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

New Media Explosion

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

Web 2.0

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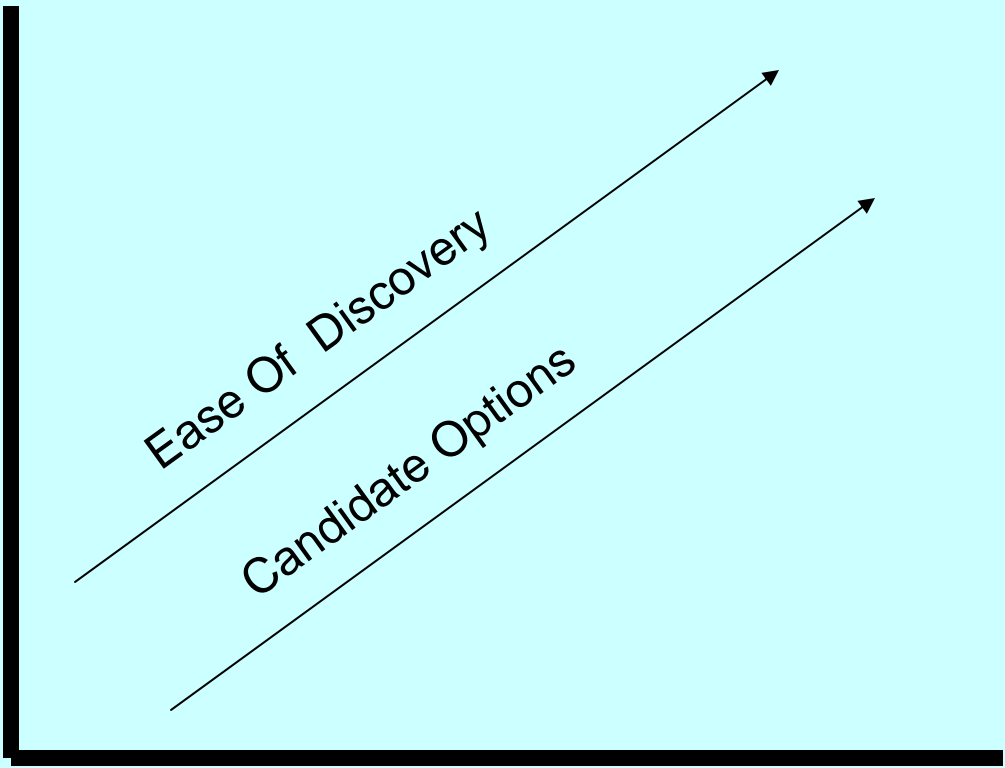- Transparency
- Loser Generated Content

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