



Rethinking Talent Acquisition

New Data on Impact,
Innovation, and
Opportunity



About

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- Author, *Artificial Intelligence for HR*
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Ben Eubanks



Research Scope



856 TA leaders

1-500 employees: 28%

501-2,500 employees: 41%

2,501+ employees: 31%



1,000+ Workers

Priorities

Needs

Opportunities



Key topics

Pandemic-related tech and
priority changes

Recruiting automation

Unbiased hiring

Talent mobility

Agenda



TA PRIORITIES FOR
2021/2022



VIRTUAL
RECRUITING
TRENDS



EMPLOYEE
MOBILITY + DEI
HIRING



*DATA-FOCUSED
TA TEAMS

2020 vs 2021 TA Priorities

2020

1. Candidate Experience
2. Diversity hiring
3. Artificial intelligence
4. Measurement/analytics
5. Employer branding

2021

1. Video interviewing (↑ 12 spots)
2. Virtual hiring (new option)
3. Hiring manager relations (↑ 8 spots)
4. Diversity hiring (↓ 2 spots)
5. Employer review sites (↑ 8 spots)

Case Study: Takeda
Pharmaceuticals



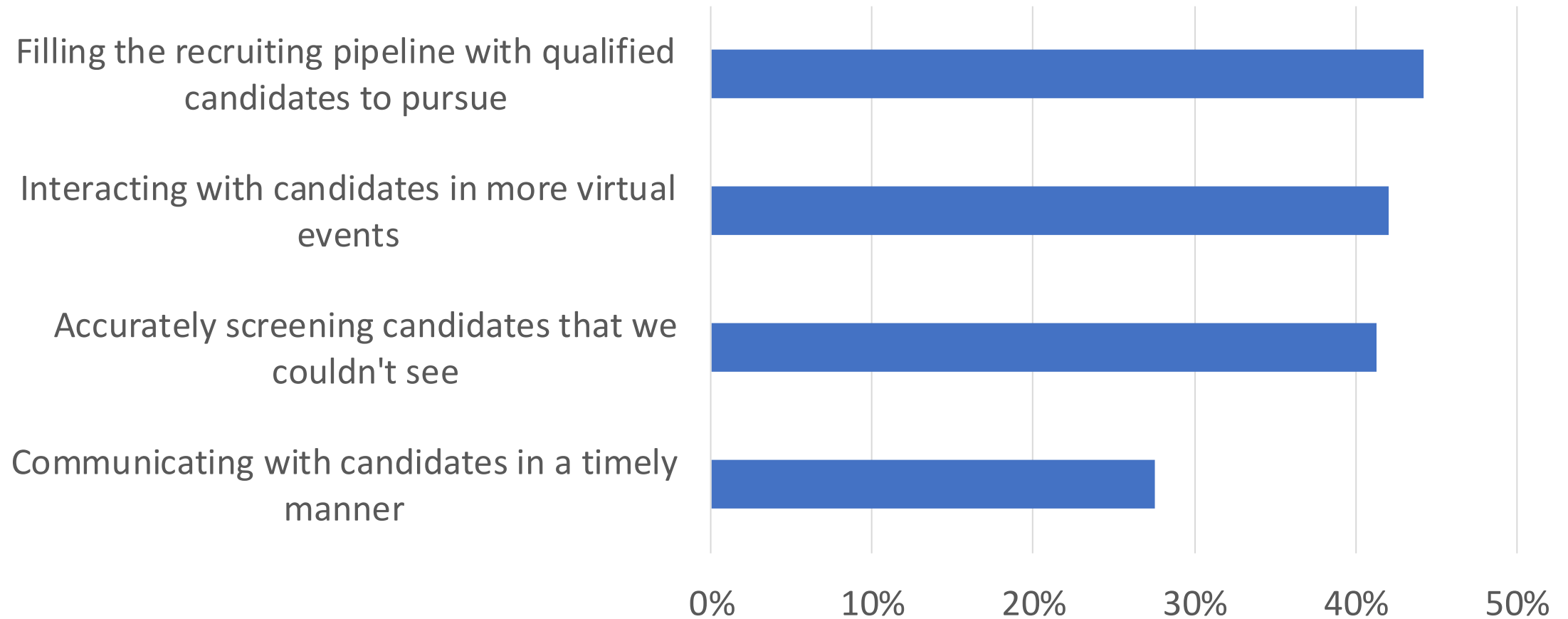
We went deeper than DEI in hiring. We started becoming the subject matter experts for taking DEI into the rest of the business—procurement, drug trials, and more.

