the voices of these leaders and learn from their experiences. That's why we created the **StaffIN Entrepreneurs Roundtable** – an event series wherein we invited individuals that are considered thought leaders and trendsetters in their particular niche to drive conversations that inspire. Such leaders stood to be anything but standard through their thoughts and actions.

It's been a labour of love building an integrated staffing community in India and we are looking forward to inspiring you to become that brand or individual others aspire to follow and learn from.



**3 SEASONS  
8 EVENTS  
7 LEADERS**

---

MUMBAI | DELHI | BANGALORE

---

# LEAD WITH INFLUENCE

# **SEASON 1**

# SETTING UP

# A SEARCH PRACTICE

Staffing leaders shared their insights on how to empower entrepreneurial growth through their experience of establishing a recruitment brand in India, alongside the challenges they subsequently overcame.



“

To influence others, you must first be receptive of your interactions with leaders across industries and learn from their example. Just like art, all thought leadership is a mimesis of the external. With continuous learning, and an unequivocal focus on people, we enable the bridging of our own path.

”

## HARISH KUMAR

Managing Partner  
Wenger & Watson Inc.



## W&W - A Paradigm of Search & Coach Practices

**Wenger & Watson** has been a pacemaker in leveraging IT and non-IT giants with its high-tech services and transparent values in the industry. A believer in giving back and nurturing the ecosystem, they are now providing space for upcoming ideas encouraging startup ecosystem experimentation. In addition, they are mentoring startups by providing expert assistance with **complete physical infrastructure, along with legal and compliance support, and HR solutions**. With such practices, alongside spoken word in the recruiting industry, the organization has been able to achieve 30% growth each year without the assistance of a sales team.

The W&W team is now looking forward to building **comprehensive recruiting solutions** to track feedback of candidates hired and alternative functional tools to upsurge efficiency of recruiting methods, shaping their organization to become a prominent influence in the staffing industry.



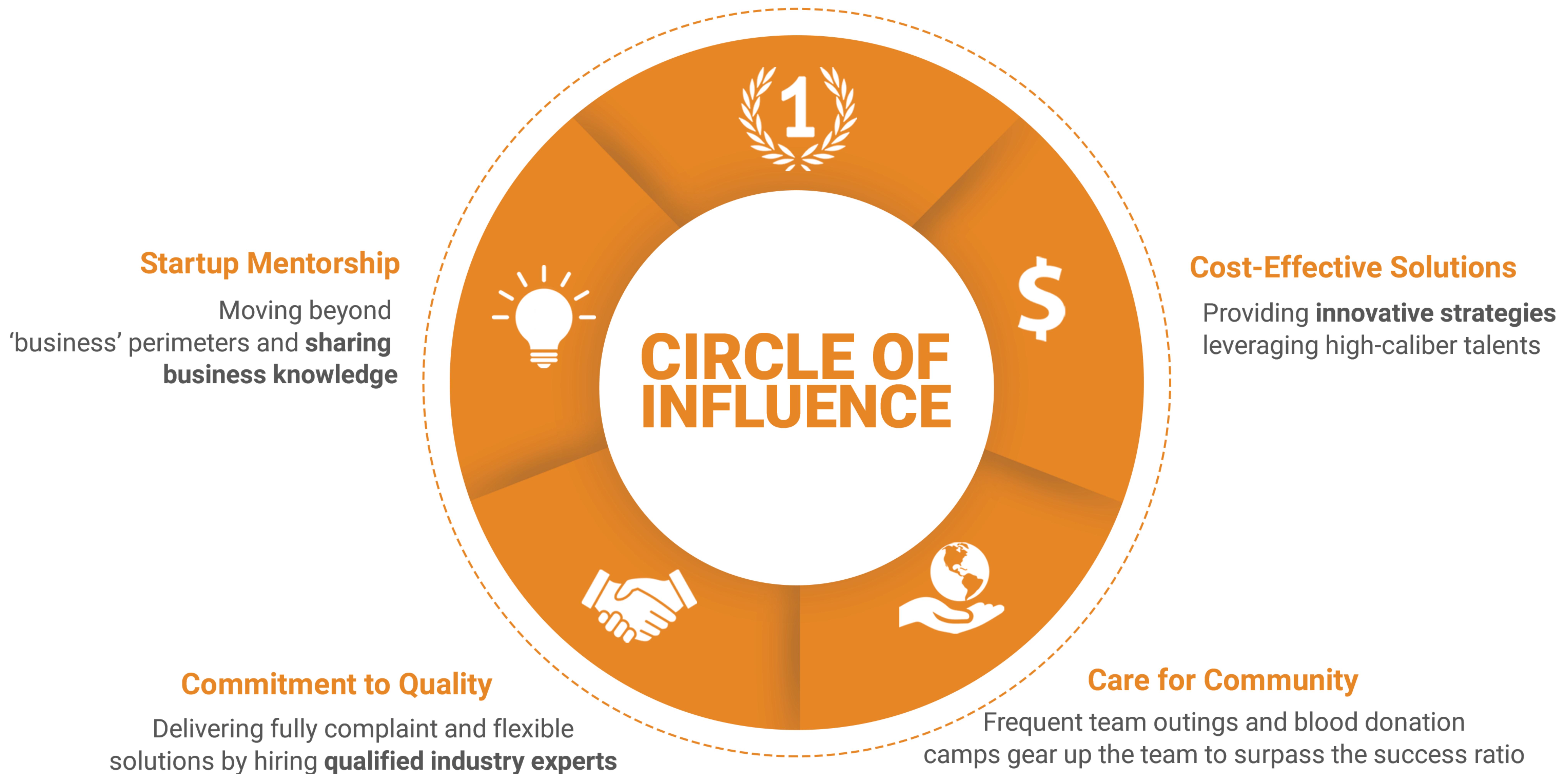
Made it to LinkedIn Most Socially Engaged Staffing Agencies Ranking 2016 across APAC



