

SDI 6 RECRUITING Digital Advisors



RECRUITING Digital Advisors (Digitally Recruiting)

A digital guide to recruiting target advisors through developing a digital presence, using compelling content, and following a digitalised recruiting process

Episode 6.1 Digital Recruiting

Episode overview: Recruiting advisors is a new and developing opportunity in the digital world. From changes in the ideal candidate profile to methods of prospecting and interviewing prospective advisors online, the recruiting process has become increasingly digitised. This episode explains how digital can leverage key areas of advisor recruiting while discussing opportunities to implement systematic digital advisor recruiting.

Episode 6.2 Target Advisors

Episode overview: The recruiting process starts with the identification of the ideal profile of an advisor candidate. With digital transformation greatly impacting the insurance industry, a new advisor profile and standards for performance are emerging in the digital recruiting journey. This episode defines the ideal profile of an advisor candidate while exploring place to engage with prospects and discussing digital recruiting best practices.

Episode 6.3 Recruiting Content

Episode overview: Reaching a target advisor group with the right content will generate more responses and potential leads. Certain content will resonate with prospective advisors and other content may not. This episode explores the types of content and the characteristics of compelling content while showing how to develop and select content that will reach the candidates with the preferred profile..

Episode 6.4 A Digitised Process

Episode overview: The recruiting process has changed and digital innovation is driving a digitisation of the traditional recruiting. From candidate attraction and selection to interviewing and hiring, innovation is driving a new digitised recruiting process. This episode identifies the key steps in recruiting while discussing some of the key aspects and best practices of implementing a digitised recruiting process.

Episode 6.5 The S6 DLP Recruiting advisors with a digital presence, compelling content, and a digitalised process

Planning Overview: In Season 6, the Digital Leader Planner focuses on the key areas of recruiting digital advisors. The DLP does not replace the existing planning process, but supports and provides a digital layer of planning detail. This Planning Episode shows how the design of a basic plan starts with identifying an ideal advisor candidate profile and benefits from the use of compelling recruiting content and a digitised recruiting process.