IN THE BUSINESS OF YOUR SUCCESS℠

Is Your Company REALLY Ready to Leverage Sourcing and Candidate Relationship Management Technology?

An HR.com Webcast

HR. Payroll. Benefits.

Agenda

- Introduction
- The Changing Face of Talent Acquisition
- Strategic Implications of Sourcing and Candidate Relationship Management (CRM)
- Organizational Preparedness
- Conclusion

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About ADP

IN THE BUSINESS OF YOUR SUCCESS℠

Automatic Data Processing, Inc. (ADP) is one of the world's leading providers of technology-based outsourcing solutions

- 570,000 clients and 55,000+ associates doing business in over 60 countries worldwide
- Providing expert outsourced employer services to small, mid-size and large employers for over 60 years; over 30 years internationally
- Fortune 500 /#265 Revenue, #96 Profits; Revenue = Approx. $10 B
- Provide services to over 50 million employees internationally
- Pay one-in-six private sector employees in the U.S. and serve more than 10 million employees outside the U.S.
- Serves 40+% of the North America auto/truck retailers
- 1 of 4 companies AAA rated by Standard & Poor's and Moody's
- Ranked #1, Fortune's Most Admired Companies, 2010 (Financial Data Services sub-category)

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Introduction

Mission

Power **organizations with** ***insightful*** **solutions that drive business** ***success***

Vision

Be the ***world's authority*** **on** ***helping*** **organizations** ***focus*** **on what matters**

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Current Job Seeker Trends

Decreasing job seeker loyalty

- 61% of today's employed workforce are open to OR looking for new opportunities

Growing preference for self employment

- 50% of new college graduates believe self employment is more secure than full time work.

Emergence of social networking / mobile to foster relationships

- The majority of today's relationships (including careers) begin through social networks.

Continued shortage of skills-based workforce

- By 2015, 60% of today's jobs will require skills held just by 20% of today's population.

Sources: BLS & JobVite.com

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Companies Are Not Hiring The Same Anymore

The strategic importance of talent acquisition has been driven by several factors

- The return of “the war for talent”
- Talent mismatch
- Driving efficiencies and effectiveness

But the process of bringing the right people into the organization is not any easier

- Disconnected, distributed process
- Compliance regulations
- Proliferation of new technologies

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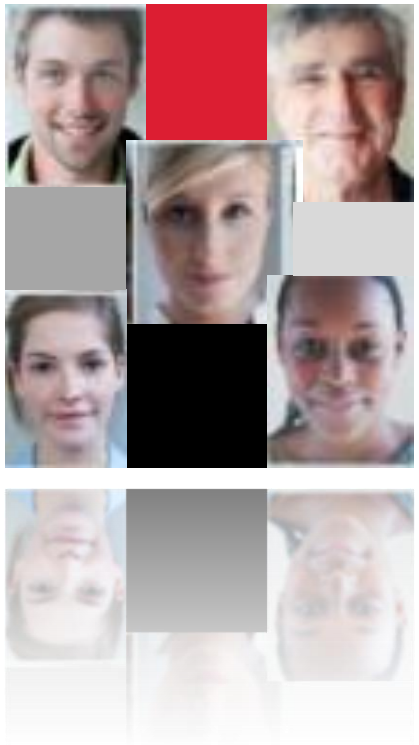
Today's Recruiter's Profile

THEN… reactive in nature, responding to vacancies in real time



NOW…proactive, just-in-time talent

- Marketing awareness (trends, branding)
- Financial acumen & metrics
- Sales ability-pipeline management, forecasting
- Relationship building
- Partnering-inside and outside organization
- Social media-new way to talk
- Technologist

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The Talent Lifecycle

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The Sales Profession

New competencies and tools have advanced the sales profession-there are lessons to be learned

- Understanding the benefit his/her service or product delivers to the client **(The Value Proposition)**
- Tools and processes that increase visibility to, and identification of, prospects **(Sourcing)**
- Leverage best practices to build relationships with prospects **(Relationship Management)**
- The balance of prospects in all stages of a sales process to assure continued success **(Pipeline Management)**
- Reliance upon metrics across the sales process to confidently predict performance **(Forecasting)**

SOUND FAMILIAR?

