



Talent Acquisition

THE ART OF PLACING THE RIGHT PEOPLE

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Agenda

- ▶ Introductions
- ▶ The drivers for a Talent Acquisition Strategy
- ▶ 6 step to a Talent Acquisition Strategy
- ▶ Using technology to attract talent

Definition:

A strategic approach for placing talent;
The ongoing cycle of planning, branding,
relationship building and measuring to
continually build and enhance the talent pool.

Fact:

"The most mature companies executing a TA strategy perform on average 30% better on business outcomes and 160% more likely to achieve higher TA performance outcomes as compared to organizations that have no TA strategy."

Bersin by Deloitte

Quote:

"TA is really hard these day because companies are moving so quickly, they can't really think a lot around TA. For more mature companies with lots of money and market presence they can afford to build a team that works with the managers to create and execute a TA plan. Not everyone can afford that. Companies understand the need but are not there yet."

Mark Grimse, CIO Rambus

Quote:

"Companies that can afford to have a sophisticated TA team can take advantage of a well planned strategy. Many companies talk about attracting good talent but unfortunately it comes down to I need to fill a position now and I will do it any way I can and skip a TA process. Especially in the Bay Area finding a person to fit a position is like finding a pot of gold"

Scott Fenton, Interim CIO at Delta Dental

x-CIO Windriver (An Intel company)

The drivers for a Talent Acquisition Strategy

- ▶ Build a strong pool of talent
- ▶ Building a strong relationship with hiring managers
- ▶ Improve candidate experience
- ▶ Growing challenge for finding good people
- ▶ Growing difficulty to retain talent
- ▶ Technology evolving rapidly, new skills required

Workaday-HCI survey of 400 professionals



workforce planning is recognized as a essential priority but difficult to implement effectively

69% considered WFP essential but only 44% are actively engaged with it

45% reported that their organization is unprepared to meet future talent needs

40% said that business leaders do not adequately promote WFP

6 step to a Talent Acquisition Strategy



1. Plan
2. Brand
3. Recruit
4. Build Relationship
5. On-Board
6. Analyze & Feedback

1. Plan



- ▶ Align IT to business vision; align workforce to IT vision
- ▶ Integrate workforce plan to business plan and budgets
- ▶ Company culture adapt to change
- ▶ Cross functional initiative
- ▶ Steps
 - ▶ Supply
 - ▶ Demand
 - ▶ Gap
 - ▶ Solution

2. Brand



- ▶ Potential employees are your “customers”
- ▶ “Sell” your company, share your vision
- ▶ Brand the opportunity
- ▶ It's more than just compensation
- ▶ Sets expectations, improves retention
- ▶ Evaluate what your competition is doing

3. Recruit



- ▶ Employee referral
- ▶ Internal versus external, using a recruiter to find good candidates
- ▶ The different types of candidates
 - ▶ Actively looking
 - ▶ Semi-passive
 - ▶ Passive
- ▶ What attracts candidates
 - ▶ Brand
 - ▶ Culture
 - ▶ Referral
 - ▶ Career path
 - ▶ Work-life balance
 - ▶ Exposure to new technologies
 - ▶ Money

4. Build a relationship



- ▶ Not just a name in the Database
 - ▶ Know your candidate
 - ▶ Keep information on candidate
 - ▶ Email newsletter
 - ▶ Follow company
 - ▶ Designated recruiter

5. On-Board



- ▶ Establish positive assimilation:
 - ▶ IT
 - ▶ Training
 - ▶ Introductions
 - ▶ “Buddy program”
- ▶ Over several months
 - ▶ Constant feedback
 - ▶ Performance evaluation
 - ▶ Open door policy

6. Analyze & Feedback



- ▶ Use matrix:
 - ▶ Quality of hire
 - ▶ Turnover rate
 - ▶ Performance
 - ▶ Cultural fit
 - ▶ Time to fill
 - ▶ Benchmark
 - ▶ Resources for quality hiring
- ▶ Feedback to hiring managers

Using technology to attract talent

- ▶ External:

- ▶ Social media
- ▶ LinkedIn
- ▶ Web presents
- ▶ Blogs

- ▶ Internal:

- ▶ Technology investments
- ▶ Recruiting process
- ▶ ATS





Thank you,

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