Recruiting Is A Conversation

Labor Acquisition Trends
Recruiting Is Specialized

- By Volume
- By Relative Strategic Importance
- Skills
- Local Availability

- Few Tactical Common Denominators
Labor Force Changes

- Family Size and Structure
- Age Distribution
- Competition for Immigrants
- Economic - Population Growth Imbalance
- End of Retirement
Multigenerational Workforce

- Your Kid’s Friends: Your Next Boss
- Deep Cultural Clashes
- End of Retirement
- Conflicting Work Ethic
- Birth Order Appears To Be Entitlement

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New Media Explosion

- Blogging
- IM
- Text
- Video
- Mobile
- Social Networks
- Convergence
Web 2.0

- Quick Development
- Cross Platform
- Idealistic
- Community Centric
- Transparency
- Loser Generated Content
Recruiting Options

- Job Board Explosion
- Matching Services Arrive
- Keyword Advertising
- People Are Easy to Find, Hard To Recruit
- CRM Recruiting
- Desktop Marketing
Easy To Find, Hard To Recruit

Ease Of Discovery

Candidate Options
Removing Waste From Recruiting

• 100 Resumes: 10 Interviews: 4 Offers

• Should Be

• 4 Interviews: 2 Offers

• Major Quality Problem
What Does It Mean?

• Talent Is Harder To Recruit
• Bad Recruits Are Easier To Get
• Sourcing Complexity is Multiplying
• Communications Options Multiplying

• Sum: Looks Like Lots Of Work
The New Team

• Includes
  – Boss
  – Current Workers
  – Potential Workers

• How Many New Employees Do You Need?
• Current Headcount \( X \) (Growth + Attrition)

• 50 to 80
The Recruiting Conversation

• Integration Of All Constituents
• First Team, Bench and Farm
• Play The Bench
• Endear the Farm Team

• Blend CRM, Blogging, IM, Email
• It’s a Team and We Want You On It
The Process

• Must Be Top Down Leadership
• Create The Tools
• Create The Unique Model
• Multiply

• Recruiters are Facilitators
10 Steps To Take

1. Develop Tools-Templates for Farm System
2. Set Specific Goals for Farm System
3. Make Supervisors Responsible and Accountable
4. Develop An Internal/External Talent Inventory
5. Develop A Succession Plan For Each Position
6. Identify 4 External Candidates For Each Slot
7. Place 20% On Bench, 80% On Farm Team
8. Deliver Continuous Value To Community Members
9. Continuously Improve Community Information (CRM+)
10. Make Contract Labor an Investment