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# 21CSI

(21<sup>st</sup> Century Staffing Innovators)

# “Are You Ready for The New Recruiting Reality?”

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I was talking to a friend running a recruiting group for a large Canadian organization lately.

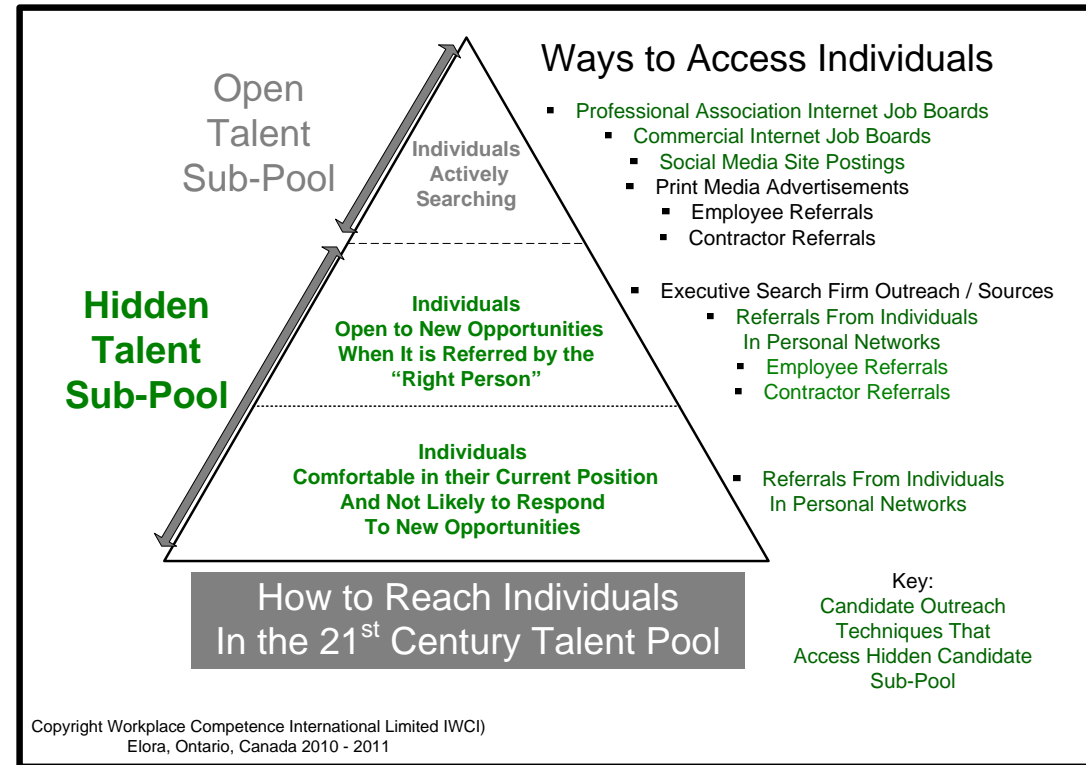
**“Resumes are easy to get.  
You can drown in them if you use  
Internet Job Boards such as Workopolis.**

**High quality, technically competent,  
motivated candidates,  
with longer term career potential,  
particularly ones that fit our culture,  
are almost impossible to find.”**



There is a simple reason for this ...

# The 21<sup>st</sup> Century Talent Market Place



**Candidates like this:**

**High quality, technically competent, motivated candidates, with longer term career potential are working for someone else.**