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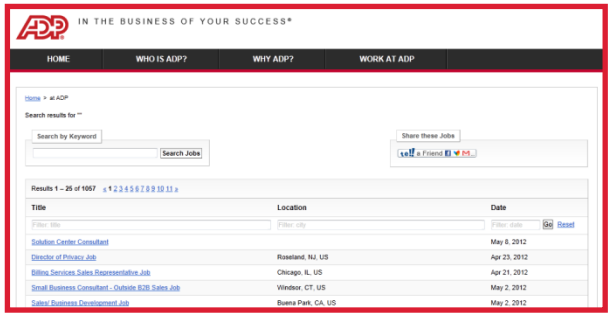
Breadth of Your Sourcing Toolkit

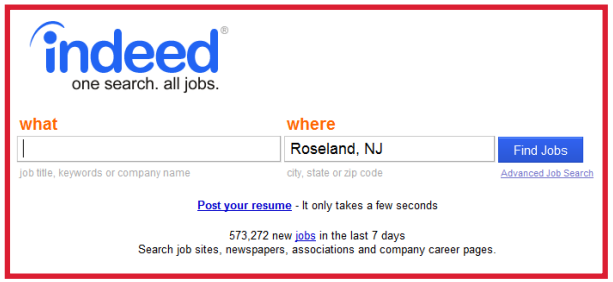
Sourcing is the process of identifying candidates through multiple channels, and creating an actionable, dynamic profile in order to match against ALL opportunities, now and in the future



Career Portals

Employees and Referrals

Social Networks



Job Boards

Events

Web Search

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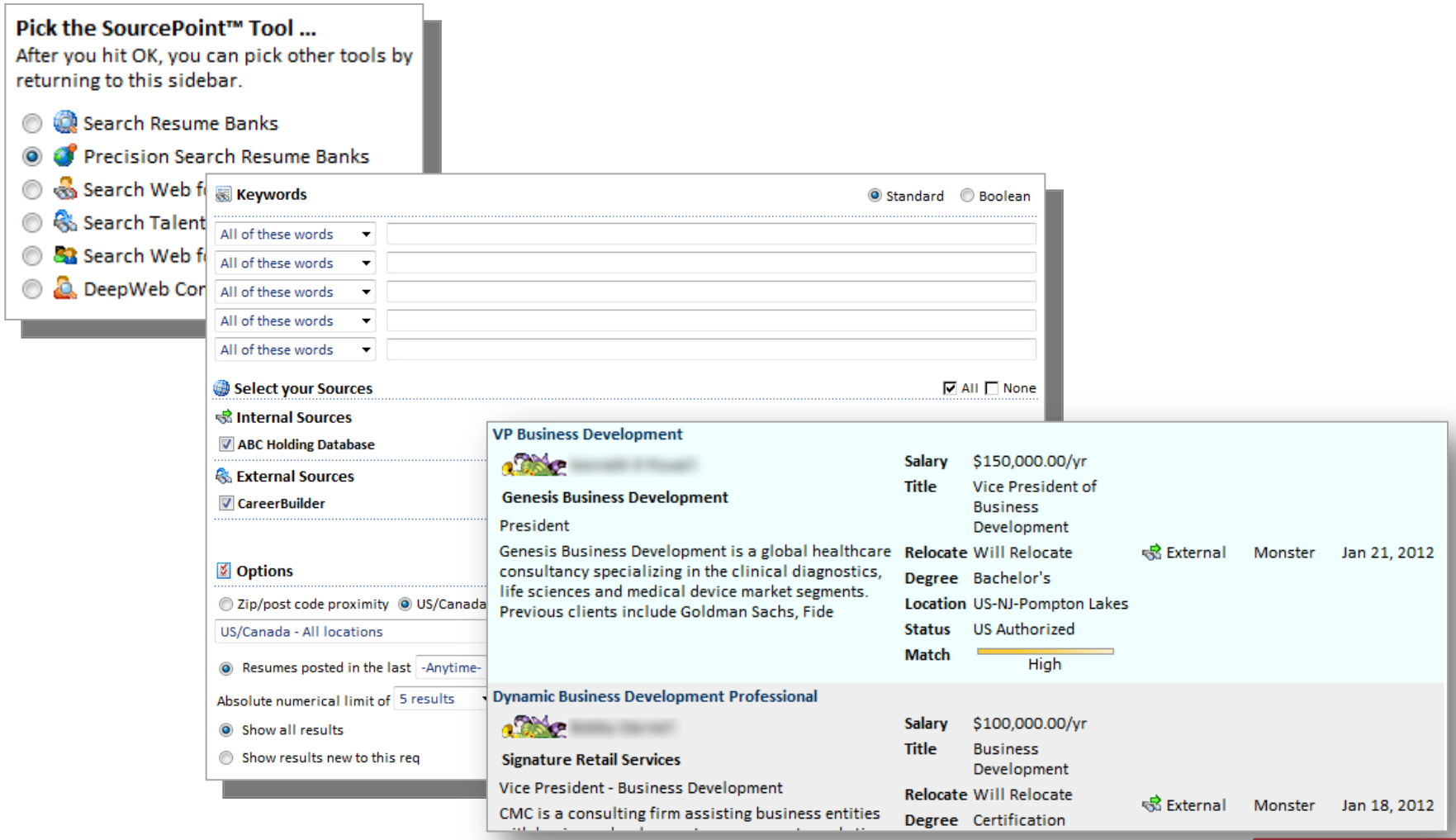
Resume Aggregator with Universal Search