Dominique Brewer, U.S. Diversity, Equity & Inclusion Lead

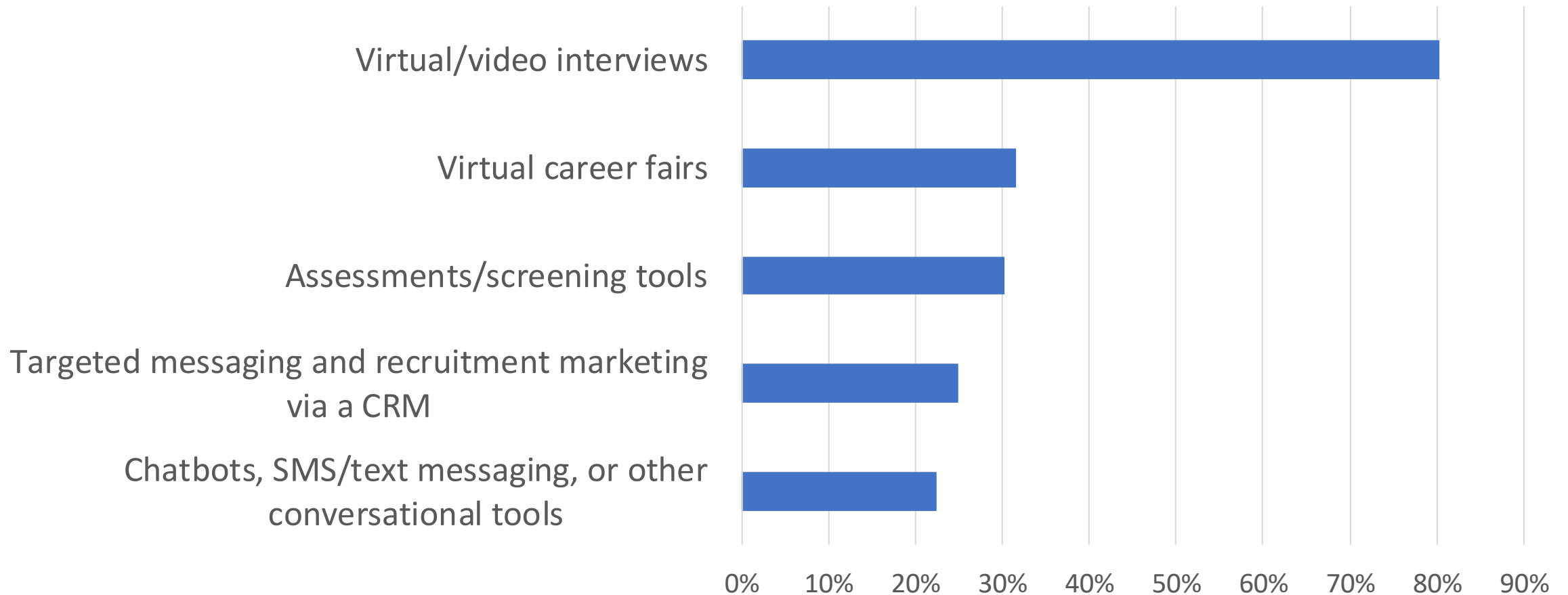
Virtual Recruiting Trends



2020 Gaps in Recruiting Technology



Which elements of virtual recruiting have your firm adopted as a result of pandemic restrictions?



