

# Retention, Recruitment and Much More

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**Days**  
Empowering people

# Background

- Founder Personnel Today – 1989
- Founder RADS – Leading Industry Awards – 1990
- Media Director & MD – Two Leading UK HR Communications Agencies
- MD Thomson Regional Newspapers
- Co Founder Totaljobs.com
- NED – Broadbean Technology, Launchpad Recruits, Otys Technology, CVOnline



# Retain vs. Recruit?

- Global “Recruiting” Markets Recovering
- Staff/Labour Turnover Increasing
- Skill Shortages BUT Continued High Unemployment
- Labour Mobility Increasing
- Significant Demographic Issues to Hit – West + Japan/China
- Changing Nature of Work - “Cloud” + The Project Based Worker
- Gen Z - “The I’m In Control Generation”



# The Problem with Hiring

- Reliance on data submission
- Too many applicants
- Poor candidate experience
- Poor recruiter experience
- Transactional process
- Reactive hiring
- The digital media mafia gone mad
- Disjointed data and technology



# Employee's BUT....

- Candidates are attached to a company as long as they want to be (Average 7 months)
- Applicants are being measured against a job for the life of the job **job**



# What do we Control?

- The only thing you can control as a recruiter is time to source **and present**



# The Perfect Storm

- Companies have achieved the talent tipping point



# Sources of Hire

- Internal Candidates – 51%
- Previous Employees
- Candidates (including previous applicants)
- Social Referral
- New Applicants As A Last Step





# The hiring funnel

- Branding
- Connecting/Candidates
- Assessment
- Sourcing – Long list to shortlist
- Inviting to apply by video, code, simulation, conversation
- Selection
- Interview by line manager
- Hiring
- On-boarding



# Project based hiring

- Hiring Manager Owned
- People
- Tasks
- Deadlines
- Service Level Agreement
- Visible Data Flow
- Red and Yellow Flags
- Applicant Driven
- Automated Admin and Screening



# The new recruiter roles

- Super Recruiter
- Candidate Sourcer/Manager
- Administrator (to be replaced by automation)



# Super Recruiter

- Candidate Strategy
- Creating “employer of choice”
- Branding
- Technology
- Glocal thinking
- Board influence



# Sourcer/Candidate Manager

- Internal Mobility
- Project Management
- Candidate Communication
- Sourcing People To Become Candidates
- Maintenance Of Internal Community (Advocates And Referrers)
- Invitation To Applicants
- Long List To Short List



# Hiring Managers

- Responsible For Own Hires
- Accountable For Own Hires
- Measured – Time To Hire, Retention etc
- Targeted
- Responsible For Feedback
- Measured For Applicant Experience
- Trained
- Pay for Talent Acquisition Time



# Technology

- Joined Up Single Data Flow
- Visible To Everyone
- Includes HR System, Performance Management, Employees, CRM, ATS
- Video And Other Selection/Assessment Tools
- Candidate Deployed Hiring Funnel
- CRM/ATS/CRM
- Feedback And Analytics At Every Stage



# The Candidate Centre

- No Jobs For Candidates To Guess
- Connect Not Apply
- Window To Culture Encouraging Opt-Out
- Unique Candidate Log In And Experience
- Visibility Of Progress/Status
- Tailored Content/View/Communication
- Two Way
- Mobile
- Live for communication





# The New Recruiting Department

- Super Recruiter
- Candidate Sourcer/Manager
- Administrator (to be replaced by automation)



**Over to you**

**And**

**Thank You**

