



Recruiting Then And Now

Incremental Moves and Paradigm Shifts

interbiznet





John Sumser and interbiznet

- Seven Years Envisioning The Industry
- Daily Newsletters at interbiznet.com
- Annual Industry Analysis
- Consulting The Key Players
- Most Visited Recruiter's Site
- Pioneering Niche Targeting
- Practice What We Preach

interbiznet





Why Did.....

- Delta Put Computers In Employee Homes
- TI Develop an Online Alumni Network
- California Cities Offer Cops \$100K
- Erampus Celebrate 30% Attrition
- A Tech Firm Lease BMWs For All

interbiznet





The Problem Is Permanent

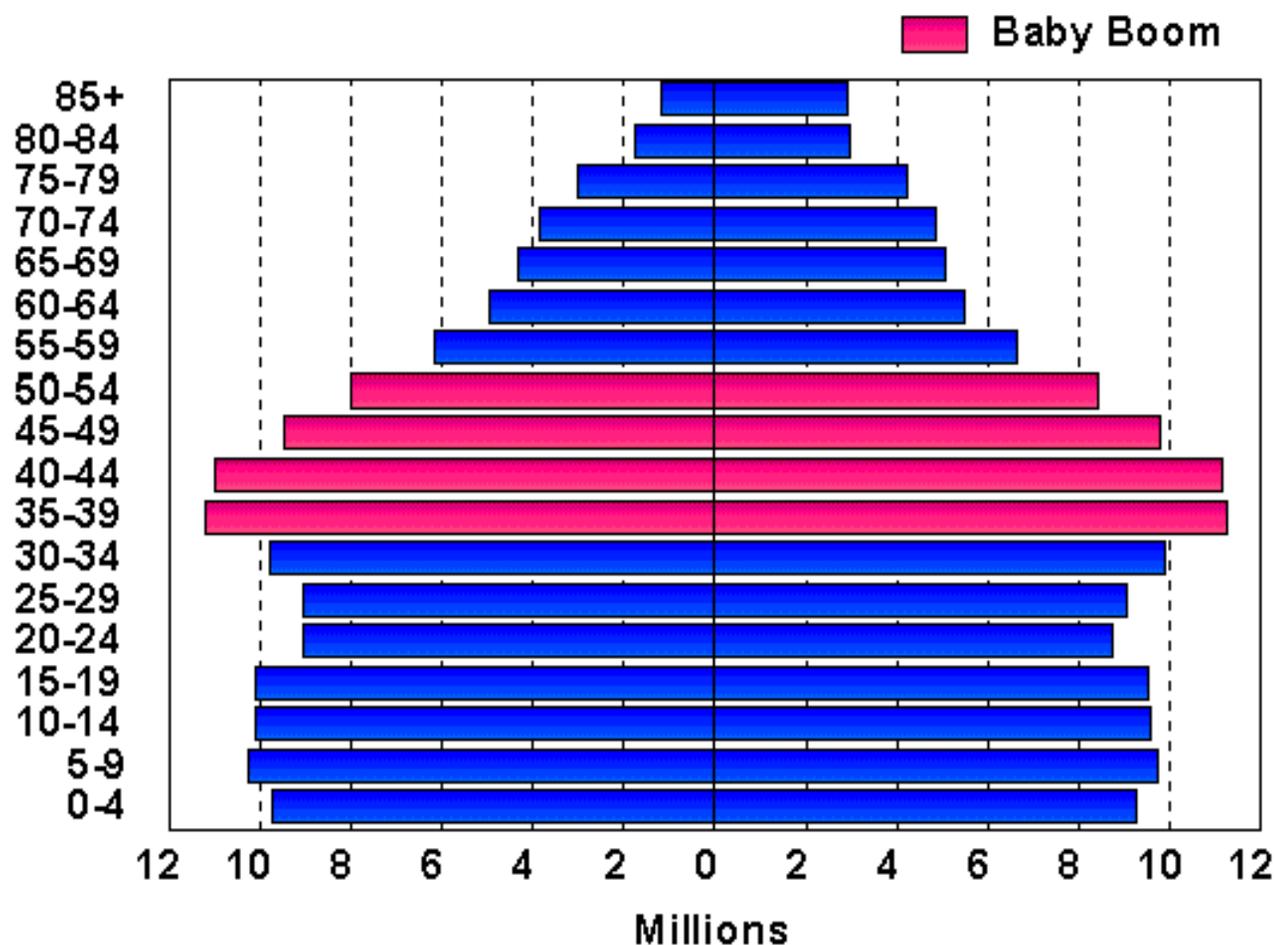
- **War Means War**
 - Optimistic Metaphor, Assumes Winner
 - Fought Every Day
 - Increasing Stakes, Decreasing Results
 - Labor Shortage is PERMANENT
 - Labor Shortage is GLOBAL
 - Labor Shortage CHANGES THE RULES