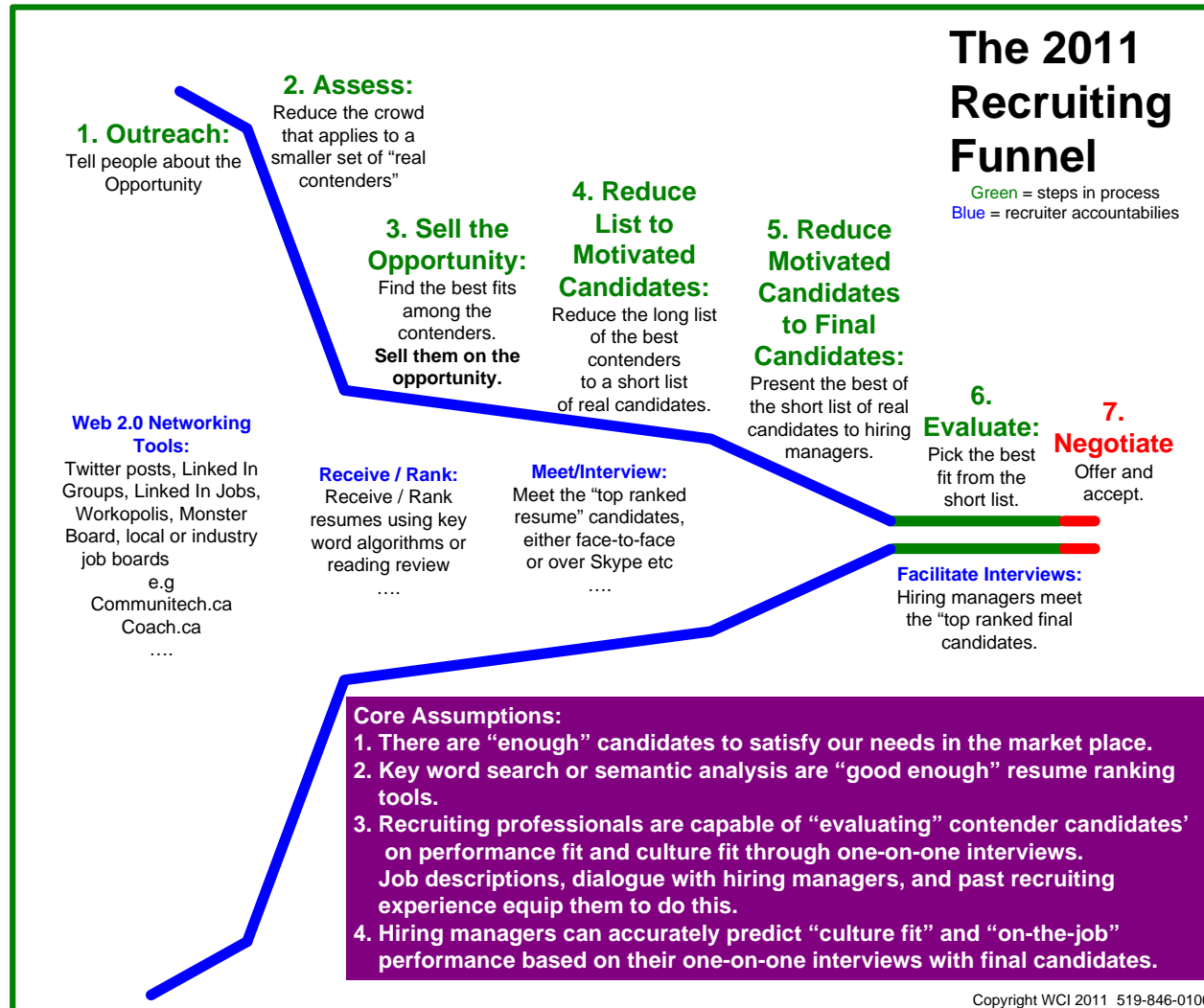


**Even if you can find them,  
get your opportunity to them as they  
work at their current jobs,  
they may not fit your culture.**

**Even if they fit your culture,  
they may not want  
to leave their current jobs.**



## The “Social Media” Variation of the Traditional Recruiting Funnel

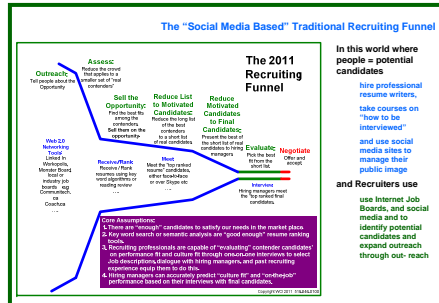


**This recruiting process used to do the job ...**

**Key Recruiting Metrics:**  
 Average cost per hire  
 Average time to hire



# The Social Media Recruiting Funnel



**Works best for  
Established  
Organizations  
with well defined  
processes  
/ transactions  
/ services  
/ products**