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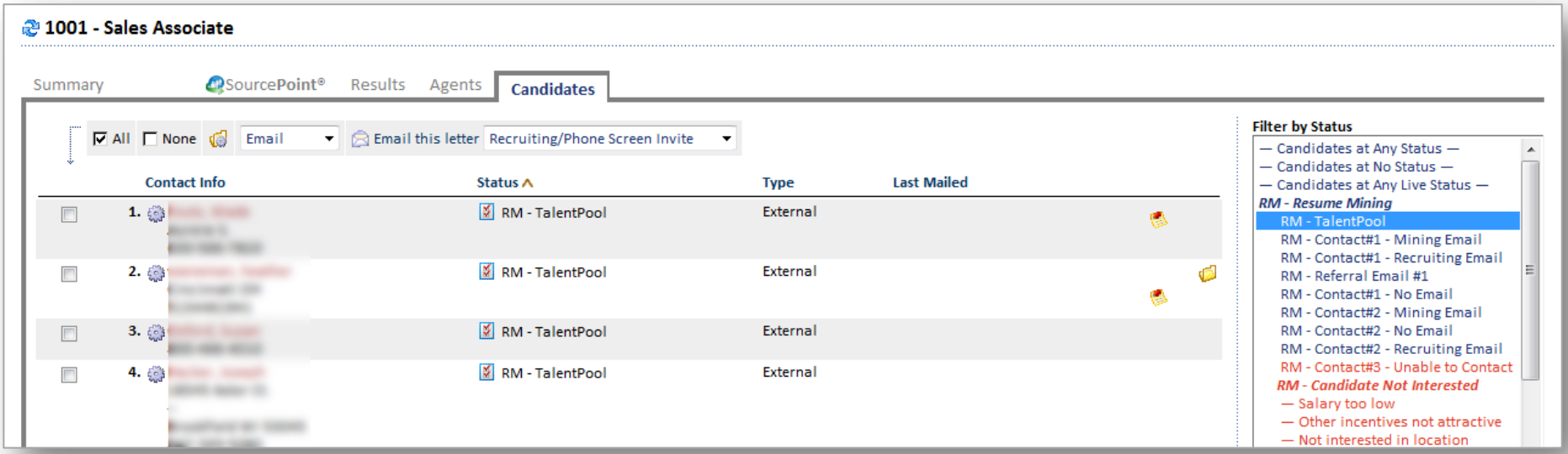
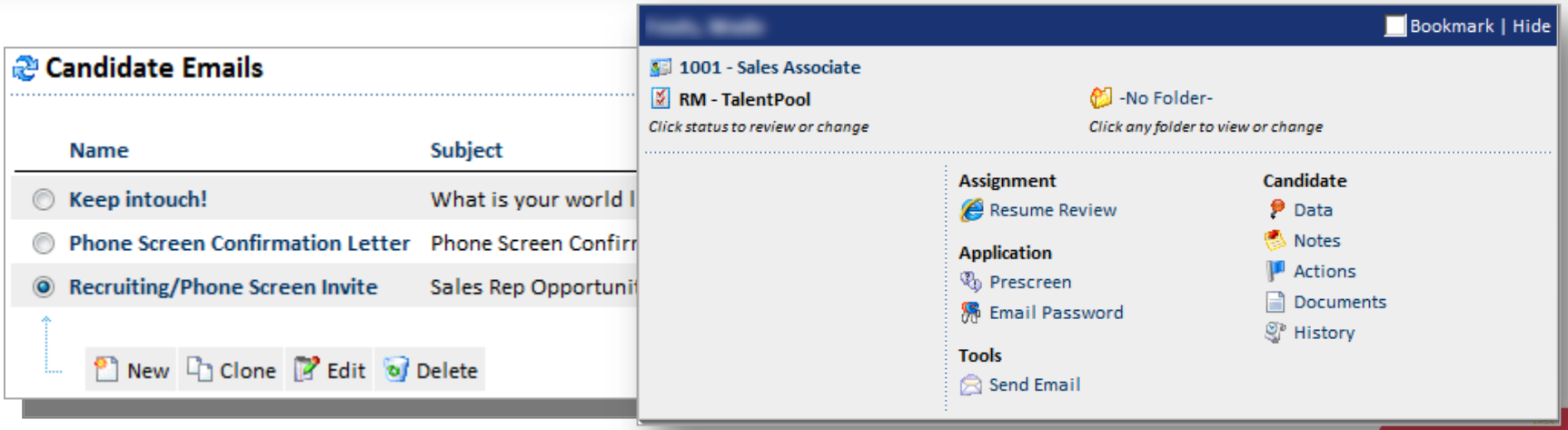
Candidate Relationship Management (CRM)