Featured in Silicon India Magazine as the Top Recruitment Company of the year 2014 and 2015.

## Customer First

Having **complete knowledge** about their business became the centre of their success story



## Fun Fact

Arsene **Wenger**, a successful football club coach



WW



Dr. John **Watson** from Sherlock homes

# LEAD TO GROW

**SEASON 2**

# PLANNING TO EXECUTION: SCALE YOUR STAFFING BUSINESS

Staffing trendsetters shared their strategy for growth that amplify return on investment by providing a unique and valuable recruiting service.



“

When we raise the bar externally through thought leadership, there is a corresponding cascading benefit internally – our teams become highly engaged and empowered. I believe that a team which is constantly innovating is the cornerstone of success.

”

## JOSEPH DEVASIA

Managing Director  
Antal International Network



## A Journey Of Growth: Antal's Story

Antal helps businesses connect with professional and managerial talent worldwide, empowering them to drive their growth, profits and long-term success.


To establish a niche segment of recruiting in India, the organisation needed more awareness to ace business success. The top managers identified the 'secret sauce' to empower such entrepreneurial growth with these 4 crucial leaps -

1. **Hiring the right people**
2. Utilizing colossal and ever-growing **online talent database**
3. Investing in **customer retention**
4. Working on specialised executive recruitment guidelines to establish a **unique brand identity**

While creating their brand in India, top management worked closely towards achieving these steps and also made it an integral element of their business growth model. The organisation is now able to operate within shorter timescales, with full understanding of their clients' requirements - leading to better, faster and more successful placements.

With a progressive aim to launch **100 new franchised offices** by 2020 across the country, Antal has now become a successful example of an executive recruitment business in India.