interbiznet





It's All Demographics



interbiznet





Really Bad In 2005 - 2007

- 2 Employees Leave For Each Entering
- Government Shortage = 40%
- Skill Class Shortages
 - Engineering - 30%
 - Software – 37%
 - Management 22%
 - Construction – 32%
 - Retail – 24%
- Only Solution: Aggressive Supply Management Now

interbiznet





And It's Global

- 60 Countries Below Zero Population Growth
 - Including US
- Global Population Levels Off By 2040
- Unheard Of Question:
 - How To Compete For Labor In A Fixed Market

interbiznet





Likely Scenarios Next 10 Years

- Unemployment Near 3%
- Workforce Utilization In Low 70s
- Economic Growth Averages 2%
- Net Result
 - Best Case: 20 Million Unfilled Openings
 - Worst Case: 40 Million Unfilled Openings
 - 7 Million Currently
- Count On Rapid Recruitment Budget Growth

interbiznet





Perspective

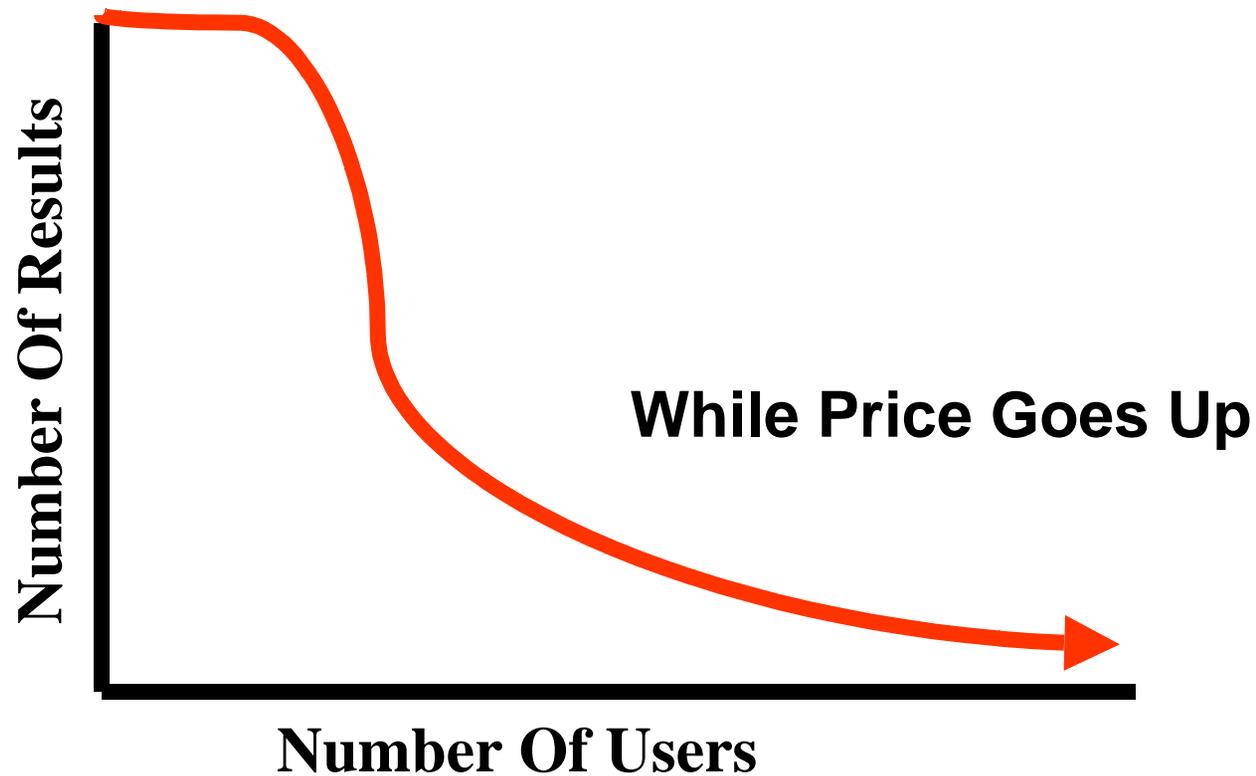
- 237,000 Lost Jobs In April
- 450,000 New Jobs On Monster Alone

