

Are Your New Hires Making a Difference?



**RECRUITING WITH AN IMPACT**



**GOLDBECK**  
recruiting inc.

[www.goldbeck.com](http://www.goldbeck.com)

# LETTER FROM THE PRESIDENT



Are your new hires making a difference? This is a question that every employer should be asking themselves. I would like to point out that when a new position becomes available in your organization, it is an opportunity to upgrade the skill set of your company. There is a difference between merely filling an existing position with the right employee, and finding a person that can advance your company forward. These are the type of candidates we search for.

*"Our recruitment philosophy is based on the belief that every new hire should make our clients' businesses more successful."*

I follow this same hiring philosophy with my own company. I founded Goldbeck Recruiting Inc. in 1997 and have since grown the business by 500%. Over the years, I have selectively hired committed and industry knowledgeable recruiters to help grow our recruitment agency in strategic sectors.

We also stand by this belief in every step of the recruitment cycle: starting from offering a cost-effective hiring solution, ensuring that you have the best candidates to choose from, and having the longest post-hire guarantee in the industry.

This brochure is to help you learn how Goldbeck Recruiting can benefit your business by finding you employees that positively impact your company.

We look forward to working with you.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Henry Goldbeck', with a stylized flourish at the end.

Henry Goldbeck, President

## ASK YOURSELF

Are my new hires making a difference?  
Am I sourcing the right candidates?  
Is my selection process working?  
Do I access the latest methods?  
Can I hire without risk?  
Am I a recruitment expert?



# Are you sourcing the right candidates... at the right time...

## **PARTNERS IN RECRUITMENT**

Timing is of essence when there is a shortage of talent especially if your industry is sensitive to business cycles. A vacant position can set your company back. But having management resources focus on filling that position instead of running the business can derail your company even further.

We act in partnership with you to minimize the effects of an employee shortage. Think of us as an extension of your HR department:

- performing on your timeframe,
- implementing hiring strategies,
- planning for workforce needs ahead of time,
- and informing you of top quality candidates as they come to us

# in the right place?

## **GLOBAL REACH**

We develop a unique recruitment strategy for every job placement. Sometimes finding the right candidate may require a full marketing campaign to expand the search effort beyond our borders in order to meet your requirements and timeframe. With our access to the latest technologies and international partners, your company can have true global reach.

Alternatively, filling a position may require a discreet and personal headhunting approach. Even with access to latest technologies, headhunting can be difficult or inappropriate for clients to do on their own. Headhunting is an art that we do skillfully and tactfully.

In either case, finding the best candidates before your competitor does will be a competitive advantage in this constantly changing global economy.

# Is your selection process working?

We have established proven methods for effective search combining systematic research, traditional headhunting, and latest technologies. We have a strong repeat customer base because of how fast we can provide quality candidates for screening. 80% of our clients have a successful hire after the first short list of candidates presented. Our average hiring cycle is 4-6 weeks.



**Week 1**

## EFFICIENT SEARCH PROCESS

Consultation:

Timeframe requirements, ideal candidate profile, detailed job description

**Week 2**

Search:

Marketing campaign, headhunting, database search, resume collection, initial candidate screening

**Week 3**

Short listing: Telephone and/or personal interviews by Goldbeck senior recruiters, presentation of short listed candidates

**Week 4**

Interviews: Personal interviews by Client, reference checks and due-diligence by Goldbeck recruiters, testing if needed

**Hire**

Selection:

Candidate selection by Client, job and salary negotiations by Goldbeck recruiters, Client offer

*According to the Conference Board of Canada,  
the average time to hire if done internally is as follows:*

*Executive*

*15 weeks*

*Management*

*9 weeks*

*Sales & Marketing Professionals*

*9 weeks*

*Technical*

*7 weeks*





# Do you access the latest methods?

Goldbeck Recruiting is committed to ongoing investment in the latest technologies so that you can benefit from improved efficiency in our processes and the widest range of methods for attracting candidates.

## INNOVATIVE TECHNOLOGY

### E-Recruitment:

Integrated web-based technology with a recruitment management system ensures no qualified candidate is missed

### Database:

Large established network of qualified candidates, data-mining of 40,000-strong database of resumes, over 500 new resumes processed per month

### SEO:

Search engine optimized website, 16,000 visitors a month, ongoing candidate e-communications

### Social Media:

Company policy for social media content, value added market research for job seekers and clients, automated distribution across social media networks

### Mobile:

Mobile friendly website and resume submission, candidate applications received anytime from anywhere



**E-Recruitment**



**Database**



**SEO**



**Social Media**



**Mobile**



*Recruiters that don't leverage the latest technologies will risk losing talent to the competition.*

# Can you hire without risk?

## COST EFFECTIVE SERVICE

Goldbeck Recruiting is a contingency-based firm, which means there is no up-front risk or investment to you. You only pay our fee when you successfully hire a candidate who we have sourced.

Our fee is calculated as a percentage of the base salary depending on the job, and is not billed until the first day of employment. Your cost-per-hire using our services are typically less than the average cost to do the hiring process internally.

Average cost-per-hire if done internally \*:

Executive	\$43,000
Management	\$17,000
Sales & Marketing	\$17,000
Technical	\$13,300

*\* Report from the Conference Board of Canada*

## 6 MONTH GUARANTEE

We protect your hiring investment by providing you with a 6-month, zero-cost replacement guarantee. We offer one of longest guarantees in the industry.

This means if your original Goldbeck candidate leaves or is let go for any reason (other than the elimination of the position), we will find you a replacement at no additional cost.

Our placements have a success ratio of 95%.

*Research has shown that having a bad hire can cost a company up to 3 times the individual's annual salary.*





# Are you a recruitment expert?

## We are...

### AREAS OF EXPERTISE

- Sales
- Marketing
- Engineering & Skilled Trades
- Production & Operations
- Manufacturing
- Industrial Sales
- Construction
- Accounting & Finance
- Healthcare & Biotech
- Consumer Products
- B2B & Wholesale
- Technology
- Insurance & Banking
- Mining, Oil, & Gas
- Agriculture & Forestry
- Human Resources
- Executive Search

### SAMPLE CLIENTS

- Allied Windows
- Avigilon
- Babcock International
- Black and Decker
- Bombardier Transportation
- Bosch Rexroth
- Budget Rent a Car
- Canadian Helicopters
- Carrier Corporation
- Conair
- Eagleburgmann
- Ecco Heating
- EUROIMMUN
- Europcell
- Eyence Ophthalmic Products
- Festo
- Fire Place Products International
- Flatiron Construction Corp
- Gisbourne Group
- Hankook Tires
- Heatherbrae Construction
- Honeywell
- International Finance Corp., United Nations
- Jilin Heart Hospital
- JJM Construction
- Johnson Controls
- Justice Institute of BC
- Laura Secord
- Lindt Chocolates
- Nord Gear
- Otis Elevator
- Pearl Abrasives
- Polymer Group Inc
- PrePac Mfg
- PRN Physician Recommended Nutraceuticals
- Pro Vita Care Management
- Proctor & Gamble
- Raytheon Canada
- Rockwell Automation
- Rodenstock Canada
- Sonepar Canada
- Steris Canada
- Texcan Cables
- The Ekato Group
- Tyco, Chubb Security
- Ugg Shoes
- Unilever Canada
- Vancouver Canadians Baseball Team
- Vancouver Giants Hockey Team
- Victaulic
- ViewsIQ
- Weir Minerals
- Yokohama Tires
- Zongshen Industrial Group

# Start The Impact

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*We are proud to be an accredited company with the Better Business Bureau.*