

Talent acquisition strategy proposal

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What is talent acquisition strategy?

- Definition
- Components



Importance of talent acquisition strategy

- Provides a solution to staff shortages problem evident in the industry
- Increases the efficiency and productivity of companies by finding the 'right' people for the job
- Increases the likelihood of higher satisfaction and retention of employees
- Improves the brand image of the company
- Clearly sets out the policies and practices of the company

Short-term talent acquisition strategy # 1

- Strategy: Utilise the power of social media
- How it would help:
 - Reach more potential employees
 - Maintain and develop brand image
 - Create an additional channel of communicating company's values, practices and benefits against rivals
 - Increase brand awareness as an employer

Short-term talent acquisition strategy # 2

- Strategy: Create a referral program
- How it would help:
 - Increase initial reach
 - Easier to reach top talent as current employees are aware of the skills and characteristics the company is searching for
 - Easier to convince potential employees of benefits and corporate value



Short-term talent acquisition strategy # 3

- Strategy: create profiles in job listing platforms
- How this would help:
 - Increase brand awareness as a potential employer
 - Reach targeted audience (job-seekers)
 - Easier to detect talent through assessing profiles
 - Provides an opportunity to stand out against competitors (e.g. through ratings and employees' reviews)

Long-term talent acquisition strategy # 1

- Strategy: active participation in conferences, expos, events
- How this would help:
 - Create and maintain brand image as an employer
 - Increase awareness
 - Provide an additional channel of communication with potential employees
 - Creates a more professional image
 - Provides additional value to audience and creates a positive perception of the brand

Long-term talent acquisition strategy # 2

- Strategy: collaboration with universities and colleges
- How this would help?
 - Additional channel to reach graduates searching for job
 - Increase brand awareness as an employer
 - Inform students about available internship programs, training and development opportunities, job listings etc.

Long-term talent acquisition strategy # 3

- Strategy: develop an attractive internship opportunities package
- How this would help:
 - Attract specific target groups (e.g. students or less experienced employees)
 - Provide support and partial solution for labour shortages
 - Maintain and develop brand image
 - Improve employer's profile of the organisation
 - Opportunity to train employees according to specific organisational needs

Monetary incentive methods

- Time rate
- Commission



Non-monetary incentive methods

- Job enlargement
- Team work



References

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