Virtual Recruiting Experiences

Personal comms

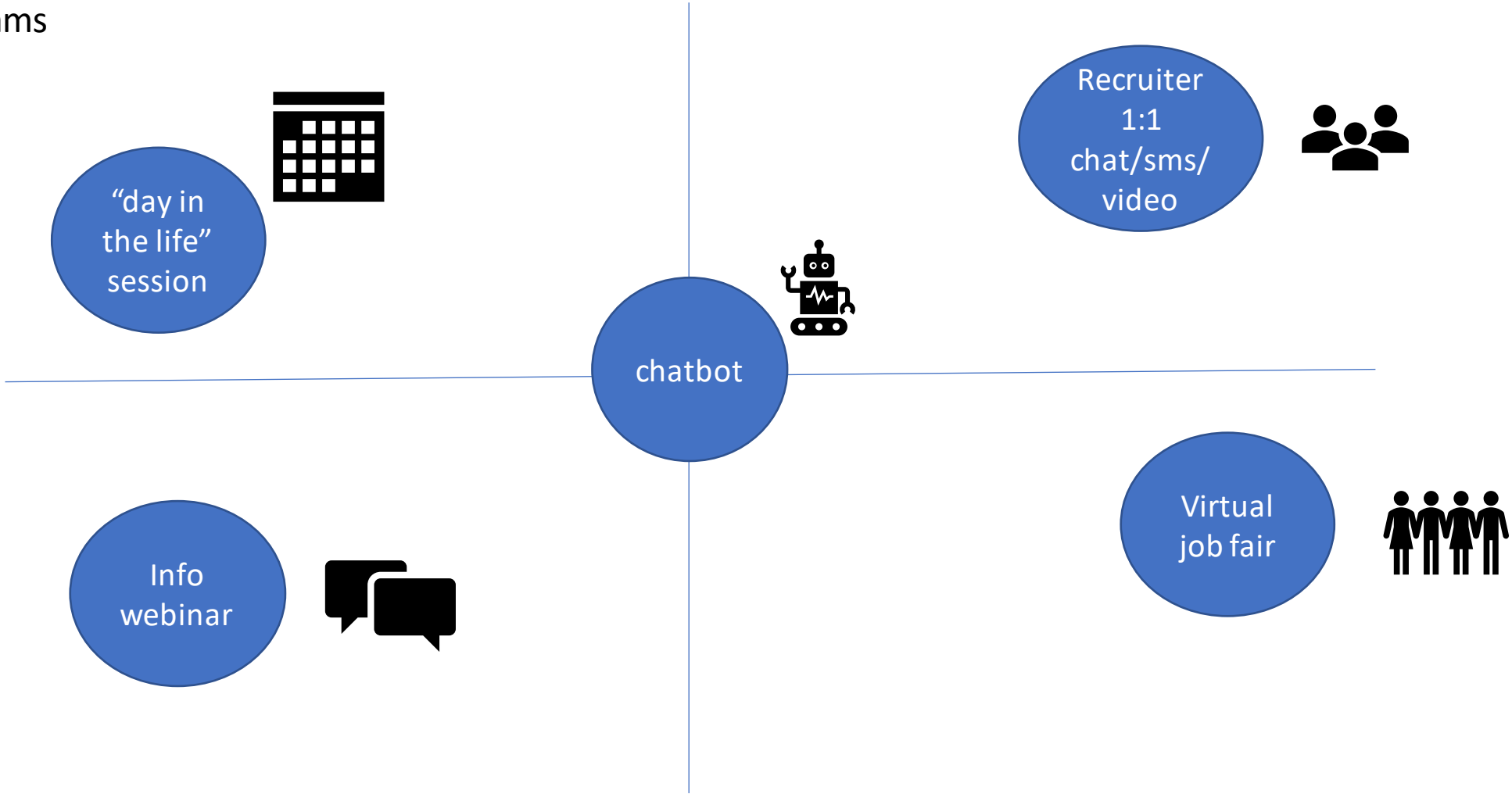


Mass comms

Information focused



Hiring focused



Case Study: Air Asia

- Virtual recruiting event-driven metrics
 - ↑ 19% YoY growth in talent network applicants
 - ↑ 13% YoY quality of hires from talent network
 - ↑ 12.5% YoY resurfacing qualified leads



