



Developing an Effective Talent Acquisition Strategy in a Globalized World

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- Magdalena Urbanska
- Basuri Parikh
- Viraj Joshi
- Sainath Sevakula
- Lucien Yao

Talent acquisition

- Introducing the concept of talent acquisition
- Talent acquisition in a globalised world – definition

‘(...) talent acquisition is a unique profession, and this job can be performed by skilful person who has the skills in sourcing tactics, candidate assessment, compliance, hiring standards, employment branding and corporate hiring initiatives that makes talent acquisition process different than the traditional recruitment process.’ (Muiz, 2020, p. 3)



- The significance of acquiring top talent in a competitive business environment.
- Talent acquisition in the UK - a case study of marks and spencer.



Understanding and application of talent acquisition

- Understanding and application of talent acquisition
- The significance of acquiring top talent for Marks and Spencer
- The contribution of talent acquisition to the organisational success of Marks and Spencer
- M&S store expansion to create 3,400 jobs' (Webber, 2023, p. 1)



Challenges in Global Talent Acquisition for M&S

- Lack of local market knowledge
 - Language and cultural barriers
 - Legal and regulatory complexities
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Opportunities in Global Talent Acquisition of M&S

- Access to a Diverse Talent Pool
- Diversity and creativity
- Building a Strong Employer Brand



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LATEST TRENDS AND TECHNOLOGY

The trends and technologies collectively reshape talent acquisition, enabling companies to attract, assess, and onboard the best candidates in a dynamic global environment.

Talent Acquisition Trends:

- Technology Integration
- Social Media Engagement
- AI Integration
- Data-Driven Decisions
- Remote and Global Recruitment

Use of Technology, Social Media, AI, and Data Analytics:

- Technology (AR, VR, ATS)
- Social Media
- AI: Chatbot guide, resume screening for efficiency.
- Data Analytics
- Remote Work
- Candidate-Centric Approach
- Skill Assessment and mobile accessibility





IMPORTANCE AND EFFECTIVE STRATEGIES OF M&S

M&S recognizes that losing important personnel may obstruct development and stymie long-term growth in the face of fierce worldwide competition for qualified individuals. The costs of finding, developing, and integrating fresh talent are significant. Following are some strategies of M&S:

- **Competitive Rewards:** Benefits, incentives, and remuneration that are competitive.
- **Clear pathways,** skill development, and mentorship for career growth.
- **Flexibility,** remote working choices, and wellbeing.
- **Recognition & Culture:** Acceptance, welcoming environment.
- **Aligned projects** for fulfilment are meaningful obligations.
- **Continuous Feedback**
- **Transparent Communication**
- **Engagement and company updates.**
- **Retention strategies:** incentives for loyalty and bonuses.
- **Employee Engagement:** Insights from surveys.
- **Internal talent development** for leadership.
- **Equal opportunity and a variety of viewpoints** characterize diversity and inclusion.



outlining best practices in global talent acquisition

- Comprehensive strategy
- Employer Branding
- Remote interviews
- Onboarding process
- Candidate experience



Steps to build a global talent network

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- Targeted outreach
 - Online presence
 - Networking event
 - Personalization
 - Membership benefits



Cultural Sensitivity and Inclusion

- Explain the significance of cultural sensitivity in talent acquisition
- Cultural sensitivity in talent acquisition is the ability to understand, respect and value the differences and similarities among people from diverse backgrounds and cultures. It can help to attract, retain and engage a diverse workforce that reflects the customers and communities they serve.
- Some benefits of cultural sensitivity in talent acquisition are:
- It can improve the hiring process by creating a positive reputation and attracting more candidates.
- It can enhance the company culture by fostering a sense of belonging and trust among employees.
- It can prevent miscommunications and conflicts that can harm business relationships and performance.

Measuring and Evaluating Talent Acquisition Success

- Present key performance indicators (KPIs) to measure the success of talent acquisition efforts. KPI's short for Key Performance Indicator. By setting KPIs Mark and Spencer enables the team to make smart business decisions about the direction of all current projects.
- At M&S the example of KPI include:
 - Customer satisfaction
 - Employee retention
 - Revenue growth
 - Cost reduction
- Discuss the importance of continuous evaluation and improvement.
- Continuous evaluation and improvement make employee performance management more valuable.
- Objectives and Goal Settings ensure everyone is working towards your strategic objectives.
- SMART objectives, having clear goals provides employees with a sense of purpose and drives both heightened ownership and performance.
- Appraisal makes it easy for people to see how their work contributes to the wider goals of the organization.

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