# 5 Continents, 1 Vision – Discovering Talent



# LEAD TO ENGAGE



LinkedIn Talent Solutions

StaffIN Entrepreneurs Roundtable

SEASON 3

Feedback Form

Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Organization: \_\_\_\_\_

11. On a scale of 0 to 100, where 0 means "Extremely unlikely" and 100 means "Extremely likely", how would you rate the likelihood that StaffIN will continue to support your business? \_\_\_\_\_  
 0  1  2  3  4  5  6  7  8  9  10

12. How would you rate the StaffIN Roundtable to be a "Socially Engaged Staffing Agency" on a scale of 0 to 100, where 0 means "Very poor" and 100 means "Extremely relevant"? \_\_\_\_\_  
 0  1  2  3  4  5  6  7  8  9  10

13. What were your top 2 takeaways from the roundtable?  
14. \_\_\_\_\_  
15. \_\_\_\_\_

16. Would you like to have another roundtable?  
Yes \_\_\_\_\_ No \_\_\_\_\_

17. Feedback Comments:

SEASON 3

# HOW TO BE A SOCIALLY ENGAGED STAFFING AGENCY

Recruiting trailblazers shared their journey of leveraging social platforms to build real world connections, and their recommendations for building an enhanced social engagement strategy.



“

Harnessing the power of social media to portray your company's culture and personality, as different and unique, helps make your brand stand out from the crowd, and be remembered.

”

**RITVIK LUKOSE**

Co-Founder & CEO  
Vahura



## The New Frontier of Social Media : Vahura

As search leaders since 2007, Vahura has been the go-to choice for the legal community across all segments, with their chain of expertise expanding internationally to the APAC and MEA regions.

In a super-competitive industry like staffing, the organisation saw the light of day in social media and how it had become a bridge to running a successful business. With their aim 'to help lawyers do good work', social bundled with opportunities to attract top candidates for their clients.

### Why Vahura went Social?

1. With **limited tech agility**, it became difficult to engage with prospects.
2. Vahura having a niche specialisation, needed to establish an **authentic communication** medium to engage with their audiences in the legal recruiting space.
3. Online talent database became a functional resolution to **database exhaustion**.
4. A growing need to standout from competition and show **differentiation in offering** using social.

In 2016, Vahura made it to **LinkedIn Most Socially Engaged Staffing Agencies Rankings** across APAC and is now leading by example on how a staffing agency can use the power of social media to frame a unique brand identity backed by a steadfast and committed pool of employees.

**A four-part content strategy was created to ensure social communication was retentive and consistent**

- Humorous Content that portrays the organisation's view
- Share causes the organisation supports
- Offline events organised for the legal community
- Leadership featured in the media

**Increasing investment in social media branding**

- Employees were more participative, hence increasingly productive

# HOW vahura WENT SOCIAL?

**Made use of LinkedIn Career Pages extensively to showcase the Vahura work culture and interest prospective candidates**

**Use of social platforms was made part of the organisational KRA**

**Employee profiles on LinkedIn were leveraged using Work With Us tool on LinkedIn**

- Impact was 24X better than the industry average

**Enabling two-way communication built successful relationships by making the organisation appear as a trusted advisor and knowledge expert**





# **100 WORDS OF WISDOM | LEADER SPEAK |**

## **ANUPAM VYAS**

Managing Director  
The SearchManagers



### **How are staffing firms in India changing?**

Recruitment companies are transitioning and expanding their scope by becoming advisors in addition to being partners for acquiring talent. As job roles evolve and get more efficient with newer and expanded combinations of skill sets, companies increasingly look at recruiting firms to provide expert counsel for attracting such talent.

Consequently, using the increasing popularity of social media where in addition to candidate resumes, there is; additional information on references, opinions, post, blogs, and recommendations, recruiters are increasingly relying on this medium to intelligently make detailed evaluation of a candidate much before engaging with them directly.

## **What do staffing firms in India need to do differently?**

A troika of pathways awaits Indian staffing firms. At foremost is to develop a genuine aspiration to be a globally ranked staffing firm within two decades. Technology and easy access to capital become contributing factors of growth and augmentation of business.

Secondly, staffing firms need to create a pull effect for their offerings. This connotes creating world class content on trends in the sector, funding meticulously carried studies and conceiving globally acknowledged networking events.

Lastly, bringing in processes that enable their workforce to earn hundred thousand dollar league earnings would enable staffing firms to automatically grow exponentially.



**PROF. SANDEEP MANN**

Board Member  
Institute of Competitiveness

## **Importance of being a social CEO of a staffing firm**

The way the modern workplace functions, being able to leverage social media to communicate with prospective recruits as well as clients is crucial to having a successful staffing business. The entire exercise gains much more credibility if it comes from the top leadership.