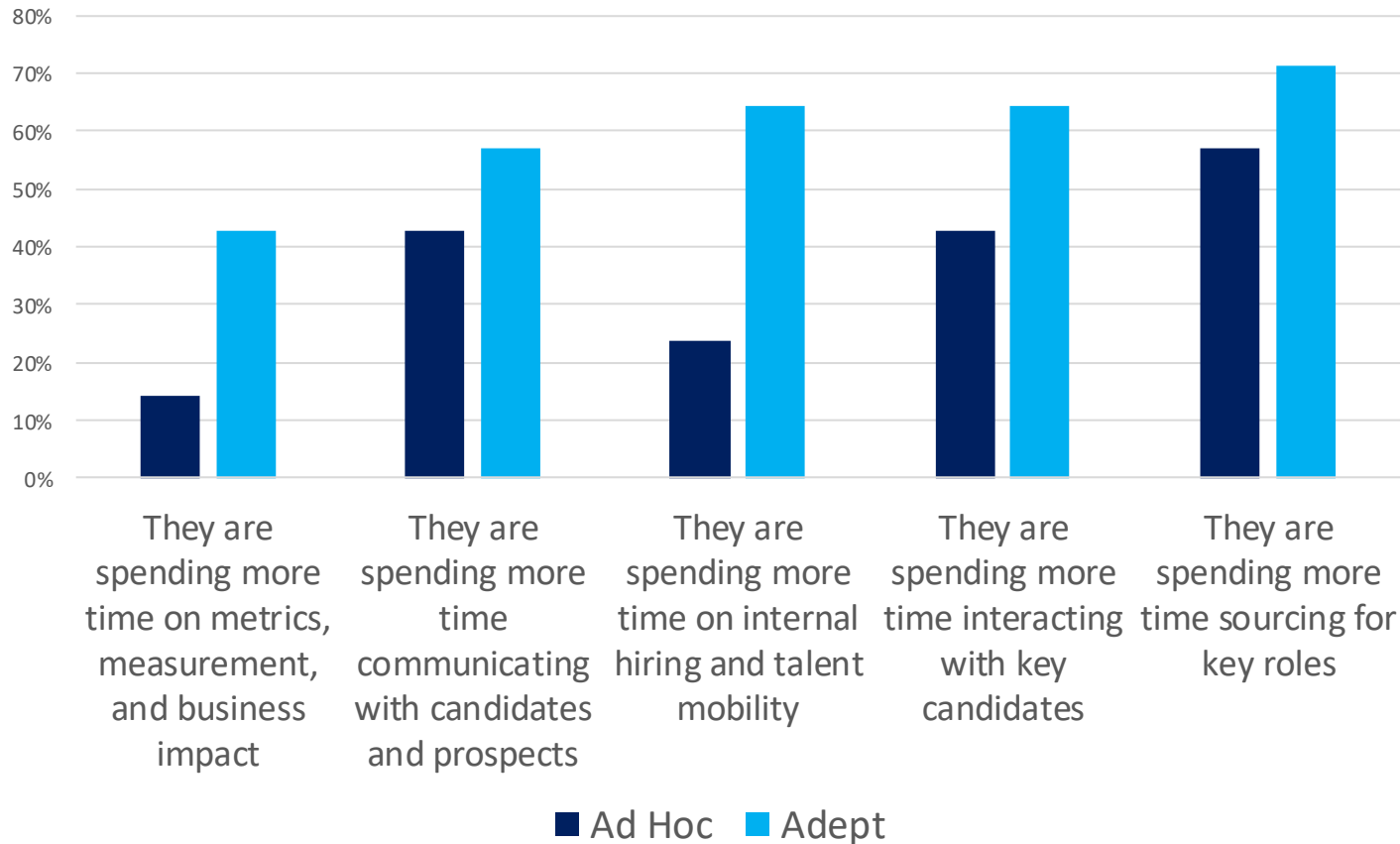


The *Evolving* Role of the Recruiter

1. Technology skills
2. Communication skills
3. Analytical skills
4. Consultative skills

The True Value of Recruiting Automation

How are your recruiters leveraging additional time generated by technology efficiencies?



