

## Top Tips from the Evening's Insight



1. Get digital at the heart of your business. Many believe they have, however from our recent survey 67 % of functional execs feel their company doesn't have digital at the heart of their business.
2. Hire from within where possible. One that you wouldn't hear many recruitment firms suggesting, but you will be surprised how many executives who have the skill set to do such a role are overlooked. Debenhams have recently done exactly that to give their Ecommerce Director responsibility for Stores. This is also a great retention tool to avoid losing the 50% of multichannel and ecom directors who stated in a recent survey run by us that their next move will be external.
3. Hire on the Peter Principle, make an appointment based on the candidate's success in their current role. The chances of finding someone who ticks every box from a skills perspective is thin, so you will have to make a leap of faith on some skills.
4. Don't be scared to hire outside of the retail industry, as seen by Kingfisher and Asda in recent appointments from McDonald's and Saatchi & Saatchi.
5. Finally, for retention purposes, offer this person internal and external support to allow them to flourish. On average these candidates are receiving 3 headhunting phone calls a week as they are in such high demand. So, make the structural changes to give them the responsibility for all channels and merge the teams. In our experience, no candidate gets their head turned when they are on an exciting journey in their own role with a company that fully supports them.

