



IN THE BUSINESS OF YOUR SUCCESSSM

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

An  Webcast

HR. Payroll. Benefits.

Agenda

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

About ADP

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)



IN THE BUSINESS OF YOUR SUCCESSSM



Introduction

ONE MISSION ONE VISION



Mission

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

Vision

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



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

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

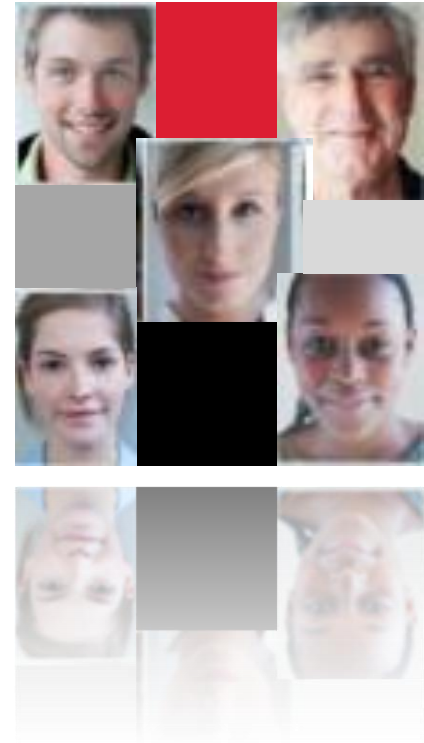
- Disconnected, distributed process
- Compliance regulations
- Proliferation of new technologies

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



The Talent Lifecycle



The Sales Profession

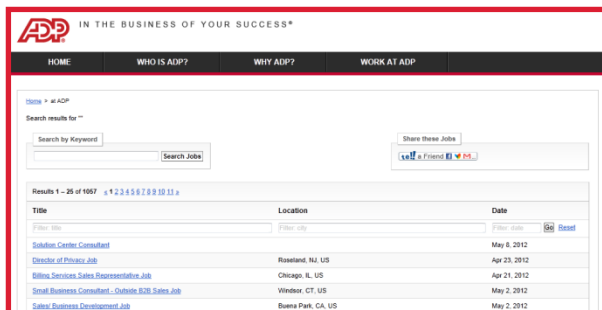
New competencies and tools have advanced the sales profession-there are lessons to be learned

- 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?

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



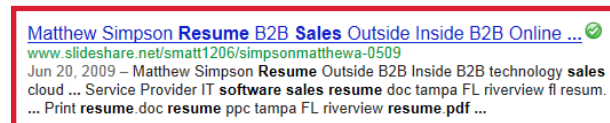
Social Networks



Job Boards



Events



Web Search

Resume Aggregator with Universal Search

Pick the SourcePoint™ Tool ...
After you hit OK, you can pick other tools by returning to this sidebar.

- ☐ Search Resume Banks
- ☒ Precision Search Resume Banks
- ☐ Search Web f
- ☐ Search Talent
- ☐ Search Web f
- ☐ DeepWeb Cor

Keywords Standard Boolean

All of these words

All of these words

All of these words

All of these words

All of these words

Select your Sources All None

Internal Sources

☒ ABC Holding Database

External Sources

☒ CareerBuilder

Options

☐ Zip/post code proximity ☒ US/Canada

US/Canada - All locations


☒ Resumes posted in the last -Anytime-

Absolute numerical limit of 5 results

☒ Show all results

☐ Show results new to this req

VP Business Development

 [Redacted Name]

Genesis Business Development

President

Genesis Business Development is a global healthcare consultancy specializing in the clinical diagnostics, life sciences and medical device market segments. Previous clients include Goldman Sachs, Fide

Salary \$150,000.00/yr

Title Vice President of Business Development

Relocate Will Relocate External Monster Jan 21, 2012


Degree Bachelor's

Location US-NJ-Pompton Lakes

Status US Authorized

Match High

Dynamic Business Development Professional

 [Redacted Name]

Signature Retail Services

Vice President - Business Development

CMC is a consulting firm assisting business entities

Salary \$100,000.00/yr

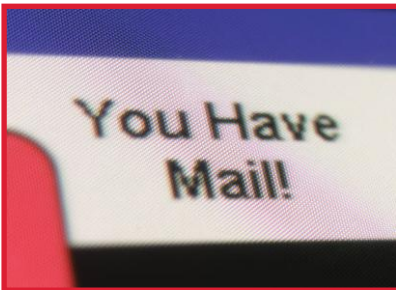
Title Business Development

Relocate Will Relocate External Monster Jan 18, 2012

Degree Certification

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)

1001 - Sales Associate

Summary SourcePoint® Results Agents **Candidates**

☒ All ☐ None Email Email this letter Recruiting/Phone Screen Invite

Contact Info	Status ▲	Type	Last Mailed
1. [Redacted]	<input checked="" type="checkbox"/> RM - TalentPool	External	
2. [Redacted]	<input checked="" type="checkbox"/> RM - TalentPool	External	
3. [Redacted]	<input checked="" type="checkbox"/> RM - TalentPool	External	
4. [Redacted]	<input checked="" type="checkbox"/> RM - TalentPool	External	

