



Winning The People Wars

Strategies For Web Recruiting

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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

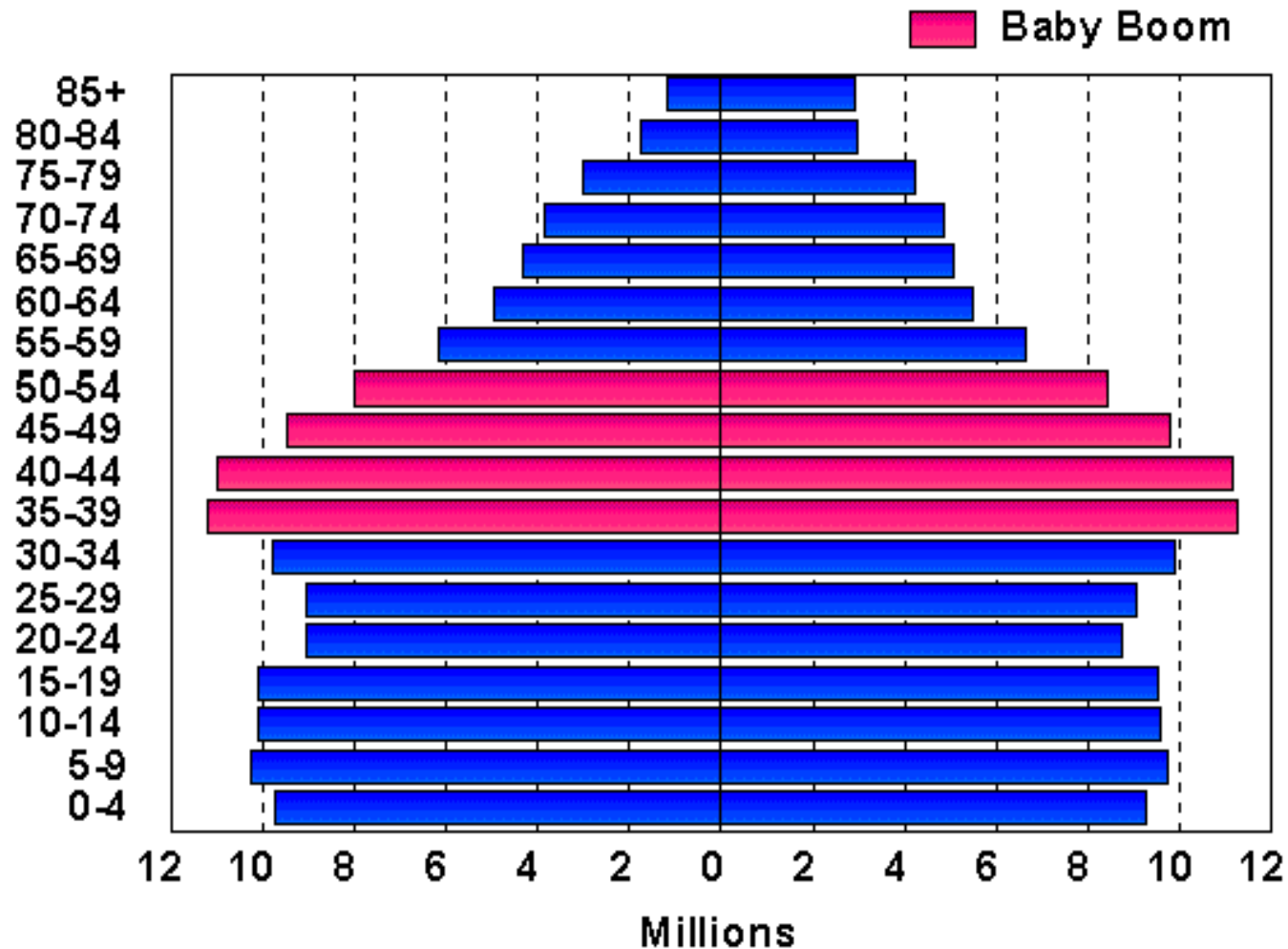


The Problem Is Permanent

- **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



It's All Demographics





And It's Global

