



Is your hiring process ATTRACTING THE RIGHT TALENT?

Talent Attraction -

A term that is well established in the HR sphere but has recently been growing more and more interest and conversation – rightly so as the competition for talent is rapidly intensifying, on local and global levels. Now is a critical time for employers to step up efforts to attract and retain the right talent.

People are a crucial element to business performance, growth and success, yet most businesses take a reactive approach to recruiting talent rather than a proactive approach, such as waiting until an employee resigns or retires before beginning the search for a replacement. Lack of proactive talent attraction can limit your existing team performance and company growth.

So, no matter what industry your business is in, it is critical to develop and implement a talent pipeline to continuously attract the right people.

How to build a Talent Pipeline?

Switch your HR plan and process from a passive model of recruitment to one where your team is actively seeking the next generation of talent.

Job Profiling.

To build an effective talent pipeline model it is important to understand your organisations strategic direction, current and future. That way you can plan talent attraction according to business strategy, by profiling the job roles that are key to reach business goals, planned projects, expansion plans and future growth. Also determine what would happen if key team members leave as this will reveal any gaps in your current talent pipeline.

Attracting the right talent for the role

Many businesses use a push strategy for recruitment, by listing roles on job boards or reaching out to talent on LinkedIn... but attracting the right people and talent through a pull strategy can significantly reduce the time you need to spend actively searching for talent to fill your roles / talent pipeline. So, align your employer brand

with your company's values, culture and experience – which should speak to the type of talent you're looking for. Aim to encourage those individuals to self-select you as their target employer for their next career step (whether they are actively searching for a job or not).

It's important to have a consistent approach to identifying the right people for your talent pool, both internal and external. Consider aligning your internal and external applicant process (via our Applicant Tracking System). Here you can advertise the job, pull in the right candidates and begin process of elimination by asking filter questions and using blended assessments as opposed to eliminating candidates with the potential to fill the role purely based on qualifications or C.V's.

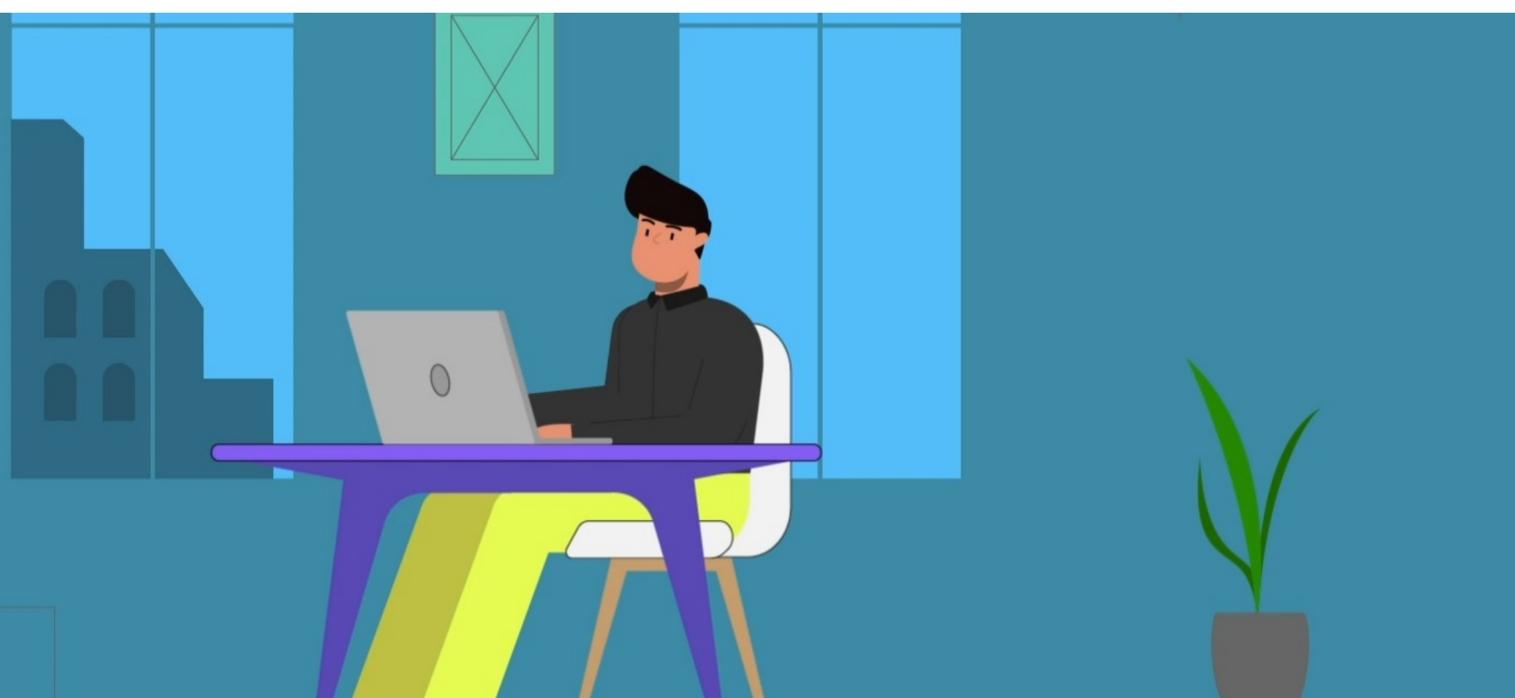
Assess the talent Once you have identified potential talent -

The next step in your talent pipeline model should be assessment. Consider how you'll qualify potential candidates by assessing their potential, mapped against the behavioural and technical competencies of the role, to fill key positions. We recommend using a range of standardised and validated blended assessments, such as Psychometric (Cognitive, Behavioural, Personality, Motivational, Leadership and Work Style Profile). Cognitive assessments effectively predict the candidate's natural ability to learn and acquire new skills, whilst personality assessments determine behaviours displayed at work – identifying soft skills and potential cultural fit. This will enable you to create a bench mark for a position, against which applications can be evaluated, before interview stage. (Learn more about our psychometric and blended assessments on our website.)



APPLICANT TRACKING SYSTEM

The key to building a successful talent pipeline is having all the steps above automated and integrated in one place.



Retain the talent you attract through your talent pipeline

Once you have attracted the right talent - in order to optimise your organisation's employee lifecycle - the next steps in the talent pipeline include [onboarding](#), [developing talent](#) and [monitoring](#) talent providing key HR metrics allowing your business to adapt and grow! .