Filter by Status

- Candidates at Any Status —
- Candidates at No Status —
- Candidates at Any Live Status —
- RM - Resume Mining**
- RM - TalentPool**
- RM - Contact#1 - Mining Email
- RM - Contact#1 - Recruiting Email
- RM - Referral Email #1
- RM - Contact#1 - No Email
- RM - Contact#2 - Mining Email
- RM - Contact#2 - No Email
- RM - Contact#2 - Recruiting Email
- RM - Contact#3 - Unable to Contact
- RM - Candidate Not Interested**
- Salary too low
- Other incentives not attractive
- Not interested in location

Candidate Emails

Name	Subject
<input type="radio"/> Keep intouch!	What is your world I
<input type="radio"/> Phone Screen Confirmation Letter	Phone Screen Confir
<input checked="" type="radio"/> Recruiting/Phone Screen Invite	Sales Rep Opportuni

New Clone Edit Delete

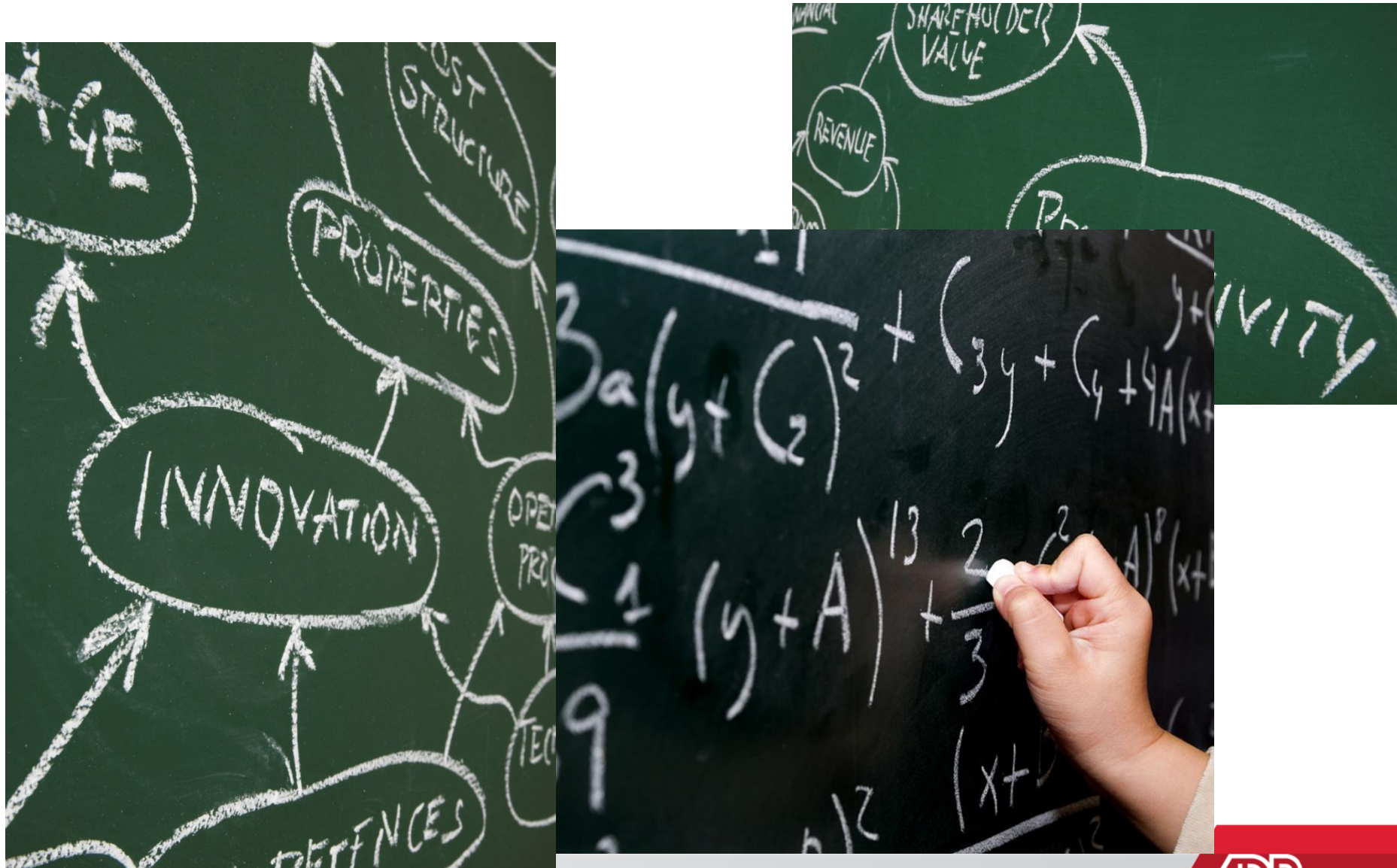
1001 - Sales Associate

☒ **RM - TalentPool** -No Folder-

Click status to review or change Click any folder to view or change

Assignment	Candidate
Resume Review	Data
Application	Notes
Prescreen	Actions
Email Password	Documents
Tools	History
Send Email	

Where To Start!



Does It Really Need To Be That Complex?

- What are we fishing for?
- Where should we drop our line?
- Do I have the right equipment and expertise?
- How do I separate the “keepers”, the “throw-backs” and the ones to “keep on ice”?



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

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

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?

“You’re Gonna Need a Bigger Boat!”

Jaws, 1975



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

Summary

Recognize the fundamental changes in talent acquisition

Leverage metrics to identify the impact of sourcing strategies

Assure the readiness of your company

Carefully select tools that help reach talent and enrich relationships

Continually refine and promote the process

Questions?

Jack Coapman

VP Marketing

ADP Talent Solutions

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www.adp.com/talent_management