

to be frank . . .

BY FRANK RISALVATO

Job Seekers:

Why Your Resumes To Human Resources Are Getting Ignored

I recently found myself in the intersection of candidate/human resource correspondence by accident. The accident however, alerted me to the fact that most candidates and professional job seekers are going about their search entirely incorrectly.

Here's what happened outlined step-by-step. I've also spelled out why it all went wrong at each step and never led to an interview.

1. Someone connected to me on LinkedIn noticed a job posting with a major financial company.
2. This person, thought he would gain an advantage by bypassing the formal resume submission process, and instead use me as a "LinkedIn referrer"
3. He noticed the HR Manager of the company posting the ad, was one of my "Links"
4. Sent me his resume along with a "request" to have him referred to that HR Manager
5. Nothing ever came of it

Now let me illustrate why this process was bound to failure at several points and why it was doomed from the start.

First,

Anyone I publicly link to and allow to be "visible" on LinkedIn, particularly human resource types, are individuals I have little to no business dealings whatsoever and hence it is benign for me to publicly "link" as the person is not of any great importance to me or my company. (This can be for various reasons, they are not the ones who originate searches, versus management; those higher up are actually in charge --- etc.)

Secondly,

Human Resource contacts that are valuable, such as the Global HR Managers, of large organizations who are in charge of multiple hirings yearly and are valuable business allies of IRES, are NEVER and I repeat ... NEVER connected to or "Linked" on LinkedIn! The last thing I want is our competitors snooping around our links to guess who we're working with. They'll have to keep guessing.

Thirdly,

The professional failed to consider that a "search consultant" earns his living from referring professionals for search fees, so why would I want to refer someone through LinkedIn for free when there's no incentive?

Fourthly,

Most HR managers work under the leadership of managers who set goals, milestones and create job requisitions which HR later assists with. It's the actual executives you ought to be networking with – NOT human resources!

Even though I did forward the professional's request (which by the way I was never even thanked for doing so!) I knew it would get discarded.

The human resource professional in this case won't return recruiter's calls, or for that matter, internal divisional executive's calls unless they are clearly marked "HIGH PRIORITY" with strongly worded subject headings.

When you're dealing with a low-ranking HR individual don't expect to get a call back for your resume. Better yet, if you insist on circumventing the ad's response mechanism, at the very least find out who the manager of the department is and have it routed to the decision maker, not H.R.

Summary

While this incident happened last November to this day the professional remains employed at his original company. He's probably dumbfounded and confused as to why his supposed "direct connect" methods are not panning out. While he believes he took a pro-active approach to forcefully ensure the resume got into the "right person's hands" nothing of the sort ever happened.

Instead a low level human resource coordinator (with a fancy title) received the resume. Probably along with 100's of others for 27 different positions in 6 different subsidiaries.

And you wonder why you never heard back?



Editor's Note: After bidding farewell to the corporate world in 1987, and three successful years as a search consultant, Frank Risalvato founded www.iresinc.com the search firm he continues to operate today. His recent book, "[Maximizing Search Firm Success](#)" is the first ever published for the purpose of educating hiring managers on the proper business practices. Frank is reachable at 704 243-2110 and fris@iresinc.com.

