

PEE GUIDE

As a recruiter you are paid to have a professional opinion about the candidates you represent. You've invested time in understanding them as an individual and as a future employee.

The time you've spent in qualifying their skills, capability, expectations, aspirations and motives is done to help your clients move forward quickly to interview. Often, you are the first stage interview for the businesses you work with.

Yet there are still clients who choose to review CVs in isolation without your input. Good quality cover sheets and consultant commentaries help support the presentation of candidates to clients IF they have been written well.

To ensure we write good quality supporting statements, we need to understand the job (obvious) and the candidate (clearly) and make the right link between what the candidate has done and the mission the client is going to give to them.

To create persuasion in writing, use the acronym PEE – Point, Evidence, Explain.

- **Point** – this is your professional opinion. Be clear as to what your opinion is regarding their suitability and capability to deliver in the job.
- **Evidence** – Share your evidence – be explicit about what creates your opinion. Use data and facts to back up your claims.
- **Explain** – Give the “So What?” to the client. Where this will be most valuable in the job or how it will help them deliver the right outcomes for the client.

Example:

From a candidate's CV we have a collection of 7 bullet points:

- Implemented 10+ mobile-first web apps using React, Redux, and TypeScript.
- Significantly improved page loading speeds for our main client's website.
- Delivered all appointed projects on time.
- Streamlined front end testing practices throughout the team.
- Revamped UI and app interface for a customer-facing e-commerce site with 150,000+ unique visitors per month.
- Developed more than 100+ reusable components used throughout the organization.
- Lead the team in modernizing the front end stack from jQuery to React and TypeScript.

From the interview with the candidate over the phone we discover more details to support their capability that we can then write into our consultant's commentary –

“Proven leadership skills in a senior developer role as demonstrated by the successful modernisation of the front end tech stack to React across a development team of 16. Paula’s ability to align the team with change and ensure project delivery showcases her combined people skills, technical competence and earned respect of the team.”

When we seek out the acronym PEE in the commentary:

POINT - Proven leadership skills in a senior developer role

EVIDENCE - as demonstrated by the successful modernization of the front end tech stack to React across a development team of 16

EXPLAIN - Paula’s ability to align the team with change and ensure project delivery showcases her combined people skills, technical competence and earned respect of the team.