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

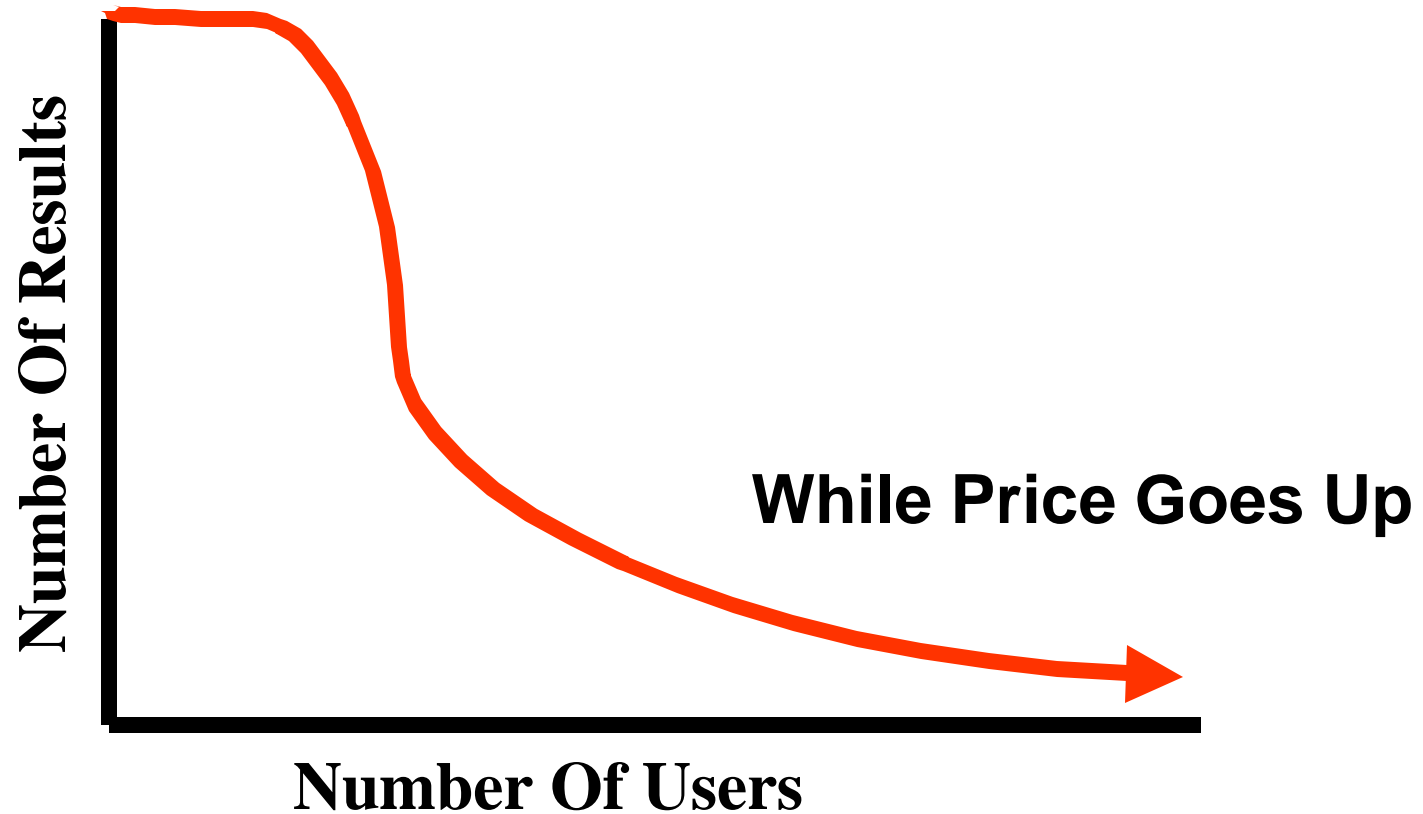


Likely Scenarios Next 10 Years

- Unemployment Near 3%
- Workforce Utilization In Low 70s
- Economic Growth Averages 2%
- Net Result
 - Best Case: 20 Million Unfilled Openings
 - Worst Case: 30 Million Unfilled Openings
- Count On Rapid Recruitment Budget Growth



