



PARADIGM GROUP, INC.

technical recruiting professionals

Stop Hunting Heads...
Start Cultivating Talent

Recruit only Top 15% of Technical Talent
More Return on Your Investment
Decreased Risk



www.paradigm-group.com

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New Solutions To Old Problems

OLD SCHOOL TECH RECRUITING METHODS

- Outbound systems such as job postings and 1:1 messages
- Focus on quantity over quality and purely skills-based assessment of technical candidates
- Attracts only “low-hanging fruit” of technical candidate pool

- Sales-oriented mindset - want to work with technical candidates who will make them the most money.
- No authority in the market. May be able to find, but unable to engage with, top 15% of technical talent

- Presented with “available” technical candidates, not necessarily the top 15% of technical talent.
- Higher risk of attrition due to poor performance or resignation for more money elsewhere.

LACK OF
QUALITY?

COST TOO
HIGH?

TOO
RISKY?

NEW PARADIGM PERFORMANCE HIRING SYSTEM

- Uses latest technology and recruiting techniques including aggressive 24/7/365 and 1: many digital inbound marketing strategies to increase visibility and reach
- Focus on performance-and-outcome based technical candidate assessments
- Attracts the top 15% of technical talent while simultaneously excluding the bottom 85%

- Trusted adviser mindset. Want to work with the best technical talent, not necessarily the most expensive
- Earned trust and respect in market. Able to attract and engage top 15% of technical talent, with an average 20-70% response rates

- Recruits only top 15% of technical talent who are motivated by the intrinsic value of the job and not just a pay raise.
- Substantially de-risks the recruitment process and gives you more return on your investment

A Paradigm Shift In How We Recruit High Demand Technical Talent

To hire top technical talent, there must be an integrated-and-systematic process in place that meets the needs of all stakeholders, including candidates, hiring managers, and recruiters.



We strive to serve as a trusted adviser and strategic partner to our clients, taking a collaborative approach to fulfilling your hiring needs, while keeping you abreast of technical talent market trends in Houston.

PGI's Performance Hiring System for Tech Talent

EX: InfoSec Engineers in Houston

High quality recruitment has a positive impact on InfoSec staff turnover, resulting in **increased ROI**

Offer 30% increase in total growth and the InfoSec Engineer should say YES!

Additional checks on **top 1-2** InfoSec Engineers to fine-tune the process and ensure best candidate is selected

Review of **200+** InfoSec Engineers matched to job based upon skills. Performance based IV's to **narrow to top 3-4 interested & qualified**

Deeper level of engagement with **1,165** InfoSec Engineers - **top 15%**

7,770 InfoSec Engineers in Houston with 6+ years of experience

RETENTION

Best talent stays longer

ACQUISITION

Career counseling, negotiate, close

PRECISION-TUNING

Post IV reference checks, testimonials, tests

PERFORMANCE BASED FILTERING

KPI Interviews to narrow down to top 3-4 candidates per opening

ENGAGEMENT

Targeting top 15% of talent with average 20-70% response rate

ATTRACTION & AUTHORITY

24/7/365 and 1: MANY digital inbound marketing providing direct pipeline to entire market including active & passive candidates

PGI's Performance Hiring System for Tech Talent

1. KPI Analysis.

Define Success, Not Skills.

A 20-30-minute intake call with the hiring manager will save everyone a load of time in the recruitment process.

Paradigm's goal is to **define the Key Performance Indicators** to identify and attract the highest-quality technical talent to meet your unique needs. **"Why would a top person want this job?"** We are then able to **increase** your brand and opportunity **awareness to attract the best technical talent.**

2. Attraction & Authority

LinkedIn's Talent Trends report states that only 32% of the professional market is actively seeking a new role; however, a whopping **89% say they are interested in hearing about new job opportunities!** Paradigm's Recruitment Strategy uses the **latest technology and recruitment techniques** including aggressive **24/7/365 and 1: MANY digital inbound marketing** to provide our clients with a **direct pipeline to the missing 57% of passive high demand technical talent.**

3. Engagement

By providing valuable **content**, continuous and consistent **communication**, and only presenting **opportunities on target** with their skill set, Paradigm Group has demonstrated **authority in the marketplace**, earning the **trust** of top technical talent, resulting in an **average 20-70% response rate** when contacted about an opportunity.

