TRENDS IN TALENT MANAGEMENT AND RECRUITMENT

FOR

KIMBERLY RIFE

Hello everyone. My name is Kimberly Rife. I specialize in Human Resource Operations in shared services. Today I would like to discuss with you the top trends in talent management for 2012 with regard to corporate recruitment. Specifically, we will focus on how best practices organizations are embracing technology to leverage retention of top talent.

(**SLIDE 1**) Bill Gates said, “Bringing together the right information with the right people will dramatically improve a company's ability to develop and act on strategic business opportunities.” Also, I invite you to keep in mind the words of Robert Kiyosaki who said, “Think about educating people to be **owners** of businesses, **not** employees of business.” Ladies and gentlemen, life and commerce are moving at warp speed in this day and age, and what we thought was current has become, as the commercial states, “just so 47 seconds ago.” In order to compete, survive and prevail in the professional arena in 2012, those of us in management need clarity and long distance vision. The future has become the present and every day, the playing field erupts and shifts. As we drive our cars we learn to focus on not only the objects close to our vehicle, we also have to consider the mid-range and anticipate what’s on the horizon, all the while glancing in our rear view mirrors to assess where we’ve been and what may be fast approaching from behind. Now more than ever, we have the tools to provide a kind of “corporate clairvoyance,” and I invite you to familiarize yourselves with the top tools and trends essential in effective corporate recruitment and retention in today’s climate.

“The world is our oyster.” It is also our office, classroom and home. Thanks to technology and mobility, many phases of business can be handled on a remote basis-and they are. Corporate life is no longer the scenario played out in a Doris Day “young girl conquers the corporate world in a hat and white gloves” movie, entering the “typing pool” and exiting as a savvy corporate exec. We live in a hyper fast information age where communications tools have evolved and so must we. With today’s array of mobile platforms, tools, techniques and devices, the facility of remote work or telecommuting, time management and employer branding will become the norm.

To be more specific, here are some of the trends that are forecasted for talent management and recruitment in 2012:

MOBILE PLATFORMS (SLIDE 2):

We hear so much about “cloud” technology and that has a lot to do with both the advances made in social media as well as with the devices available. 2011 showed us the power of social media with regard to corporate connections. That was just the beginning. As people and companies are getting accustomed to new methods of interface, those platforms will be used more and more in many segments of corporate communication. This form of media is ripe for utilization in the field of talent management and retention.

Communication across platforms such as Facebook, Twitter and Linked In provide an unprecedented projection of outreach, and thanks to various virtual classrooms and private networking tools, video messaging and conferencing, Skype, and other external and Intranet solutions, human resources are truly expanded thanks to technological resources. The field of human resources and talent retention is no longer restricted by geographic constraints. For the most part, as human resource searches are less and less restricted by geographic limitations, so will the viability of retaining valued talent who will have the capability of performing their many duties from almost anywhere. As an example, although New York used to be the “Fashion Capital of the World,” based on population, that is no longer the case. For instance, where it was once essential to have a central hub of industry or commerce like the garment center, companies can have designs and technical artwork done from anywhere in the world via email or cloud technology, offered by companies such as YouSendIt to accommodate sending and receiving large art files. The work can be ordered in NY, completed in Seattle, and sent to China for implementation. Those of us in human resources can now recruit through Linked In or Facebook, interview through Skype and share work through video conferencing or any mobile platform.

TOOLS AND DEVICES (SLIDE 3)

* According to Cisco Systems, Smartphones and tablet computers will increase mobile Web traffic by 26 times during the next four years
* In 2010, Asymco predicted that it was expected that half of the US population will use a Smartphone by the end of 2011
* Also, in 2010, Morgan Stanley forecasted that Mobile is predicted to be bigger than internet in 5 years

With these numbers in mind, and with the acknowledged decline in use of “hard copy” media, mobile is clearly the way of the future.

* A source called Flurry has stated that during the holiday week in 2011, **1.2 BILLION** apps were downloaded.

Ladies and gentlemen-the future is NOW. We have all become literate in the use of our PC’s and macs. It is essential that we consider that a desktop or lap top computer is no longer all that we need in order to conduct business. Tablets and Smartphones have amazing capabilities, and if they can support our personal lives to the extent that are doing presently, then we would be foolish to disregard the benefits of using them to support our careers as well.

REMOTE WORK (SLIDE 4)

1.2 billion apps…cloud technology…limitless talent thanks to elimination of geographic constraints… this is the way of the world in this day and age. According to Dr. John Sullivan, “The continued growth of technology, social media, and easy communications now makes it possible for most knowledge work and team activities to occur remotely. Allowing top talent to work “wherever they want to work” improves retention and makes recruiting dramatically easier.” There are other benefits to remote work as well. Time previously spent commuting can now be spent doing valuable work, work done remotely in different time zones can be completed while your part of the world is sleeping, telecommuting can also be seen as an enticement for some talent who may have to be home for various duties throughout the day. With the establishment of a home office…and all that really takes is a laptop and a 4-in-one copier/fax/printer/scanner, anyone can be in business on a remote basis. With the addition of a Smartphone and/or tablet, capabilities for research and response are exponentially supported. Of course, telecommuting workers would still be responsible for time management and effective scheduling, but we have to seriously consider the benefits of this asset of flexibility.

RETENTION

A recent article in the Huffington Post outlined “5 Things You Need to Know to Retain Employees.” They are:

* **CHALLENGE YOUR EMPLOYEES**-Don’t bore them. Don’t overwhelm them. People do their best work when what they are doing is in between the arc of what they know and where they want to be.
* **PAY YOUR EMPLOYEES**-Ideally, pay them more than they think they are worth. Of course in this challenging economic climate, this may not be feasible, but there are other benefits that would pay “dividends,” such as flexible working hours.
* **DON’T HOVER**-Micromanagement is a waste of time-theirs and yours. If you hire someone to do a job, especially in management, they should be capable of managing.
* **MAINTAIN A RESPECTFUL AND WORK-FRIENDLY ENVIRONMENT**-Give respect/get respect. This is obvious and fosters more good will than we can imagine.
* **EMPLOYEES NEED TO GET SOMETHING OUT OF THEIR JOB**-valued, respected employees know that nothing lasts forever. They appreciate what they are getting for what they are giving. They also know that as well as they can be tossed aside for the “next best thing,” they, too, can leave if they are not perceived as valuable contributors to your company. Once again, remember R-E-S-P-E-C-T!

Another essential tool in the trends we see for talent management is for employer branding. Yes, there is a shrinking talent pool. Yes, there is more competition. Yes, now, more than ever, in order to be distinguished in the corporate community, each company must realize and maintain employer branding. The stronger the brand message, the stronger your presence will be across all new media platforms and the prouder your employees and clients will be to be associated with you.

Once again, we must not lose site of the fact that the world is moving faster and faster. Last week’s news is done and over. For instance, Last month we knew Facebook was going to file for an IPO. They filed on February 1st. Life is not the same for some people thanks to this. Predictions are that this IPO alone can have a dramatic effect on the local economy and possibly even California’s economy. Millionaires and even billionaires will be created. Conservative investment firms such as T. Rowe Price have even stated this is a game changer. We all have to do our due diligence. We have to do our homework and be knowledgeable on all aspects of talent recruitment, management and retention. In this day and age, there is less and less room for error, delays and procrastination. Hiring and retaining the best talent for your needs is critical to your company’s success and I look forward to learning and supporting the emergence of even newer trends in the future. After all, the future is **NOW!**

Thank you!