Candidate relationship management is a set of interactions, captured in a single place, enabling candidates to understand your organization, and you to understand their capabilities

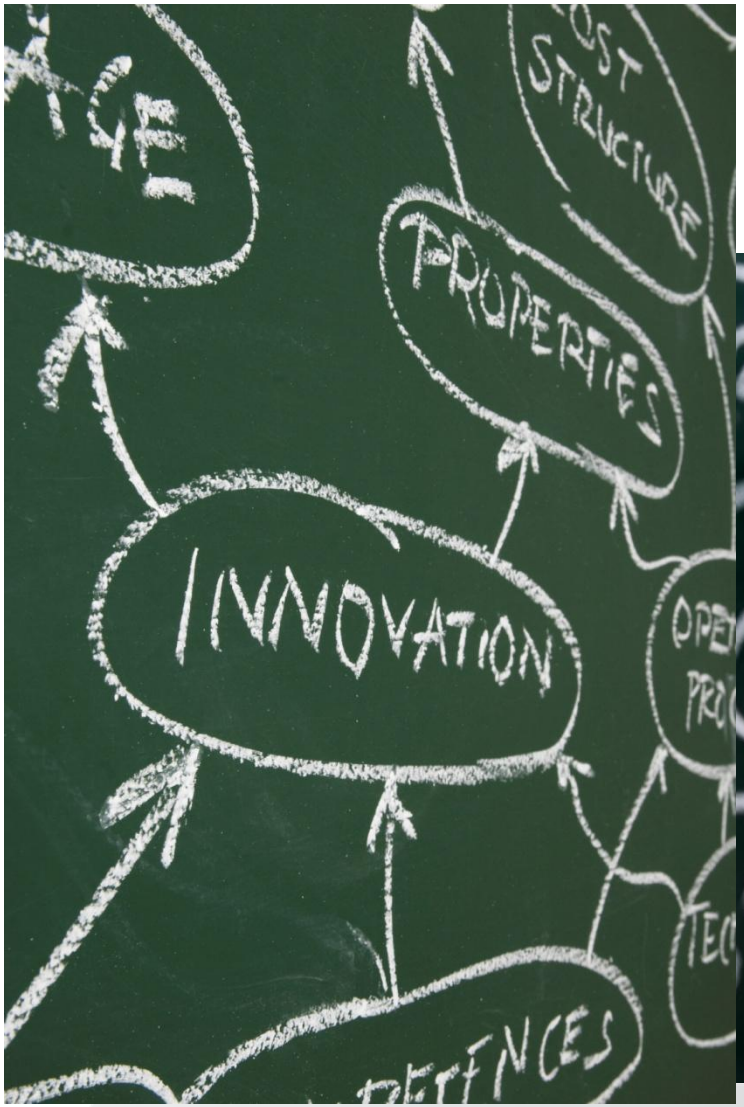
- ✓SKILLS
- ✓COMPETENCIES
- ✓EXPERIENCES
- ✓DESIRES/OBJECTIVES
- ✓SATISFACTION
- ✓TIMING
- ✓PERFORMANCE

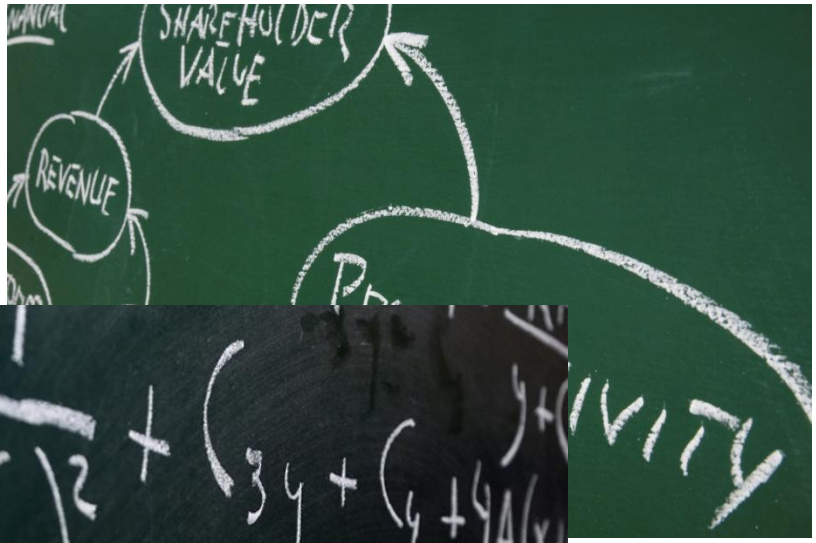
Candidate Relationship Management (CRM)