interbiznet





Always Remember



All Tactics In A Permanent Labor Shortage

interbiznet





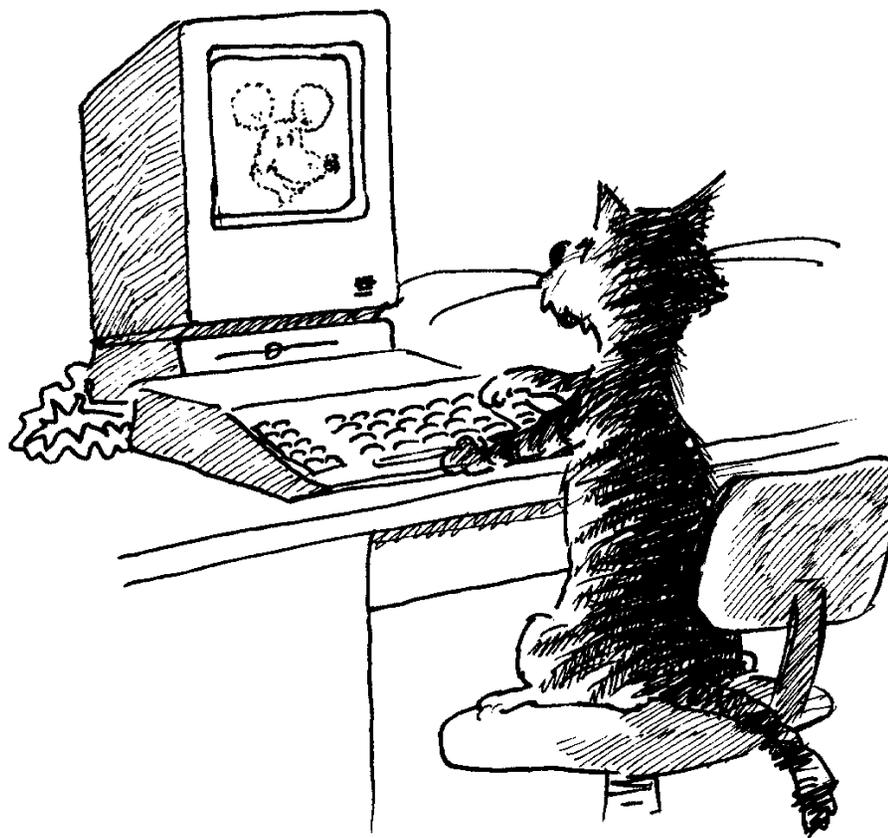
All Recruiting Tactics

- Have Short Life Span
- Decrease In Effectiveness
- In Other Words:
- Recruiting Behaves Like Technology





