

Talent Management Optimization: A better way

Matching Talent to Need through Technology and Vision

By Tom Truitt and Scott Richardson

- Is there a better way for Candidates to market their true potential to prospective employers?
- Is there a better way for Employers to find the right talent for the right job and spend less time and money in the process?
- Are companies going to find the “diamond in the rough” when the volume of external candidates is greater than any time in modern history?
- In the world of EEOC guidelines and SOX regulation, Employers must remain vigilant in their pursuit to conserve company assets and drive a compliant culture.
- Can each of these goals be met, with mutually satisfying end results without spending extra dollars to do so?

The Answer is Yes

The business world is facing its' toughest challenge in decades and the foreseeable future does not offer any specific relief. The largest single contributor to the economic tsunami sweeping the world is unemployment.

There are many stakeholders in the unemployment picture: Human Resources Professionals, Job Seekers, Staffing and Outplacement services providers - everyone is trying to find a way to match the right job with the right person.

“THE EMPLOYMENT SITUATION: JUNE 2009

Nonfarm payroll employment continued to decline in June (-467,000), and the unemployment rate was little changed at 9.5 percent, the Bureau of Labor Statistics of the U.S. Department of Labor reported today. Job losses were widespread across the major industry sectors, with large declines occurring in manufacturing, professional and business services, and construction. Unemployment (Household Survey Data) The number of unemployed persons (14.7 million) and the unemployment rate (9.5 percent) were little changed in

June. Since the start of the recession in December 2007, the number of unemployed persons has increased by 7.2 million, and the unemployment rate has risen by 4.6 percentage points.”

- BLS July 2, 2009.

The current situation presents many challenges and has the potential to be the perfect storm. Here are the facts:

- 14.7M Job seekers(40% higher than the median for the past 50 years and the highest number in the past 17 years)
- Companies may not begin hiring for the foreseeable future and there is potential for economic growth without workforce expansion.
- Cost cutting measures and tight budgets continue to force increased worker productivity.

The most valuable resource an organization has is human capital.

With the dramatic increase in the volume of available human talent, how do make sure you find the diamond in the rough?

Being faced with the single largest surplus in the modern age, companies can chose to do one of two things:

- Continue the status quo and be overwhelmed by an onslaught of potential new employees – leading to the inevitable “falling through the cracks” of great talent. OR
- Find a new way to identify and hire “the diamonds in the rough” while staying focused on the fiduciary responsibility to the company.

As a forward thinking business leader, you have multiple balls in the air at one time. You must find a balance between time and money while looking to gain advantage over your competition and grow to meet the needs of your

employees and investor community. The single largest contributor to this goal must be hiring and retaining the best candidates.

There are multiple ways to attack this problem. You can use state of the art Talent Management software to provide a continuum of services from cradle to grave...On-boarding and Recruiting, Training and Development, Assessment, Alignment, Incentives, Retention and Promotion...a “Virtual” alphabet soup of solutions.

However, none of these options address the most dynamic, compliant and costly part of the entire process:

Human Interaction

There is a better way.

You must go beyond the virtual world and try to uncover what lies behind the piece of paper.

- The need to see
- The need to hear
- The need to feel

Finding a way to understand a candidate before spending travel dollars, but remaining true to your compliant culture under EEOC is requisite. Under Title VII, it is not illegal for an employer to learn the race, gender or ethnicity of an individual prior to an interview. Of course, Title VII does require that all individuals be provided equal, nondiscriminatory treatment throughout the hiring process.

The Solution

Imagine being able to view a high definition video providing a unique opportunity to assess

a potential employee's ability to communicate and relate.

If you are looking to:

- Internally place top talent into management
- Externally search for specific expertise to fill a critical role
- Fill the next training program with future high potential university candidates, or
- Offer additional Outplacement services

At YourElevatorPitch.net, we can help. Through a nationwide network of video providers and a hosted software solution, we provide a (SaaS) service dedicated to showcasing high potential job seekers. We have the unique expertise to facilitate the human interaction conundrum in a cost effective and compliant solution.

For more information, please contact:

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