**Recruiting Process Must Match  
The Location of the Enterprise  
In the Innovation Life Cycle  
and of its Customers in the  
Technology Adaption Life Cycle**

	Information Technology and IT High Value-Added Manufacturing	Engineering and Customer Engineering High Value-Added Manufacturing	Life Sciences Design and Life Science Design High Value-Added Manufacturing	Established Business
Established Business				
Enterprise Start Ups				
Enterprise Turnarounds				
Enterprise Break Outs				
Enterprise Transformations				
Green Enterprises				

Technology Adoption Lifecycle

**Who need people who are comfortable fitting into well defined jobs with "stable" employers; jobs that require stable skill sets.**

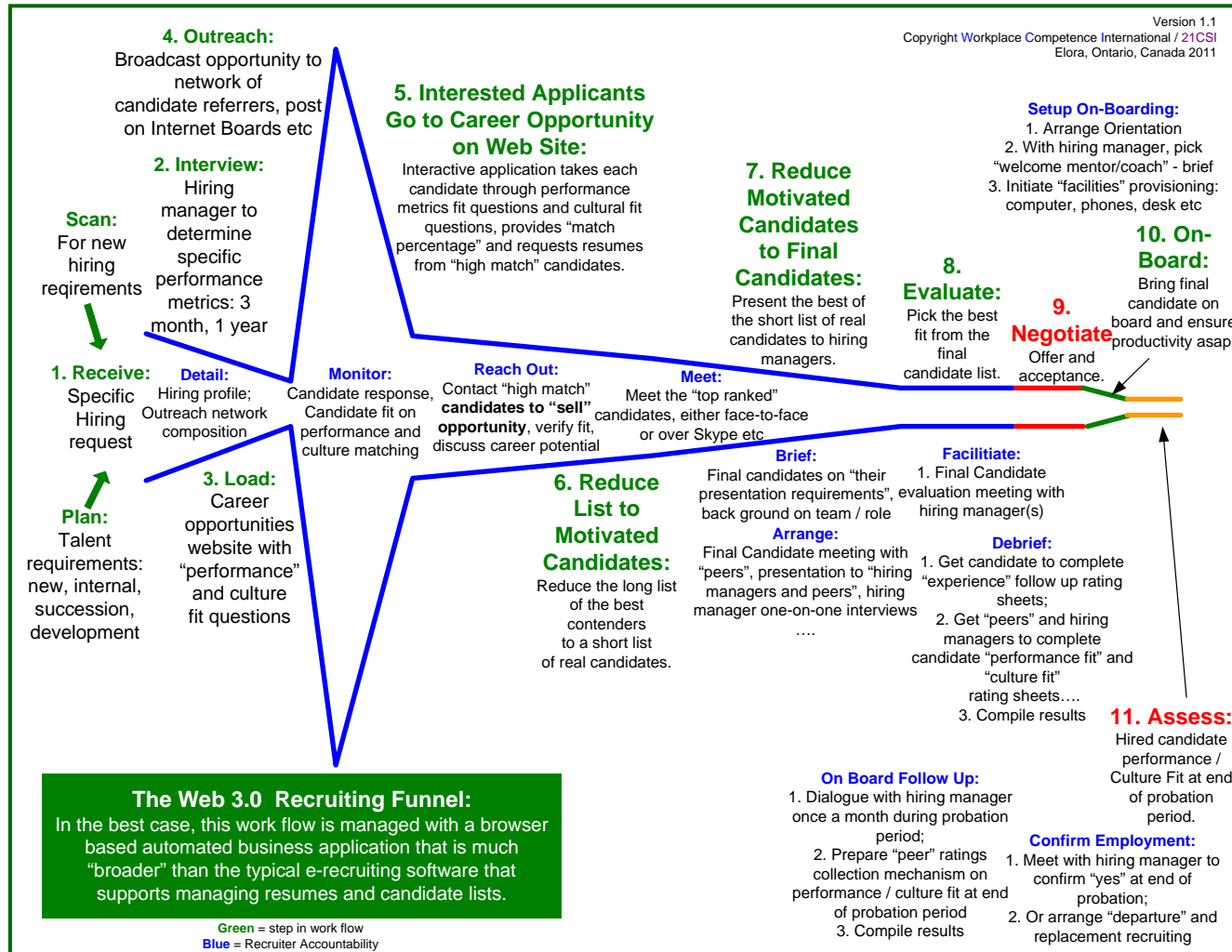


## The Social Media Recruiting Funnel **May Not:**

- **Reach out to “top talent”**, which is usually already employed
- **Reduce “applicants” to “potential” candidates efficiently**
- **Compare potential candidates against “performance requirements” in the “first job”** as determined by specific concrete, performance metrics
  - One of the keys to **“getting great personal delivery”** in that first job
- **Compare potential candidates’ attitudes to Cultural Fit** in an way that accurately **predicts fit to organization culture**
  - Key to hiring for **Career Potential, great personal delivery in a second, third ... job**
- **Create a clear recruitment brand for your organization in the talent market place that motivates people to move from their “current” jobs**



# The WEB 3.0 Recruiting Funnel



New Skills

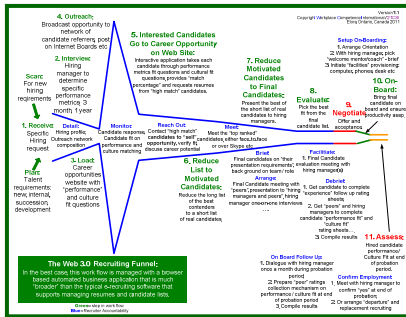
New Processes

New Tools

Key Recruiting Metrics:

Candidate Performance Rating at end of probation

Candidate Performance rating at end of year 1

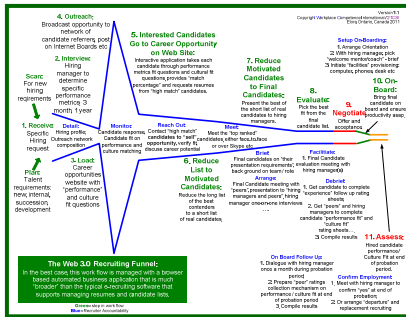