3x more likely to be focusing on business impact

Case Study: Data as the Universal Language

- 10,000+ global staff
- Banking/financial services
- **Challenge:** getting hiring managers and the recruiting team on the same page
- **Solution:** sprint/agile recruiting methodology
- **Results:** greater clarity and consistency, predictable outcomes, and priority focus on data and metrics



Visit [LHRA.io/bbva](https://lhra.io/bbva) to hear the full discussion

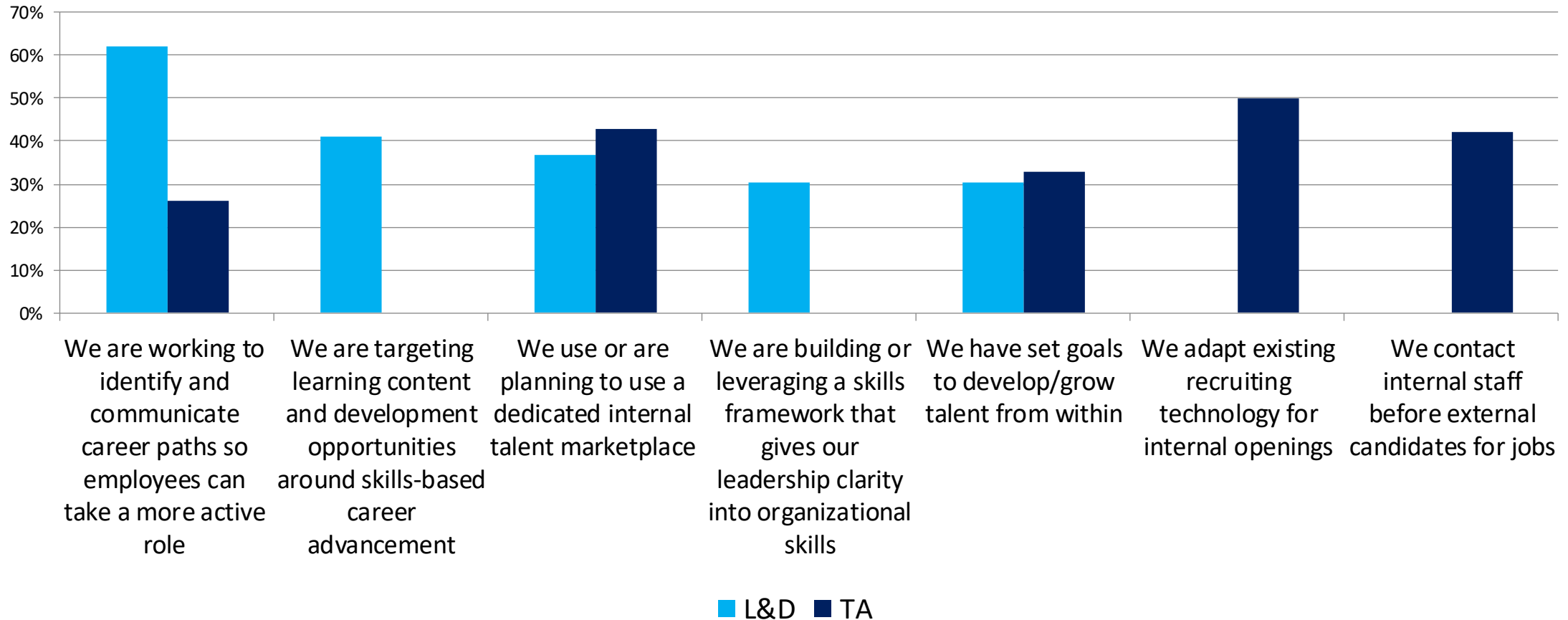
Talent Mobility + DEI





Two out of three employees
demand this

How are you approaching talent mobility?