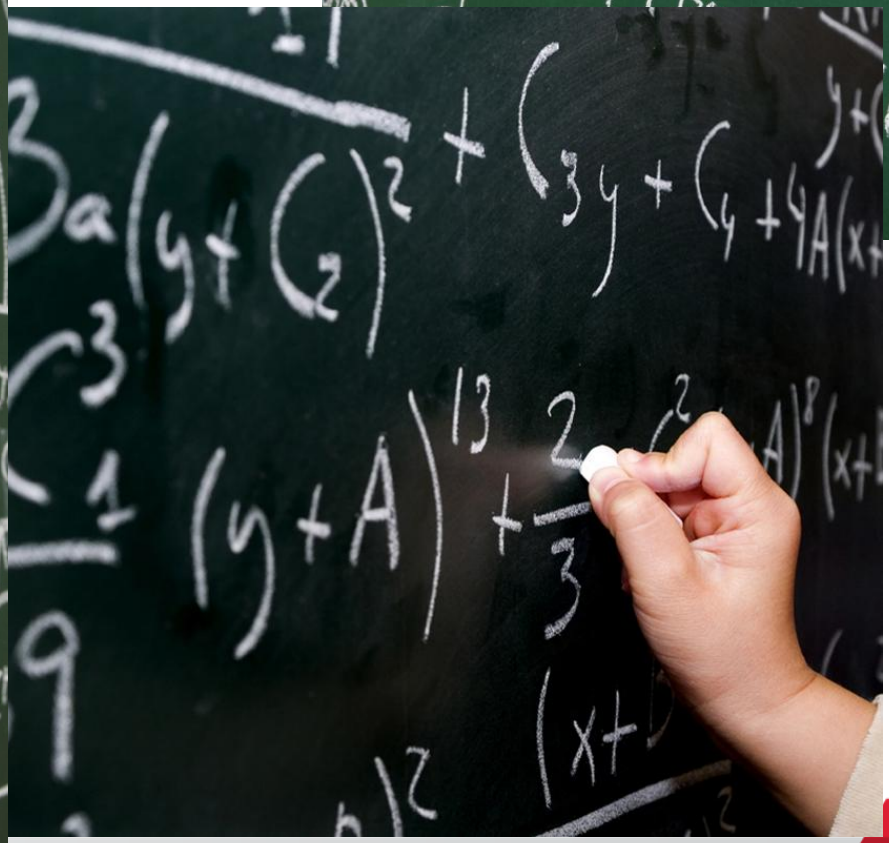




Where To Start!