Basic Principle

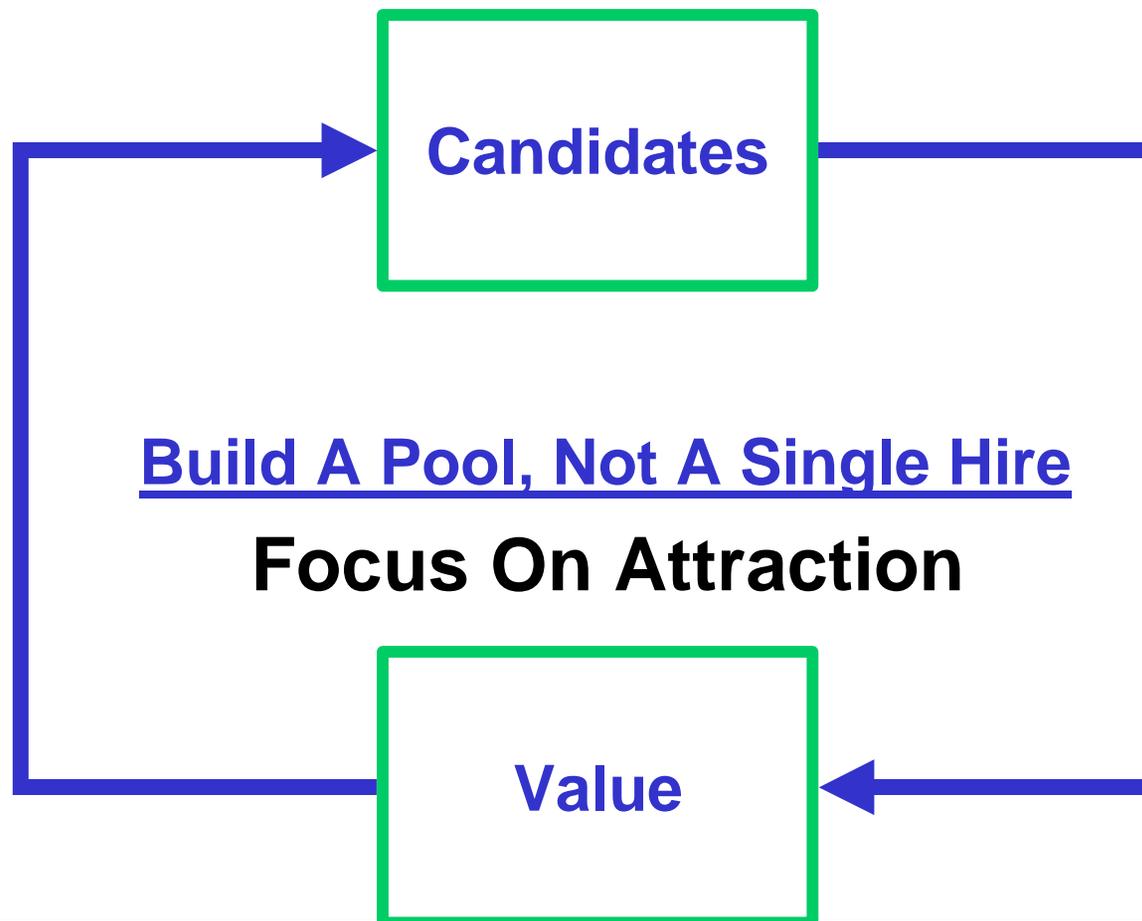


interbiznet





Basic Principle Explained



interbiznet





Emerging Tactics

- Broad Referral Networks
- Alumni Networks
- MicroNiche Job Boards
 - Ba Jobs
- Carpet Bombing - Refinement
 - RecruitUSA
- Supply Chain Development
 - Hire.com
- Training The Competition

interbiznet





Strategy Illuminated

- Human Capital Management
 - Requires Inventory Management Techniques
 - Workforce Analytics
 - Knowledge Of Supply and Demand
 - 5 Year Horizon Line
 - Pool Development
 - Potential Candidate Acquisition Costs
 - Increasing Recruitment Costs
 - Make Wild Retention Practice Possible





The “Recession”

- In 1990, Global Supply System In Place
- No Inventory Recessions In 11 Years!
 - Supply Stockpiles Virtually Eliminated
- The Recent “Bump” Is In Human Supply Mgt.
 - With No Plan and No JIT Equivalent
 - Human Inventories Aggregate
 - Slowdown Rearranges Allocations
 - No Regional Planning





About Attrition and Retention

- US Government Perfected Retention
 - 1960s, 1970s Hiring
 - 2003 to 2007 Retiring
 - Huge Gap Between Seats and Bodies
 - Will Be Major Employment Supply Competitor

- Two Lessons
 - Too Much Of A Good Thing Is A Bad Thing
 - Inventory Management Is Not Retention

interbiznet





The Evolution Of Recruiting

<u>Then</u>	<u>Now</u>	<u>Paradigm Shift</u>
Reactive	Really Reactive	Proactive
Fill and Kill	Anxiety	Anticipation
One-Off	One	Supply Chain
Commodities	Commodities	One to One
Squeaky Wheel	Prioritization	Requirements
Buckshot	Computerized	Sniper Targets
Phone Network	Desktop	Inter Network

interbiznet





www.interbiznet.com



interbiznet.com

- Defining
Excellence
In
Electronic
Recruiting

Who DOESN'T
want to be
a millionaire?

RECRUITING
TRENDS

Pro-Active
Recruiter

SPONSORSHIP
OPPORTUNITIES

Career

REGISTER NOW!
experience.com

Net Temps
Free Trial!

interbiznet.com

[About IBN](#) | [Advertise with Us](#) | [Trends](#) | [2001 Electronic Recruiting Index \(ERI\)](#)

Daily Newsletters and Professional Toolboxes:

The Electronic Recruiting News

Developed for Human Resource Professionals, Headhunters, Placement Firms and Recruiting Agencies on the Net, The Electronic Recruiting News includes tips, trends and analysis of players, events and occurrences in the Electronic Recruiting Industry. Updated daily.

