



Strategic recruitment plan

objective: to define the resources to be put in place within a company to set up recruitment policy and/or carry out a recruitment campaign

methodology: based on a SWOT approach, this comprises formalizing needs, compiling an inventory of existing mobilizable resources and drawing up and submitting a report with recommendations on actions to be taken

key point: every recruitment is different, and successful recruitment depends to a large extent on the ability to call upon the right resources (internal or external) at the right time

fees: these are calculated on the basis of the number of days the consultant spends on the brief and generally are somewhere between CHF 10,000 and CHF 20,000

purpose: the strategic plan applies to any entity wishing to make a diagnostic report on the situation, upstream of a wide scale and/or strategic recruitment campaign or before setting up a formal recruitment policy

The fortitude difference:

ensuring that recruitment becomes part of the **dynamics** of human resource management, in particular with respect to executives and managers, **optimizing** their **performances** and therefore those of the **company as a whole**.