

DIRECT SEARCH

Headhunters' most important tool

Direct search is the term used by headhunters when they approach interesting specialists or managers directly as part of a recruitment mandate. In common parlance, «headhunting» refers to precisely this approach. In the past, companies used this method exclusively for the search for top executives, while other vacancies were usually filled via traditional job adverts. However, with the increasing shortage of skilled labour, it became increasingly difficult to find suitable candidates for all hierarchical levels in response to reactive applications.

LinkedIn democratised headhunting

Today, direct search is therefore used much more widely. With the advent of social networks - above all LinkedIn - it has become much easier to identify and target suitable profiles. In addition to headhunters, specialised recruiters from the HR departments of companies themselves are now also contacting potential candidates directly. Direct search is therefore likely to become even more important in recruitment in the future. The counterpart to this on the jobseeker side is the direct or initiative application: here, too, interesting companies are actively identified by applicants and approached directly.