The Electronic Recruiting News in Email (ERNIE)

interbiznet's opt-in email broadcast of John Sumser's Electronic Recruiting News, the ERNIE, arrives in thousands of e-mailboxes daily. The ERNIE's easy accessibility makes the publication especially popular with Executives pressed for time.

The interbiznet Bugler

Our daily newsletter for the Recruiting Industry, acting as a supplement to John Sumser's Electronic Recruiting News. Content includes the latest partnerships, products, and players in the Electronic Recruiting arena, as well as trends, data and statistics pertaining to the Industry. The Bugler is posted online.

1st Steps In The Hunt

A daily column for the on-line candidate, 1st Steps in the Hunt provides tips and techniques for successful career development. It includes topics ranging from Resume Preparation and Distribution to Specific Reviews of Career Sites.

TOP 100 Electronic Recruiters Website

Job Hunters, Recruiters and HR Managers use this single-point interface to the Electronic Recruiting Industry.

interbiznet Reports:

John Sumser's interbiznet

- [Interbiznet Trends \(New\)](#)
- EMAIL NEWSLETTERS:
 - [Bugler](#)
Daily Industry News
 - [ERNIE](#)
ERN in Email
- ANNUAL REPORTS:
Electronic Recruiting Indices
 - [2001 ERI](#)
 - [2000 ERI](#)
 - [1999 ERI](#)
 - [1997 ERI](#)
 - [1996 ERI](#)
 - [Report Pricing](#)
- [Top 100 E-Recruiters](#)
- [Presentations](#)
- [Recruiter's Toolkit](#)
- [Seminar In A Box](#)
- [ERN Archives](#)
- [1st Steps In The Hunt](#)
- ADVERTISING

interbiznet





http://www.interbiznet.com/hrstart.html



interbiznet.com

Electronic Recruiting News

[Our Rate Card](#)

SPONSORS

[click here](#)

RECRUITING TRENDS

Resume Robot

SPONSORSHIP OPPORTUNITIES

Career

ATTENTION HR PROFESSIONALS Tired of WORTHLESS resumes?

Net Temps Free Trial!



Daily News. Archived Weekly. [Click Here For The Current Issue.](#)



Click OK to subscribe to our free print and email Newsletters

- [24 Electronic Recruiting Trends 2001](#) (requires [Acrobat](#)),
- [\(New\) 2001 Electronic Recruiting Index Executive Summary](#) (requires [Acrobat](#)),
- [2001 Electronic Recruiting Index](#),
- Read the [Interbiznet Bugler](#) or [sign-up](#) now and have it delivered to your mailbox.
- Interested in Advertising? Here's [Our Rate Card](#)

Employment Branding

(March 09, 2001) A brand is a relationship. Brands only matter to the people who care about them. Mention the brand name outside of the circle of people who have the relationship and you will receive shoulder shrugs. Mention it inside the circle and you can spark a conversation full of passion and opinion. The only brands that matter are the ones that people care about..

The theory and development of branding has been reserved, historically, for companies that could afford large broadcast media campaigns. The best examples of brand marketing are consumer product companies, from automobiles to popular music to varieties of American Cheese. The term brand is used to cover a wide range of circumstances from name recognition to deep affinity.

interbiznet this week

(through March 11, 2001)

FEATURES:

- [Interbiznet Trends \(New\)](#)
- [Email Newsletters](#)
 - [Daily Industry News](#)
 - [ERN in Email](#)
- ANNUAL REPORTS
 - [2001](#)
 - [2000](#)
 - [1999](#)
 - [1997](#)
 - [1996](#)
 - [Report Pricing](#)

RESOURCES:

- [Top 100 E-Recruiters](#)
- [Presentations](#)
- [Recruiter's Toolkit](#)
- [Seminar In A Box](#)
- [ERN Archives](#)
- [1st Steps In The Hunt](#)

ADVERTISING:

- [Our Rate Card](#)

Last Week's ERN

[March 4, 2001](#)

- [When In Doubt](#)
- [Community](#)
- [It's A Song](#)
- [Targeting](#)
- [RIP](#)

interbiznet

