



INTERNATIONAL EXECUTIVE
SEARCH FEDERATION

SUCCESSFULLY RECRUIT AMONG COUNTRIES AND CULTURES

**Guide for business owners & HR
professionals**

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The International Executive Search Federation is one of the world's most recognized international executive search groups. Identifying talent and leadership in 50 offices and 22 countries, we are globally known as "The Local Experts" because we understand regional markets and their specific needs when it comes to executive recruitment.



INTERNATIONAL RECRUITMENT

The world is your
candidate marketplace.

In an increasingly globalized and digitized world, the boundaries of talent acquisition have expanded. Talent is more mobile and diverse than ever before. Advances in technology, the rise of remote work, and a growing emphasis on diversity and inclusivity have made international recruitment not just a possibility, but a necessity for many businesses.

As talent moves and shifts across borders, companies that are open to this global pool can gain access to an array of skills and experiences, leading to enhanced creativity, problem-solving, and innovation. However, recruiting across countries, and cultures also presents unique challenges and considerations, which businesses must navigate to tap into this rich seam of potential effectively and ethically.



WHY IT HELPS YOUR BUSINESS

By recruiting internationally, companies can tap into a larger and more diverse pool of candidates. This can be particularly beneficial for roles that require specialized skills or experience, or when there is a shortage of suitable candidates locally. Diversity in the workplace can lead to greater innovation and creativity. Employees from different cultural backgrounds can bring unique perspectives, ideas, and problem-solving approaches, which can drive innovation and improve business performance. If a company operates globally or plans to expand its operations, hiring employees from those markets can provide valuable local knowledge and insights. These employees can help the company better understand and cater to the needs and preferences of local customers. Hiring across countries and cultures can enhance diversity and inclusion in the workplace. This not only enriches the company culture but can also enhance the company's reputation and attractiveness to potential employees and customers.





WHY IT HELPS YOUR BUSINESS

Companies that hire globally show adaptability, open-mindedness, and a global outlook. This can give them a competitive edge in today's increasingly globalized business environment. In some cases, hiring from countries with lower labor costs can result in cost savings. However, companies must ensure they adhere to ethical employment practices and offer fair compensation.

When recruiting across countries, and cultures, companies must consider a multitude of factors. The recruitment process becomes more complex, but when done correctly, it can help businesses access a more diverse talent pool, bring in new perspectives, and foster innovation. Here are the most important aspects to consider and advice for business owners and HR specialists.

Visit our website at www.iesf.com for more information about our partner services.
Email us at info@iesf.com for inquiries.

1. Understand Local Labor Laws and Regulations

Every country has its own labor laws and regulations that govern working conditions, wages, working hours, non-discrimination, and more. It's crucial to understand these legal considerations to ensure your recruitment practices are compliant. This might involve hiring a local legal expert or consulting with an international employment agency.

2. Cultural Sensitivity and Awareness

Different cultures have different norms, values, and communication styles. Being aware of these differences and showing respect for them is crucial in the recruitment process. It's important to avoid making assumptions based on stereotypes and to be open to different ways of thinking and working.

3. Language Proficiency

Not every candidate will be fluent in your company's primary language. Assessing language proficiency is important, but it's also crucial to be open to candidates who may not be fluent but are willing and capable of learning. Offering language training can be a good way of attracting and retaining international talent.

4. Skills and Qualifications Recognition

Degrees, certifications, and qualifications can vary greatly from country to country. It's essential to understand how these translate across borders. There are agencies that provide services to help evaluate international credentials.

5. Support for Relocation

If your recruitment involves relocation, it's important to provide support for this process. This could include assistance with visas and work permits, housing, transportation, and more.

6. Inclusive Job Descriptions

Job descriptions should be crafted to appeal to a wide range of candidates. Avoid using jargon, acronyms, or culturally specific references that might be misunderstood or off-putting to international candidates.

7. Virtual Interviews and Assessments

Virtual interviews and assessments have become more common. These tools can be especially useful when recruiting internationally, as they can save time and money. However, be aware of time zone differences when scheduling interviews.



8. Onboarding and Integration

Once you've recruited international talent, it's important to help them integrate into your company and culture. This could include cultural sensitivity training for your existing staff, mentorship programs, and other support systems.

9. Diversity and Inclusion

Embrace diversity and inclusion in all aspects of your business, not just in recruitment. Having a diverse and inclusive culture can make your company more attractive to international candidates.

10. Flexibility

International recruitment often requires a degree of flexibility. This could mean being flexible with working hours to accommodate different time zones, offering remote work options, or being understanding about cultural holidays and practices.

11. Use of Recruitment Agencies

International recruitment agencies can be a valuable resource. They have the expertise and contacts to help streamline the process, understand local labor markets, and assist in finding qualified candidates.

12. Employer Branding

A strong employer brand can attract international talent. Highlight aspects of your company culture that would be appealing to candidates from diverse backgrounds.

13. Compensation and Benefits

Ensure your compensation and benefits are competitive and meet the standards and expectations of the countries where you're recruiting. This might involve researching local salary norms, cost of living, and customary benefits.

14. Continuing Professional Development

Providing opportunities for learning and development can be a significant draw for international candidates, who may be looking to grow their careers and acquire new skills.

Recruiting across borders, countries, and cultures can be a complex but rewarding process. By being mindful of these considerations, businesses can tap into a diverse talent pool and foster a more inclusive and innovative workplace.



INTERNATIONAL RECRUITMENT CHECKLIST

HR professionals tasked with recruiting in a new, unknown country or area should follow these steps

International Recruitment Checklist

1. Understand the Local Labor Laws and Regulations

Every country has its own labor laws and regulations, which can differ significantly. It's essential to understand these, including employment contracts, working hours, minimum wage, benefits, and termination rules. Consider consulting with a local legal expert or an international employment agency.

2. Learn About the Culture

Understand the local culture, including business etiquette, communication styles, and societal norms. This can help avoid misunderstandings or cultural faux pas during the recruitment process.

3. Language Considerations

Consider the language skills required for the position. If the local language differs from your company's primary language, you may need to look for candidates who are bilingual or offer language training.

4. Evaluate Skills and Qualifications

Recognize that degrees, certifications, and qualifications can vary greatly from country to country. Understand how these translate across borders. There are agencies that provide services to help evaluate international credentials.

5. Develop a Localized Recruitment Strategy

The recruitment channels and strategies that work in your home country may not be as effective in a different country. Research the most effective local job boards, social media channels, and recruitment agencies.

6. Understand Compensation Norms

Research the standard compensation packages, including wages, benefits, and bonuses, in the country or area you're recruiting in. Ensure your offerings are competitive and meet local expectations.

7. Get Local Support

Consider partnering with a local recruitment agency. They will have a better understanding of the local job market, candidate expectations, and effective recruitment strategies.

8. Support for Relocation

If the role involves relocating to your home country, understand the logistics involved, including visa applications, housing support, and more. Offering support in these areas can make your company more attractive to candidates. Spot clean any stains on carpets or upholstery.

9. Cultural Integration

Plan for the integration of new hires into your company culture. This could involve diversity and inclusion training for existing staff and a structured onboarding process for new hires.

10. Adhere to Ethical Standards

Ensure your recruitment practices adhere to the highest ethical standards, respecting individuals' rights and maintaining a non-discriminatory approach. Expanding recruitment to a new country or area can be a complex process, but with careful planning and consideration, HR professionals can navigate it effectively.





IESF - YOUR GLOBAL EXECUTIVE SEARCH PARTNER. HARNESSING LOCAL EXPERTISE TO UNCOVER SCARCE TALENT WORLDWIDE.

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