Measuring talent mobility success/impact



What are barriers to talent mobility?

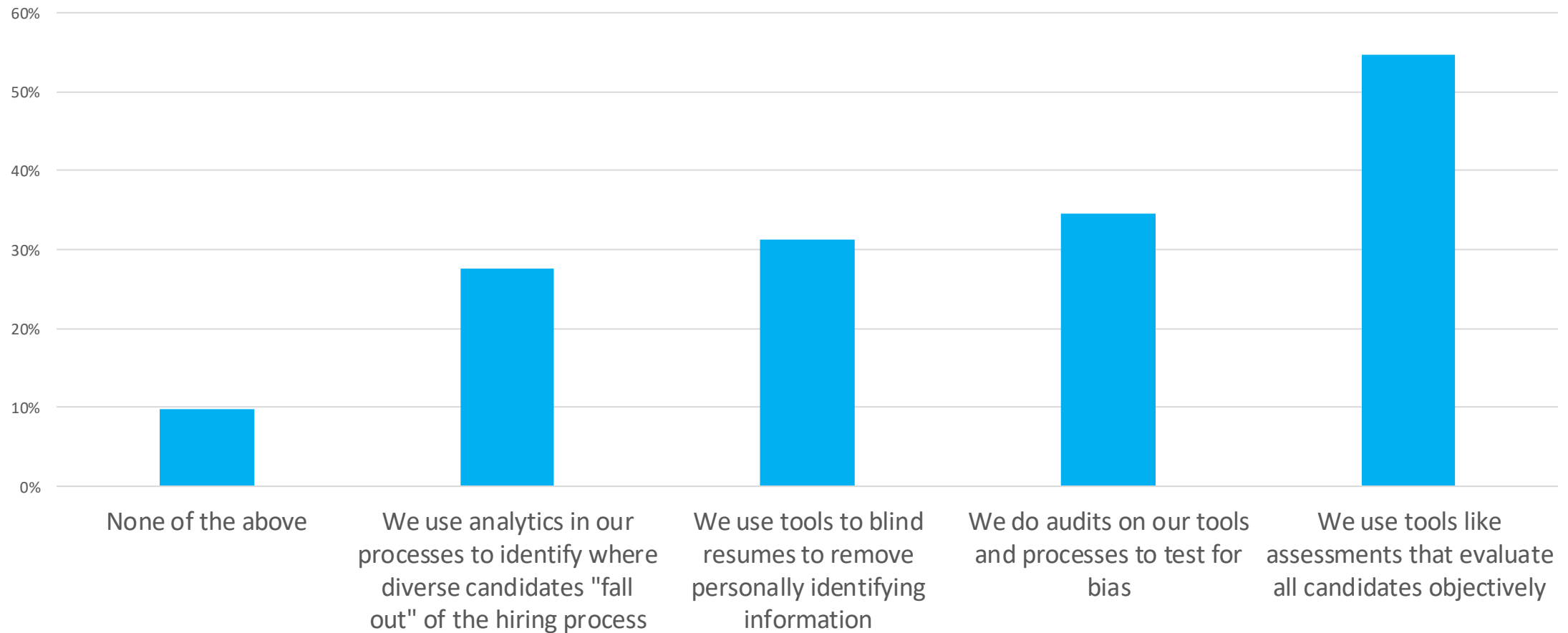
“We are interested but not sure how to begin.”

Case Study: Chipotle



- Pre-Talent Mobility: 52% salaried store manager turnover.
- Post-Talent Mobility: turnover for salaried managers dropped to 35%; dropped for hourly managers by more than half.
- Manager development incentive bonus.

How does your firm balance automation and fair/unbiased hiring?