Always Remember



All Tactics In A Permanent Labor Shortage

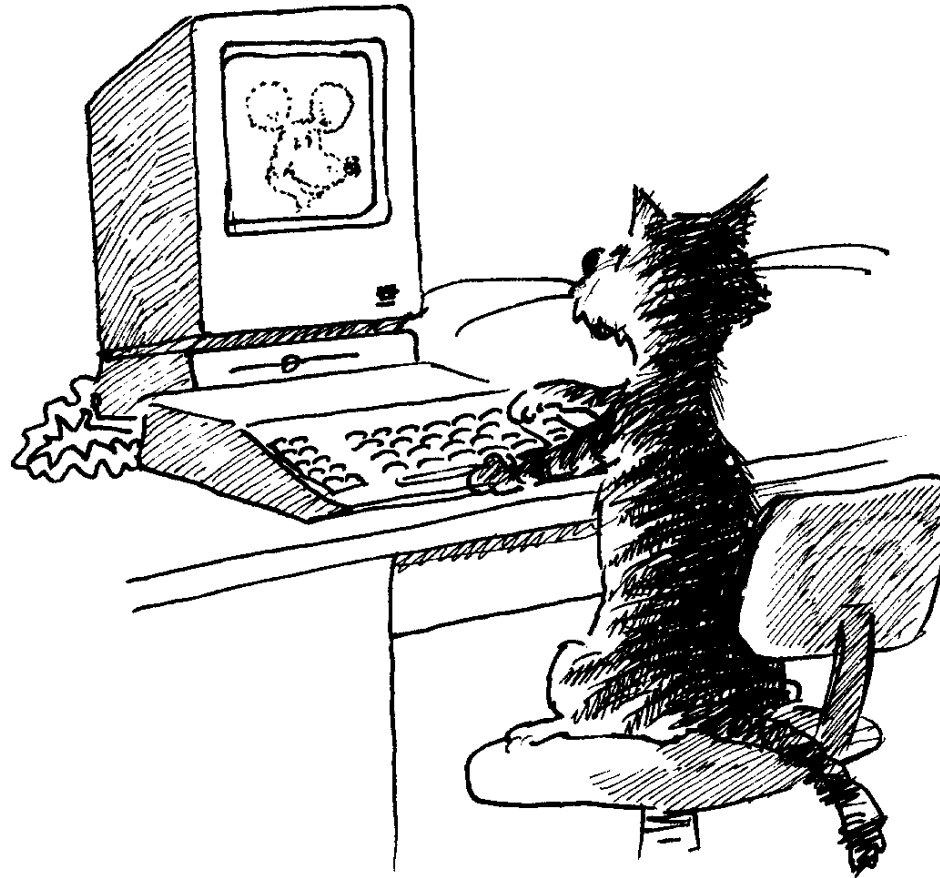


All Recruiting Tactics

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

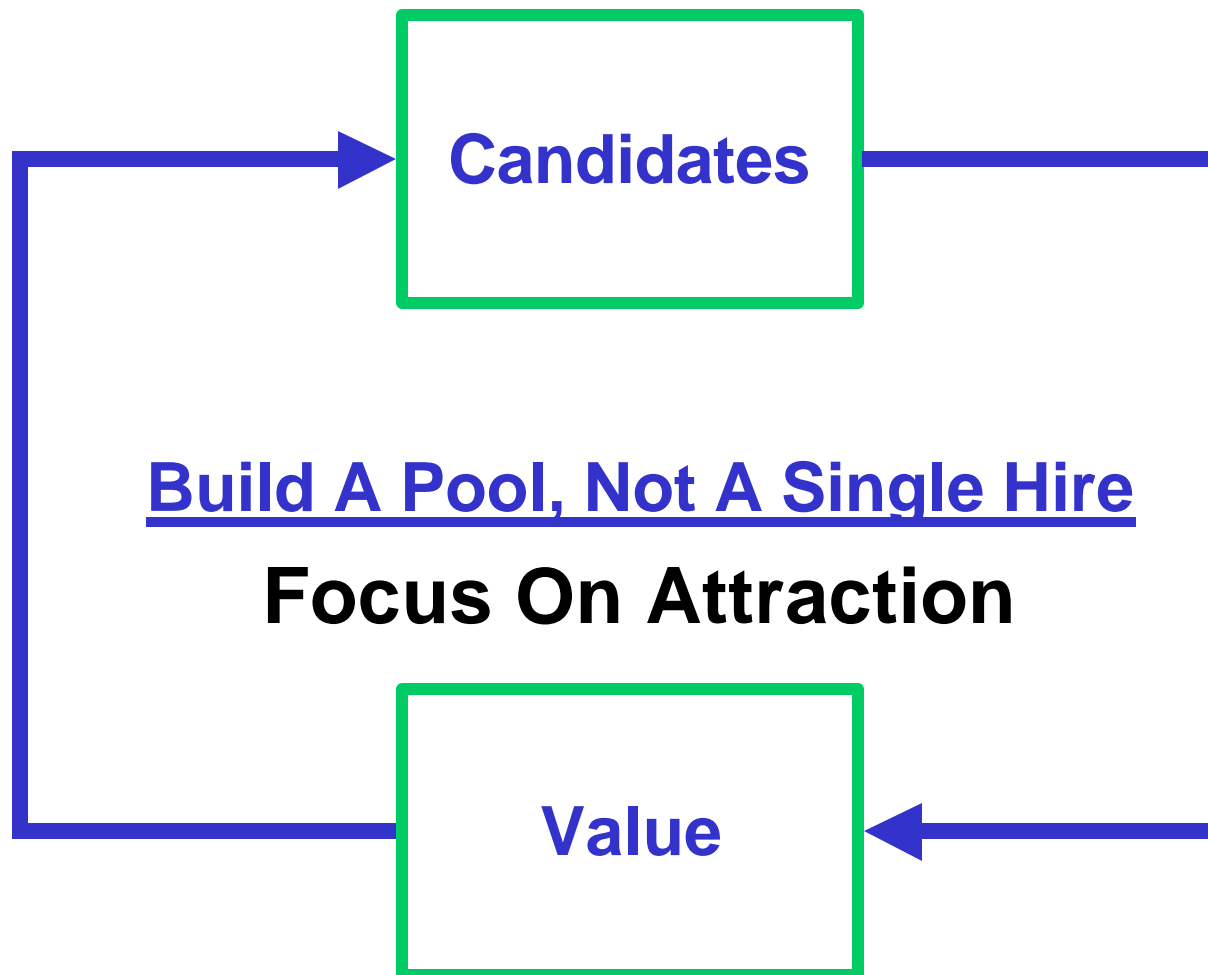


Basic Principle





Basic Principle Explained





Emerging Tactics

- Broad Referral Networks
- Alumni Networks
- MicroNiche Job Boards
 - Craig's List
- Carpet Bombing - Refinement
 - RecruitUSA
- Supply Chain Development
- Training The Competition



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