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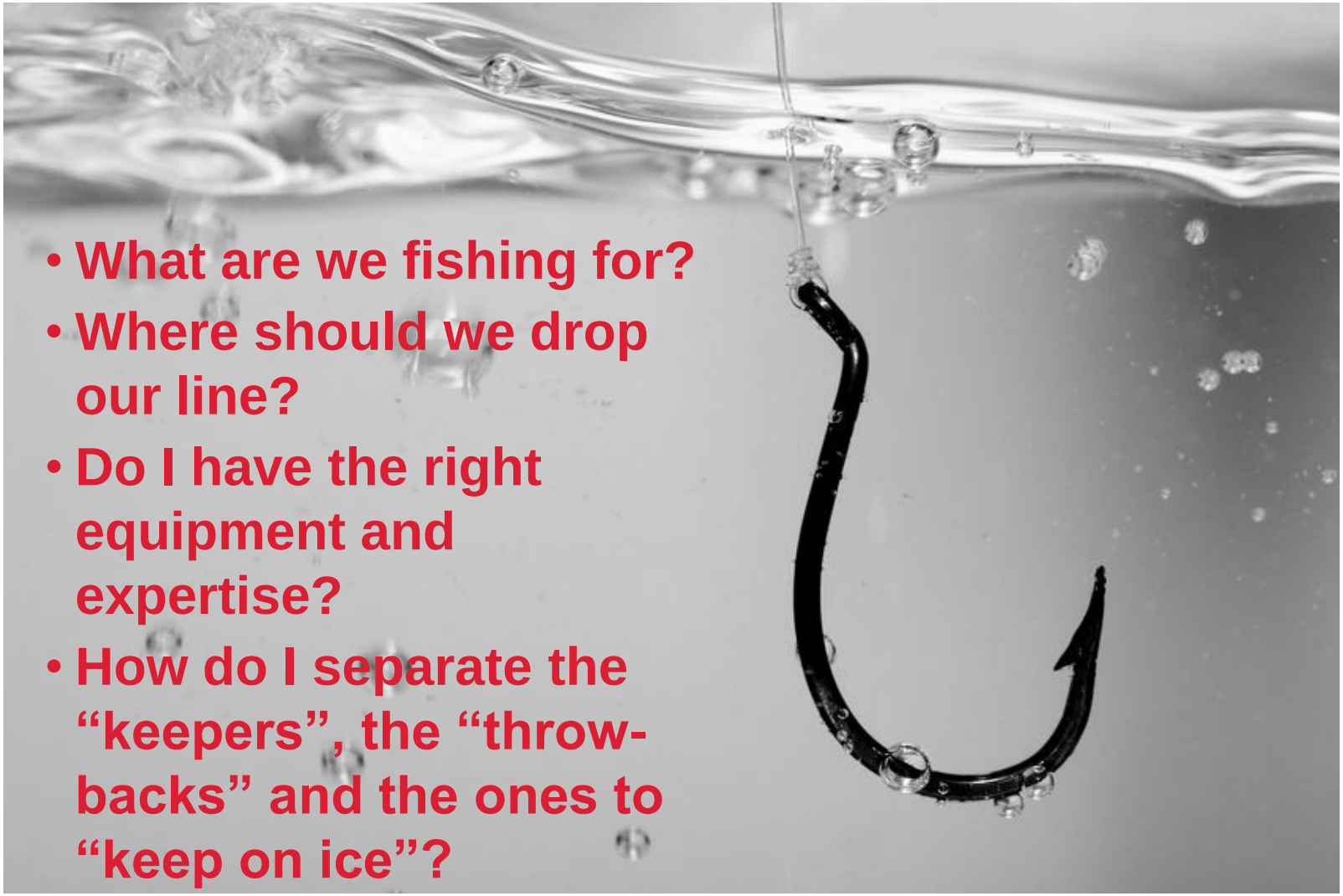
Does It Really Need To Be That Complex?



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Define the critical needs of your organization

We need to understand…

- Employee retention, turnover, and satisfaction metrics
- Recruiting metrics-time to hire, cost per hire, etc.
- Profiles of top performers
- Strategic plans which impact staffing levels

So we can develop…

- Sourcing Plan
  - What is needed?
  - When they are needed?
- Competency Framework for each department / position
- Organizational Agreement

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Identify your best sources for required talent

We need to understand…

- **Where your talent hangs out?**
  - **Career sites, job boards**
  - **Social sites**
  - **Trade events**
  - **Blogs**
  - **Competition**
- **How and when to communicate with job seekers**

So we can…

- **Create search queries**
- **Craft compelling messages to engage talent**
- **Understand how talent thinks**
- **Engage and cultivate relationships**

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Equip your team with the right tools and expertise

We need to understand…

- **The skill sets of your talent acquisition team**
- **What's in your recruiting toolbox?**
- **Source effectiveness metrics**
- **The demands of sourcing and candidate relationship management**

So we can…

- **Refine staffing organization and structure**
- **Invest in the right in-house and/or outsourced technologies & services**
- **Prepare the organization for the rigors of sourcing and candidate relationship management**

And if we don't have the right tools?

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“You’re Gonna Need a Bigger Boat!”

Jaws, 1975

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Create a collaborative/ 360-degree partnership with key stakeholders

We need to understand…

- Active vs. passive
- Match vs. Mis-match
- Current need vs. future need
- Alignment of talent with job/position expectations

America's Deadliest Catch

So we can…

- More effectively hone in on the finalists, and not make critical hiring mistakes
- Increase enterprise awareness of what is going on well, and what are still issues
- Effectively measure individual and team performance
- Target talent communities with the right message

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Summary

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Questions?

Jack Coapman
VP Marketing
ADP Talent Solutions

Jack.Coapman@adp.com

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