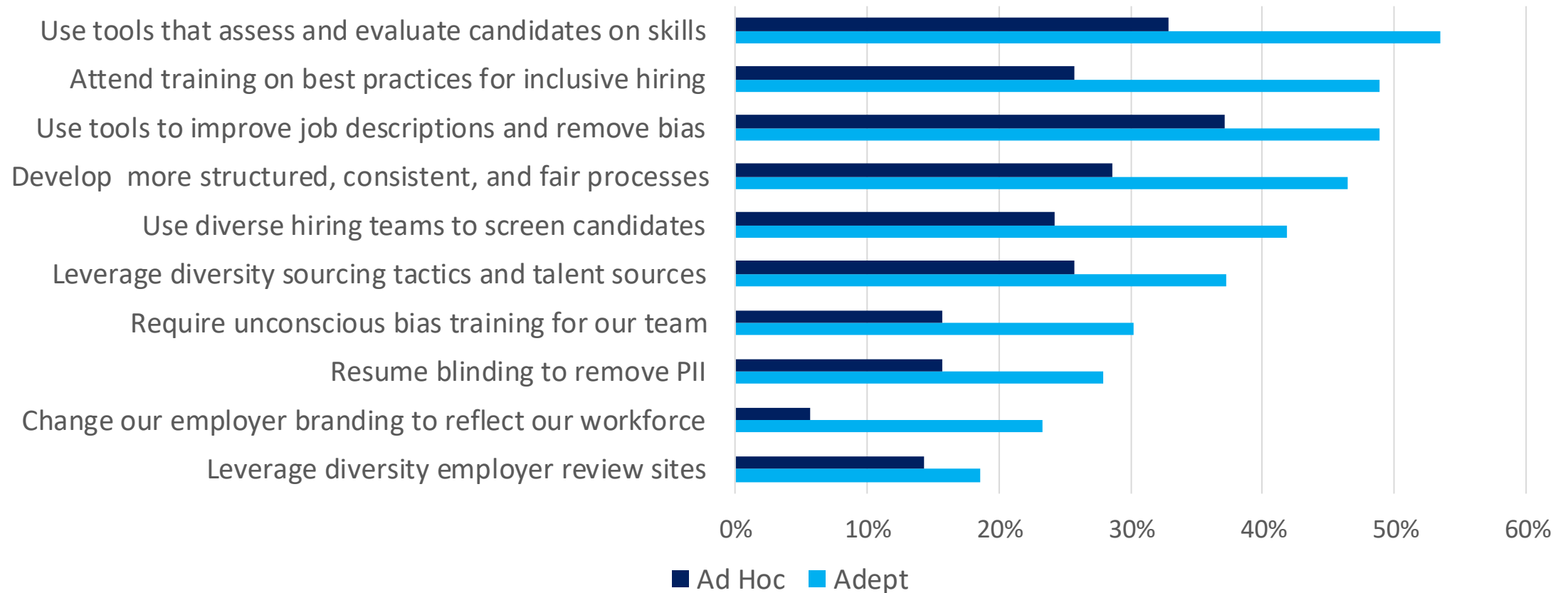
Case Study: One Acre Fund

- Used a modern, SaaS assessment tool for screening
- Reduced resume review time by **93%** (~500 applications per opening)
- Minimized resume screening bias; evaluated every candidate equally

The logo for One Acre Fund is centered within a white circle that has a teal border. The circle is positioned on the right side of the slide, overlapping a vertical teal bar that runs down the right edge. The text "ONE ACRE FUND" is written in a teal, sans-serif font. Above the word "FUND", there is a small, stylized teal icon of a plant with two leaves.

ONE ACRE FUND

Specific methods/tools to increase hiring diversity





Key Takeaways

- Much is shifting, but there are ample opportunities to leverage technology to support hiring both now and in the future
- A key lever in internal talent team success will be skill development and growth
- Internal mobility and DEI serve as critical, **linked** components in the modern TA strategy

Want more data?
Curious how you can use this for your own team?
Want to get a copy of the new report?

Contact us:

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