


Is Your Talent Acquisition Optimized? Improving the Recruiting Process



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- Founder and Principal of Talent Connections, LLC and Career Spa, LLC
 - Talent Connections: Inc. 500 company in 2007 and 2008
- 30 years in HR/Recruiting
- 10 years with Price Waterhouse and Accenture
- BBA in Accounting, University of Notre Dame
- Inaugural Board President, Association of Talent Acquisition Professionals (ATAP)
- Past President, SHRM-Atlanta (2006-2007)
- Past Chair, SHRM Foundation Board of Directors
- Past Board member of Big Brothers Big Sisters of Metro Atlanta, the Technology Association of Georgia (TAG) and the Partnership Against Domestic Violence (PADV)
- For Fun:
 - Resides in Murphy, NC and Smyrna, GA with wife Anne
 - Performed at The Punchline in 2004
 - Significant Shareholder of the Green Bay Packers



***“Talent will be the
single most important
strategic factor
for the next 20 years.”***

McKinsey & Company

Defining Top Talent

Best skills available

Fit with the organization

At the right time

Within the compensation budgets



Where is the Labor Market Now?



**Is the war for talent dead?
Or, just a cease fire?**

Hiring is picking up!

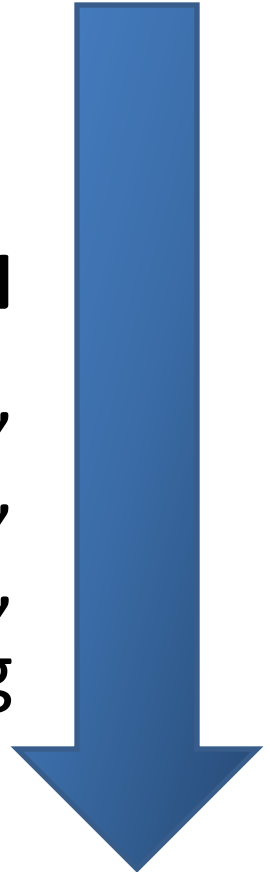
Free agent nation

Where is the Labor Market Now?



UP

Technology,
professional
services,
healthcare,
temporaries




DOWN

Education,
manufacturing,
real estate,
banking

Where is the Labor Market Now?

Layoffs continue  Jobs are opening up

10% unemployed  84% misemployed

Hiring process is
SLOW  Low-balling on
compensation

 Older workers are being overlooked

Evolution of Recruiting

Recruiting 1.0

Fax machines, phones,
newspaper ads

Recruiting 2.0

Job boards, ATS

Recruiting 3.0

Passive candidates, sourcing teams,
employment brands

Recruiting 4.0

Social media, building talent
communities, crowdsourcing,
mobile apps, gaming

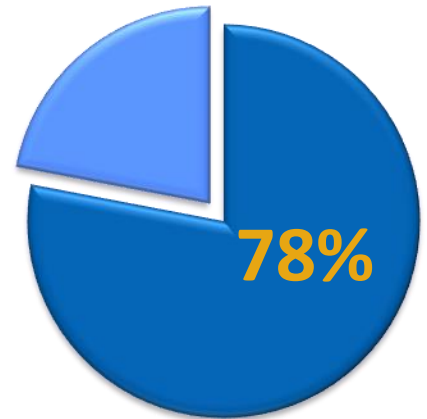
Don't Ever Forget

People go to work for people

Hiring takes place on a continuum between a transaction and a relationship.

78% of consumers trust each other more than they trust advertising
(e.g. www.glassdoor.com)

If you want to improve something, you have to measure it!



When You Need Top Talent, Where to Start?

Understand how your brand stacks up

Where is morale?

Know what you need the position to accomplish

Know the compensation parameters



Write a Great Job Description

Be thorough

Describe the unique aspects of the culture

Make it sound like an enjoyable position



Sourcing

- Employee referrals
 - How many recruiters do you have
- Job boards
- LinkedIn/Social media
- Search firms
- Job fairs
- Campus
- Intern
- Other – Board, vendors, clients



Interviewing

Phone screen

Assessments/Tests

Skills interview

Behavioral interviewing



Selection

Consensus decision-making

Outside opinion

When in doubt, don't!



Selling



Legal

Use the same interviewers

Ask the same questions

Check references

Background/Credit/Drug screens

When in doubt, don't!



And...

Candidate experience:
Treat all candidates well

Never over-hire

Conduct stay interviews

Employee surveys



And x2...

VMS and
MSP

Talent Communities

Contests

Mobile/Wearable





Thank you!

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