

Talent Relationship Management - The Natural Progression of Recruiting Automation

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Software alone does not improve recruiting productivity. In order to maximize your ROI, you must form a junction with tactic and technology.

In the current state of the economy, many executive search firms are struggling with how to reduce their recruiting resources and maximize the return on investment (ROI) in finding, acquiring, and retaining talent. Recruiting productivity is being relentlessly dissected leading to emerging technology-based solutions that combine the best of "old and new" approaches to achieve high levels of talent management productivity. This new approach to the age-old recruiting/retention problem is called Talent Relationship Management (TRM), and it is changing the way recruiting teams produce.

What is TRM? It's simply the next evolution of Talent Relationship Automation, but it has hurdled traditional recruiting technology tools over the past few years to become a primary model for how companies interact with candidates and clients. TRM combines a practical recruiting process assessment on the front end with superior Web-based technology to maximize the return on investment (ROI) of a company's recruiting productivity expenditures. There's no better way to gain balance in a company's recruiting platform than to implement an effective TRM solution that captures the best practices, let alone best candidates.

Talent Relationship Management clearly recognizes that software alone does not improve recruiting productivity.

How Talent Relationship Management Integrates Old Business Principles with New Technology

One of the most promising uses of Recruiting technology is developing a Recruiting process management and automation. In order for this effort to be successful, however, the emphasis cannot be placed on pure technology solutions. It needs to deliver solid, measurable results to justify the investment. The TRM method that I have created applies some "Old vs. New" principles of success to the business of talent management. For example:

Fundamental recruiting techniques have not changed in over 25 years.

Unlike other business processes - R&D, manufacturing, marketing, inventory management, distribution - essential recruiting methods have not changed in the past twenty-five years.

Technology is great, but it can't generate investment returns until it is married with the recruiting process.

Talent Relationship Management applications are key in the evolution of the recruitment process. The best technologies have enabled companies to extend to an increasingly mobile work force secure access to their most valuable candidate/client information. When this technology is married to an effective business process, predictable, measurable results follow.

A Recruitment process and TRM helps you transform your business data into knowledge you can use to find the best candidate and build competitive intelligence. This can be broken down into three categories:

Know Your Goals:

What are your organization's business goals, and how would the recruiting efforts best support them? What are the strengths and weaknesses of your Talent Relationship Automation? What is variable, and what is not? What has your cost per hire and time to fill been over the last three years? What are the trends? How satisfied are your clients with the recruiting team and why? What are you not providing that you could be?

Know your Candidates:

What is the selling scheme you need to be a focus for the talent of candidates you need to attract to best support your firm's goals?

Know your Opposition:

What is your competition for top talent up to in their recruiting efforts? What are they doing that you are not? What are you doing that they are not? Where are the competitive advantages and disadvantages?

In an era barraged by recruitment technologies that are designed to impress users with functionality, Talent Relationship Management distinguishes its implementations by identifying and improving recruiting processes prior to providing automation. For companies that perform "blind" technology implementations, their pockets should be deep enough to handle the expected underperformance that will follow. Having a healthy mix of the Old Economy principles (i.e., increasing number of placements or hires) with a progressive perspective (i.e., investing/selecting an effective recruiting process prior to investing in technology) is the best recipe for modern-day business success. After all, at the end of the day it's really all about the bottom-line, and that's what Talent Relationship Management delivers - results.