

Recruiters need to drive talent acquisition into the future

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Abstract

An organisation needs to be able to attract, Hire and retain top talent. Hiring the talent and retaining talented Employees in organisation is challenging. Objective is based on implementing appropriate strategy for acquiring suitable talented employees, and at the same time retaining these employees to the organisation deals with success of the organisation. The poor recruitment decision continues to affect organisational performance and limit goal achievement. Here the discussion is based on strategy that organisation can adapt to employee and ensure the existence of best possible ways to pool out qualified applicants at the same time retain the employees for the long term.

Keywords : Strategy, Talent acquisition, Challenge, Processes, Goal

Introduction

In the future, talent acquisition will only become more complex as new channels emerge and the influx of millennials into the job scene leads to more people transitioning jobs and careers more frequently. As such, to prepare for the continually changing landscape ahead, it is important for the talent operation to be set in stone now. Having a dedicated Talent Operations Manager on the team will provide the oversight necessary to guide the recruitment strategy across the company and ensure long-term hiring success.

Acquisition of talent is the process of finding and acquiring skilled human labor for organizational needs and meeting any labor requirement. Talent acquisition generally refers to the talent management department or team within the Human Resources department when used in the recruitment and HR profession. Within a company, the talent acquisition team is responsible for finding, acquiring, evaluating and hiring candidates to fill roles that are already required to fulfill company goals and project criteria. The supply and recruitment of TALENT faces tremendous pressure. There are widespread shortages of talent and skills. Employees demand new career models and career models. And technology and innovation— including cognitive, artificial intelligence, social collaboration, crowds, and sharing economy— reforms the workforce. By embracing technologies and developing new models that make innovative use of on- and off-balance-sheet talent sources, leading companies turn the open talent economy into an opportunity. It is a relatively new development to acquire talent as a unique function and department. Recruiting is still an indistinct function of an HR generalist in many companies.

However, recruiting as a designation did not cover enough of the duties that fell to the corporate recruiter within many corporations. To fulfill the advanced and unique functions, a separate designation of talent acquisition was required. Modern talent acquisition is an organisation's strategic function, comprising talent acquisition, but also workforce actually planning functions such as forecasting organisational talent, talent pipeline, and strategic talent evaluation and development.

Finding talent both on- and off-balance sheets has moved far beyond traditional recruitment to cover the broader TA scope. Once HR's sole domain, TA now involves multiple organisational teams. Adding to the complexity, the accelerating pace of technology offers a dazzling array of new solutions, even as talent markets' nature and sources continue to shift. Current platforms are struggling to adapt because many are too old to incorporate new technologies, capabilities, and needs.

In this study I'm trying to explain ways for better talent acquisitions for recruiters and for better future benefits in long haul.

Methodology

Building a strategic and digital employment brand

In today's transparent digital world, the job brand of a company must be highly visible and highly attractive because candidates still often find the employer, not the other way around. Businesses are intensively managing their job brand to leverage this interest, which can "pull" candidates towards them. A complex mix of forces involves creating an attractive job brand. An important factor is the overall experience of the workforce, which requires high levels of commitment and strong career opportunities. In fact, campaigns aimed at educating and attracting candidates may be just as crucial as customer-focused advertising. For example, Heineken developed a series of untraditional videos and web interviews to underline the experience of the employee and distinguish the company.

Often, recruiting professionals move between recruiting agencies and recruiting corporate positions. The recruitment roles are not comparable in most organizations: recruitment roles are responsible for acquiring talent and bringing qualified candidates to the firm. Modern acquisition of talent, however, is becoming a unique skill set. Because talent management professionals also deal with post-hire talent issues like retention of employees and career progression on many occasions, the role of talent acquisition quickly becomes a distinct craft. Some recruitment industry consultants are even advocating for a unique HR department talent dept.

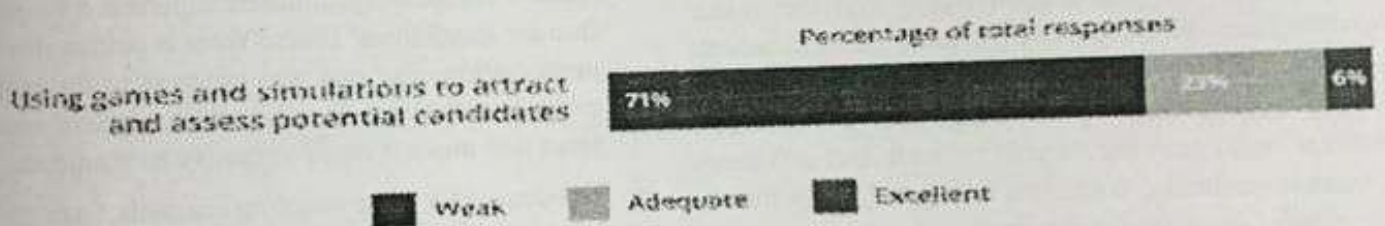
Employers also need to reconsider how their value proposition is communicated to the workforce. The Global Talent Brand and Tools team of Dell has completely redesigned the global career websites of the company to

include consistent messaging and images. A job search optimisation site and an aggressive candidate-focused online content campaign featuring blog posts and a wide range of videos were also launched by the team. These have been posted on the company's career sites, its YouTube channel, and other sites focused on employees and candidates, such as Glassdoor. The videos, which included employees discussing their Dell experiences, reached a wide range of social networks. [2]

Leveraging new technologies—from social to cognitive

Today's biggest disruptor in acquiring talent is experimentation with tech solutions and services. With more than 70% of TA systems coming from third-party providers, vendors are actively trying to capitalize on these new technologies.[3]

