



THE RULE OF TEN

HOW EXECUTIVE RECRUITMENT IMPACTS THE STUDENT EXPERIENCE

When I was a rookie recruiter, my view of executive search was much more cynical than it is today. Early on, I didn't feel like my work was doing a lot of "good" and had little contribution to society and the well-being of others. A younger version of me when asked what recruiters really do replied, "We find people who are not being treated fairly by their current employer and introduce them to an employer who hasn't treated them unfairly yet." You can replace the word "unfairly" with your verbiage of your choice. Rest assured, I used more colorful language.

Besides a nice payday, there was not much thanks from placed candidates other than an occasional thank you card, and that was very rare. It's not that candidates were ungrateful; they were just busy getting started at their new jobs. Still, it began to add to the cynicism of my work, and I started to wonder if this was the career for me.

Then I spent some time with Gary Williams, one of the vice presidents of Management Recruiters International (MRI). At the time, I was working for an MRI office and was on a President's Club trip during my rookie year. Gary was chatting with me about executive search and wanted to know how I was enjoying my newfound career and success. I shared with Gary my less-than-favorable view of the work I was doing. I explained to him that I sometimes felt like a hired mercenary, peddling human capital from one organization to another.

Gary understood my frustrations and then shared with me the "Rule of Ten." He pointed out that every time I placed a candidate, it affected the lives of 10 different

people in a positive way – from the family of the candidate having more opportunities to the client we worked with being more productive. It sounded nice and offered some reprieve from a career that seemed headed for burnout. And then something clicked. I think it happened the first time I visited one of our client's campuses. It immediately became clear that the placements we made not only affected 10 or more people but directly impacted the student experience.

Follow this scenario: Imagine we place a dean at one of our client's campuses who cares more, works harder, and consistently improves things for his/her organization and the school. That dean then hires only the best program directors, who in turn hire exceptional faculty. They increase retention at the campus, and more students stay enrolled and graduate. Upon graduation, one of the students gets a better job and makes more money. That student's family now moves to a better neighborhood with better schools, and their children get an education and childhood that could not have been afforded otherwise. Imagine one child of that student – not getting involved in crime, leading a productive life, maybe even becoming President one day, all because someone cared.

The far-reaching Rule of Ten is never felt here in our offices. I had to visit some campuses and see our good work in action. Our placements are making a huge impact on the student experience and bettering the lives of countless people I will never meet. It is this that brings me a great night's sleep. It is knowing this that helps motivate me to work hard every day. Sure, the payday is still great, but the Rule of Ten is even better. 🍷

EXECUTIVE SEARCH

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