4. Performance-based filtering

Using a **performance based IV** technique, we assess the best **predictors of success**, narrowing down top 15% to the **top 3-4 candidates** per opening. We present a skills-and-performance assessment profile with each candidate & urge clients to integrate the same performance based assessments in to their own IV process then **share these results with all stakeholders** to reach a consensus on a candidate. Prompt feedback ensures a **positive candidate experience**, regardless if the candidate is selected for hire.

PGI's Performance Hiring System for Tech Talent

5. Precision-Tuning

Further assessments are usually needed after the interview to ensure you have the right candidate. **Reference checks, informal references, testimonials, a technical test or a take-home problem can fine-tune the selection process even further.**

6. Acquisition

Negotiating & Closing Offers.

You **need to offer at least a 30% increase if you want to hire the best.** However, **most of this needs to be in job stretch** and growth, not compensation. Paradigm's Recruitment Strategy is based on a foundation of relationship- and trust-building, so the negotiation and closing process is **more focused on career counseling than selling.** We keep the candidate engaged, informed, and excited throughout the entire hiring process and are constantly on the lookout for red flags, **proactively addressing any issues that could be a deal-breaker**

7. Retention

Paradigm's Recruitment Strategy focuses on helping our clients to **attract and hire the top 15% of technical talent.** These people are attracted to the job for its **intrinsic value** and not just the compensation, so they are **less likely to leave** when they are offered more money down the road. By simply following the points detailed above, **you will get high quality technical talent, with shorter time-to-fill, and less turnover.**

GUARANTEE!

We are so confident in our strategy that we offer a **placement guarantee:** if a candidate is terminated within 30 days a replacement will be provided within 30 days or you get 100% refund of fee or 50% if terminated within 60 days. **In 13 years of business we have only ever had to refund a fee 3 times!**

PGI's Performance Hiring Service Plans

CONTINGENT

- PGI's recruiters will utilize the **latest technology and recruitment techniques** including aggressive **24/7/365 and 1:many digital inbound marketing** to **target the top 15% of technical talent** to meet your needs, **presenting only the top 3-4 candidates** per opening using **skills-and-performance based assessment** technique
- Direct-hire **fees are within the market average of 20-25% of first year base annual salary**. C2H will be same fee structure as DH but broken down over length of contract. Temp fees are variable based upon length of project but typically within market average of 33-45%.
- **No guarantee of exclusivity** for PGI team, therefore, you **will not be invoiced until after you have hired a candidate** provided by Paradigm Group, Inc.

ENGAGED

- **Search will be led by a Senior Recruiter**, utilizing the **same Paradigm Recruitment Strategies and technologies** as a contingency based plan, but working with **additional level of dedication and exclusivity** knowing you do not have any other recruiters working on your behalf
- An **engagement fee is applied against a final placement fee**. Generally, this is 1/3 of standard market fee paid up front (20-25%)
- No other fees billed until a successful placement is made
- Typically used for more niche-or-executive level searches



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NEXT STEPS

Schedule a call to discover some more about how the Paradigm Performance Hiring System achieves:

- Dramatically increased quality of technical candidates you receive
- Substantially de-risked technical recruitment process
- Shortened time-to-fill on your most critical technical openings
- Improved turnover rate among technical staff
- More return on your technical recruiting investment dollars

BUT WAIT...THIS IS NOT FOR EVERYONE

This will not be a sales call. Our Performance Hiring System is only for those decision-makers who are **serious about hiring the top 15% of Technical Talent**, which cannot be everyone.

Paradigm Group strives to serve as a **trusted adviser and strategic partner** to our clients, taking a **collaborative approach** to fulfilling your hiring needs. In turn, we only work with **decision-makers who are committed to being an integral part of this systematic process.**

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