## The WEB 3.0 Recruiting Funnel: Mobile App Component

Interactive “smart web based / mobile applicant receiving applications” will interact with applicants to tell them if:

- they are a likely fit on the performance metrics associated with the first job,
- and have the personal attitudes which are likely to ensure Culture Fit.



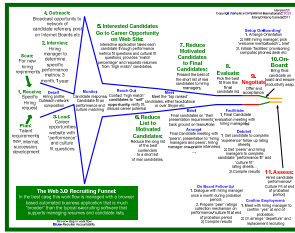


## The WEB 3.0 Recruiting Funnel: New Recruiter Accountabilities

### Selling the “Opportunity” and the “Organization” Will Be the Core Skills Needed by “Recruiters”

1. Developing “Our Reach” Campaigns to get the “opportunity” to already employed candidates and their personal “networks” of trusted peers
2. Setting Up and Facilitating Group Interviews with future peers,
3. Managing “Work with us for a day” Sessions for final candidates,
4. Coordinating Reviews of Final Candidates’ “Examples of Past Work Portfolios”

All of which will require recruiters to have “deeper” interpersonal, “facilitating others”, and “persuading others” skills



## Total Talent Management Approaches: Web 3.0 Recruiting is just part ...

Once you hire a top performer, do **every thing you can:**

- to keep that person
- to ensure that the **person grows as the organization grows**
  - HR strategy / operational tactics are focused on **talent management**, not people administration
  - Management strategy is focused on “**cascade down boss – subordinate**” **performance contracting**
    - which is not the same thing AT ALL as performance appraisal
  - Each person’s focus is on:
    - **my personal / my team’s delivery**
    - **my personal development** as we grow as an organization
    - managing **my career within this organization** as the organization grows
    - **Developing my staff through performance contracting and coaching** to ensure my own performance



Thank You

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