Figure 2. Respondents' ratings of their ability to use games and simulations to attract and assess potential candidates



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The more creative ideas and solutions focus on perceptual technologies such as artificial intelligence (AI), machine-to-machine learning, automation of robotic processes, processing of natural language, predictive algorithms, and self-learning. Chatbots are now becoming popular, including the newly launched Olivia, which guides applicants through a sequenced questions application process. [4] Write down anything you want. Then forward-looking organisations also start using simulations and gaming to connect with talent, especially Millennials, and analyze whether candidates are prepared to succeed in a given role. However, few use these capabilities fully. Only 6% of global business leaders surveyed say their company is excellent when it comes to gaming and simulations to attract and assess potential candidates, and 71 percent of respondents rate their company as weak. (See figure 2.)

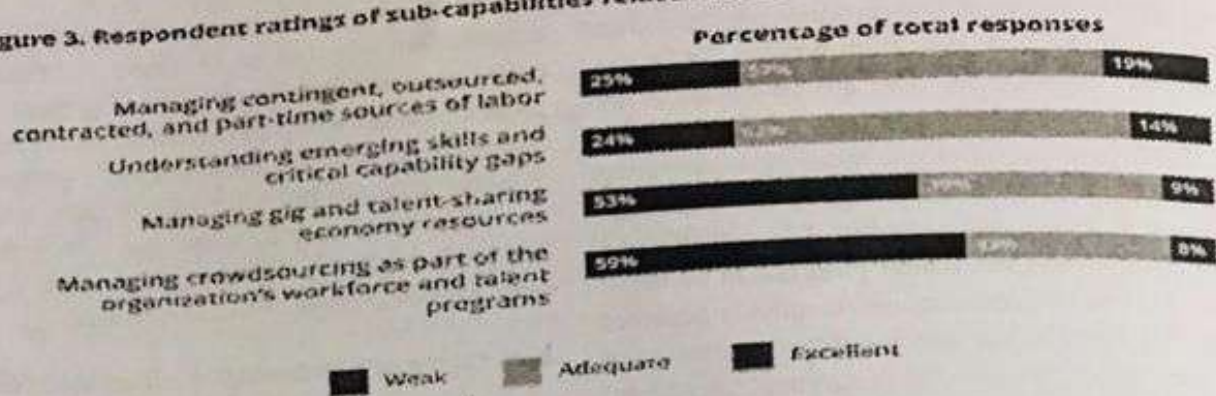
PredictiveHire, a cloud-based SaaS analytics solution provider, found that using a pre-hire assessment tool, one

of its Australian customers could have saved \$1.1 million from Australia. Without the tool, the customer hired 80 people for 12 months, but lost 800,000 Australian dollars on those appointments, as measured in people, the costs offset by the income they generated [5]

Video is emerging as a tool enabling a more compelling candidate experience to address this challenge. For example, SAP uses cartoons and video games to provide an engaging illustration of the company's life.[6]

This year, our global survey found capabilities to be among the weakest reported in relation to new sourcing and talent pools. More than half of the global business leaders surveyed (53 percent) report weak gig and talent resource capabilities, and only 8 percent rate the ability of their businesses to manage crowdsourcing as outstanding. (See Figure 3.) Improving these capabilities will determine which companies are capable of attracting the talent they need and which are struggling to identify and incorporate the skills required.

Figure 3. Respondent ratings of sub-capabilities related to talent acquisition

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Many large organizations have embraced shared HR services, yet with the help of local recruiters or HR professionals, local hiring managers tend to work largely alone when it comes to recruitment. Because of the cost, corporate HR is perhaps the most likely choice to invest in the products of talent acquisition that can make companies stand out. And that's probably going to be well spent money. Companies can support this new approach to talent acquisition by starting with a degree of centralization to gain the benefit of scale and efficiency and, more importantly, to create a strong and competitively differentiated candidate experience.

Conclusions

Speeding up digital, video, and cognitive technologies and increasing transparency are rapidly changing the way in which recruiters find skilled employees and court employees. Recruiters are now relationship builders and managers instead of continuing to focus on sourcing and selection. They seek to provide a positive candidate experience for new employees — a task that requires new responsibilities as well as new skills. Savvy recruiters will continue to embrace new TA technologies and improve their ability to build relationships. Indeed, this is the cognitive recruitment promise. As the basic, time-consuming tasks of sourcing candidates are taken over by AI and other technologies, human jobs will change.

- **Leverage new technologies:** The world of recruiting is becoming a digital experience—perhaps leading the pack among the rest of HR processes—as candidates come to expect convenience and mobile experiences. Explore the value of cognitive tools, video, and gaming, especially when they build on social networks and the cloud.
- **Build a digital employment brand:** Everything an

organization does in the digital and socially networked world affects candidates' decision to work there. Be sure to monitor and align messaging across sites and experiences.

- **Create a compelling candidate experience:** Put yourself into the candidates' shoes: What is unique about your organization that can add richness to the candidate experience? What qualities both set your company apart and make it more attractive to candidates
- **Broaden and expand sourcing channels:** Open up talent pipelines to nontraditional sources. Think about how best to source and recruit for the many types of talent needed, both on and off the balance sheet, including full- and part-time employees, freelancers, gig workers, and crowds.
- **Integrate sourcing:** Talent acquisition sourcing should be connected across HR, business, procurement, IT, and other functions. Move beyond silos toward coordinated talent sourcing channels.

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