A digitally savvy CEO understands the unique opportunities social presents and leverages them to give the company a human voice that connects with potential employees and drives recruitment. If you are the CEO of a staffing business, not being on social media is practically no longer optional.

**ASHISH TIWARI**

Chief Operating Officer  
Scalene Works





## RITVIK LUKOSE

Co-Founder and CEO  
Vahura

### Importance of branding for staffing firms today

Every company has a personality. In the early stages, the founder's personality is the brand personality. Clients come to the firm, because of the founder. Unfortunately, the downside is that they also treat the company, like a proprietorship. This usually means lower billing rates and unfair commercial terms.

The other impact is on talent, it becomes difficult to attract and retain good people, who feel like they can never grow beyond the founder. Building a brand is more than having a logo, and website. It is fundamentally a decision to think long term, and a commitment to build something that is bigger than yourself. The benefit of branding is better fees, fairer terms, motivated people, and maybe, more free time for you.

# **JOSEPH DEVASIA**

Managing Director  
Antal International Network



## **What staffing will look like in 2020?**

Over the last decade, sourcing candidates has been particularly aided by large online databases. Sourcing using the phone has moved to sourcing via Google and largely via LinkedIn. However, over the next 3-4 years, we see this war for talent being managed on two fronts – social media and technology.

By 2020, employer branding, online engagement with potential talent and the way recruitment process is managed using technology will be the big decisive factors for those who can attract and hire the best talent. Psychometric testing, video interviews, data-driven decision making will become huge differentiators in staffing.

## What staffing will look like in 2020?

In these volatile times, it's very hard to predict what will happen in four years. We must, however ensure that we are cognizant of factors such as machine learning and data science in influencing the industry. Since machines have the capabilities to learn a repetitive and functional job, the staffing community must be attentive to the fact that the number of people currently doing these jobs will irrefutably come down.

Staffing firms must not think in terms of volume, but rather help these people upgrade and specialize their skills – there needs to be upscaling. Online learning services will play a key role in making these people relevant to the newer technologies and to the way the industry will shape itself.



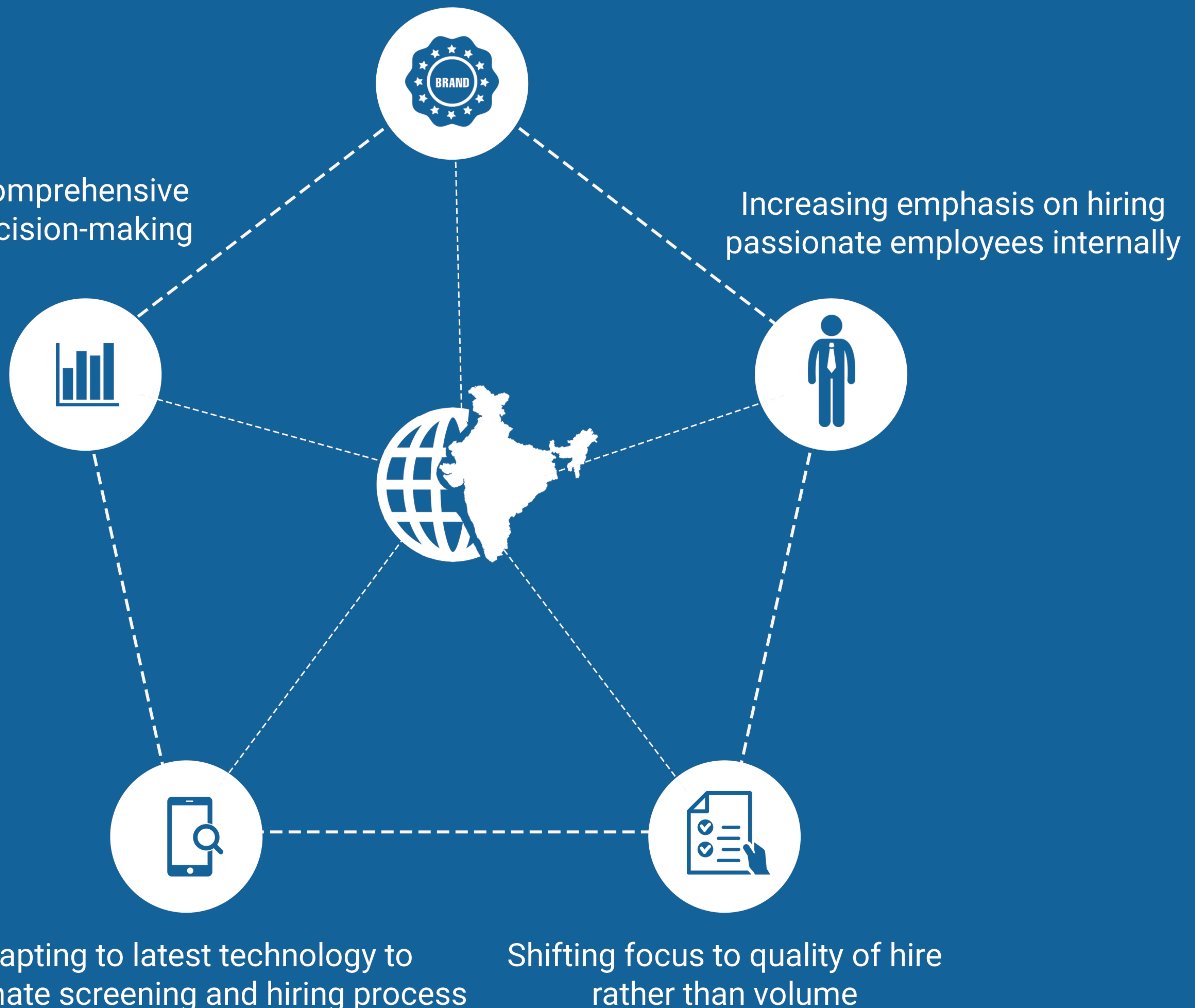
**HARISH KUMAR**  
Managing Partner  
Wenger & Watson

