

Independent Recruiters Fight Back: NPA, the Worldwide Recruiting Network

The business of recruiting is as challenging as it has been in many years. This is particularly true for independent recruiters in competition with large multinational agencies or franchised operations. Larger recruiting organizations are hungry for business and many times are better connected to service clients on a global basis.

NPA allows the independently-owned recruiting firm to better serve their clients and candidates through membership in the network. The NPA network serves as a central point of connection for positions and candidates that members are willing to work on a “split-fee” basis. These “splits” are evidence of network success and NPA averages about 50 splits per month. The network also serves as a matchmaker for global connections and the development of trusted trading partner relationships that span geographic borders.

NPA consists of more than 360 member firms and 1300 recruiters located around the world. Most NPA members are contingent recruiters working the executive/professional space across many industries and occupational categories. Some member firms also have contract staffing divisions or engage in retained search, but most have at least a 50% focus on contingent recruiting. NPA has members on 6 continents with about 2/3 of the membership in North America and 1/3 on other continents. You will find strong concentrations of NPA members in Asia and Australia. In addition, NPA is actively working to increase membership in the UK, Europe, Africa, and the Middle East.

The purpose of NPA membership is as varied as the membership list. Most members belong for one or more of the following reasons:

- **Enhanced service to clients.** NPA members can provide clients with a larger selection of qualified candidates in less time than nonmember recruiters.
- **Expanded geographic reach.** NPA members work with their trading partners to meet their clients’ local, regional, national, and international needs.
- **Expanded industry and specialization.** NPA offers access to national and international specialists in niche markets and select occupational fields. NPA Trading Groups support trading relationships between recruiters who share similar industry issues, challenges, and demands.
 - **NPA Trading Groups**
 - Accounting / Financial Services
 - Chemical Process
 - Hardware / Software / Electronics
 - Healthcare
 - Information Technology
 - Manufacturing / Production
 - Sales / Marketing / Business Development
 - Strategic Management including Executive Management and Human Resources
 - Supply Chain
- **Peer Group Partnerships.** Membership in NPA is selective to assure high standards for professionalism, trust, and integrity so members welcome the opportunity to review business issues with their NPA peers. Peer group benchmarking and coaching makes

NPA owners and their businesses more successful. Independent business owners can easily access knowledgeable peers to trouble shoot and problem solve.

In summary, NPA members serve their clients with improved speed, reach, and capacity.

The following short stories document a few of the success stories involving NPA members:

Success Story: The Purple Squirrel

The Scenario:

Houston based firm requires a “Purple Squirrel” for Brazil

In the recruiting business they are known as “Purple Squirrels” because they can be perfectly described but no one has really seen one. In this case, the employer required the successful candidate to speak Portuguese, be willing to represent the client and travel the entire South American continent, possess unique skills in the oil and gas domain, and most importantly have developed contacts with a major oil company. A perfect “Purple Squirrel.”

The Action:

Partnership is the only way to fulfill on difficult searches

Two NPA Trading Partners in South America were engaged and the search began.

The Results:

NPA Works!

After globally sourcing potential candidates, the NPA Trading Partners were able to qualify and submit 3 candidates presented to the employer by the Houston based NPA member.

All were qualified, but of course, one was a perfect fit.

The “perfect candidate” was found in Moscow by a senior consultant working for the Brazil-based NPA member. The candidate was originally from Brazil and was ready to return home. So the “Purple Squirrel” was located.

Success Story: London Calling

The Scenario:

U.S. publishing company expands its London staff

A large multinational publishing company, headquartered in Oklahoma, was seeking sales, marketing and events professionals in London due to a merger/expansion.

The Action:

Oklahoma NPA partner lands assignment

As a result of marketing NPA’s international capabilities to a long-time client, an NPA member in Oklahoma received the orders for the three London positions. The Oklahoma member, primarily an engineering specialist, contacted an NPA member in London for assistance with the positions.

The Results:

Six positions successfully filled

The London member identified candidates which were presented to the client for interviews, and all three openings were successfully filled, as well as an additional three openings. The client's London hiring manager, with permission from the Oklahoma NPA member, is now interfacing directly with the London NPA member to streamline the hiring process. The two NPA members established a yearlong exclusive agreement for future recruiting needs with this client.

Success Story: Location, Location, Location

The Scenario:

Atlanta NPA member recruiting for New York position

An NPA member in Atlanta was asked by the northern New York subsidiary of its Atlanta-based client to fill a job opening for a pressure vessel engineer.

The Action:

Atlanta NPA member reaches across borders for help

The Atlanta NPA member contacted his usual NPA resources for assistance in sourcing a qualified candidate, but could not locate one either already in, or willing to relocate to, northern New York. Realizing the position would be near the Canadian border, the Atlanta NPA member thought to contact a Canadian NPA member he had met at NPA conferences.

The Results:

Canadian NPA member provides successful candidate

The Canadian NPA member located a Canadian citizen, working in California, who was a perfect fit for the job and eager to relocate nearer to Canada. The client hired the candidate, and subsequently shared another opening for an additional engineer who will be a direct report to the first candidate.

Writer's Bio:

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