

The War to Get Talent



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Changing Times...

Gone are the days when recruiting was an administrative activity

Now it's a Strategic Weapon!



Situation Analysis

The Battle is raging to attract talented, trained and loyal individuals in a battlefield of rising wages, low unemployment, new competitors and fewer willing new entrants!



Your Mission



Recruit the Best,
in the Quickest time,
at the Least cost,
for the Longest contracts
and make them work the
Hardest!

Execution

Using the latest strategies and weapons, find the best Talent in the marketplace



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Bows and Arrows

- Newspaper Advertising
- Internet Job Boards
- Lazy Recruiters
- Only Target 'Active' job seekers



WMD

- 'Weapons of Mass Distribution'
- Talent Database on your website
- Direct Mail
- Personally Target competitors staff
- Staff Referrals
- RTO / TAFE Alignments
- Online 'Social Networking'

The Changing Workforce

- Full time workforce decreasing
- Baby Boomers
- Gen X – Forever teens!
- Gen Y – the “NOW” and “me” generation
- Ageing workforce

Access to information

- Internet – most households now
- Broadband
- Employees more PC literate
- The internet is now just as significant as newspapers for job seekers

Your Website

- **OFFLINE** – no careers info
- **INFORMATIVE** – ads only (mail applications)
- **INTERACTIVE*** – d/l application forms
- **TRANSACTIONAL** – online applications
- **COMMUNAL** – integrated database and automated relationship management tools

What is e-recruit?

- Software that streamlines applicant sourcing, screening and management
- Connecting employers and job seekers
- Manage entire recruitment process
- INSTANT results



“e-recruit”

- Allows applicants to:-
 - Obtain Position Descriptions 24/7
 - Apply online, automatically screened
 - Receive immediate automatic notification of new relevant vacancies
 - Upload their CVs
 - Store their data for all future applications
 - Receive newsletters and communication

“Communal” website

- Best Practice methodology
- Ongoing engagement of past, present and potential candidates
- Integrated talent database
- Automated relationship management tools
- Health and Community Services way behind!

“Typical” Practice

- Advertise job in Local or Major press
- Listing job on internet
- Line Manager takes email, hard copy or faxed applications
- Applications acknowledged by mail
- Screening and then interviews
- Rejection letters prepared and sent
- Unsuccessful applications kept for a period

Best Practice

- Email existing database
- List on company web page
- 'Search' activities to target people
- Online applications received responding to KSC
- Screening and filtering done online
- Formal Interview process
- Legally obtained and 'correct' reference checks
- Automatic letter / doc generation
- Applicants 'opt in'.

Employer of Choice

- Don't make false claims
- Make it a Primary Corporate Goal
- Employees share Pride and Vision
- Great 'People Management' measured and rewarded
- Best Practice and Benchmarked operation
- Fresh Web Site attracts attention

Your People

- Foster an inclusive staff-centred culture
- Provide meaningful, challenging work
- Develop people to realise their potential
- Offer genuine two-way communication
- Recognise staff contributions and achievements
- Create 'meaningful' Benefits packages
- There is no wall plaque for EoC

Our Experience

- Hospital CEO locum - 30 secs response!
- Barwon Health has 15,000 registered candidates with 1500 RNs. 60% of vacancies filled from their Talent Pool
- Multiple clients in Aged Care, Acute and Community Services
- Suit organisations 400+ staff

Cost Savings*

- **Reduce Costs**
 - Print advertising down 50%
 - Communication costs down 75%
 - Less outsourced recruitment
 - Reduces time and cost of unfilled vacancies
- **Efficient Recruitment Process**
 - Reduces time to hire by more than 30%

*actual client stats





**Your Strategic Weapon
is to become an Employer of
Choice
AND get the best recruitment
technology**



Finders, Keepers...

For a free guide

“How to recruit with no budget”

email me

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