# The Way Forward ▶

Employer branding on digital platforms emerges as top priority

Using data to gain comprehensive insights and drive decision-making

Increasing emphasis on hiring passionate employees internally



Adapting to latest technology to automate screening and hiring process

Shifting focus to quality of hire rather than volume

# Join The Conversation

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 467 million members in more than 200 countries and territories, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.

LinkedIn Talent Solutions offers a full range of solutions to help recruiting firms of all sizes recruit amazing talent, build their brands, and grow their businesses.

For the staffing community in India, we at LTS built an engaging platform called **StaffIn Entrepreneurs Roundtable** with the intent of bringing together thought leaders to share their stories of perseverance and resilience. The first year saw successful completion of 3 wonderful seasons where 100+ like-minded entrepreneurs came together to discuss and debate on topics relevant to the growth of staffing in India.

If you're curious about staffing agency trends and innovations, join us in discovering the possibilities.

Contact Us: [lnkd.in/ltsindia](#)

Register for StaffIn Entrepreneurs Roundtable 2017: [lnkd.in/indiaser2017](#)



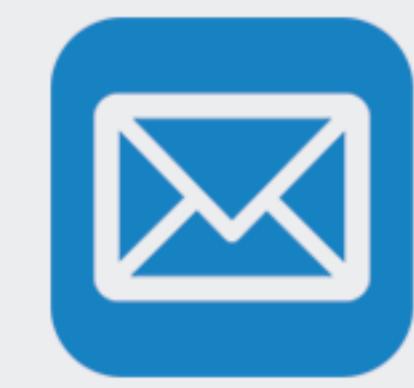
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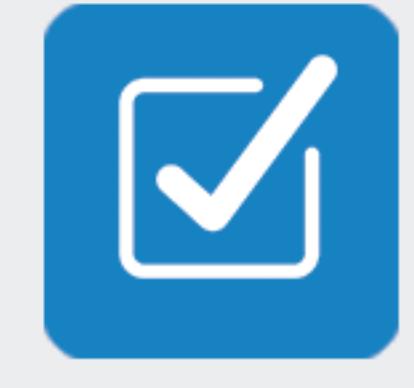
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