

**PLUGGING INTO TALENT
WILL FRY YOUR MIND**

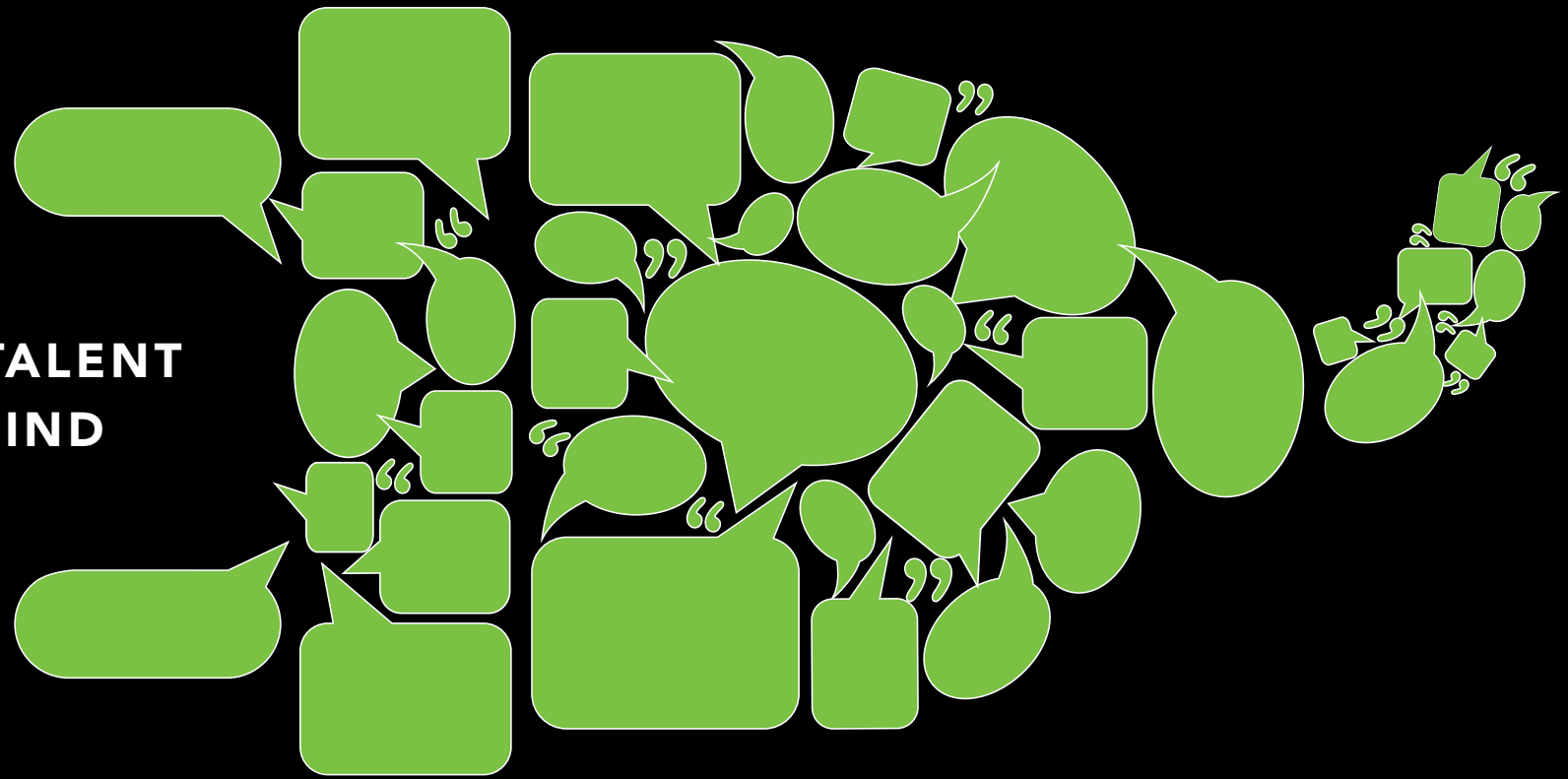




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INTRODUCTION: PLUGGING INTO TALENT

Let's face it, regardless of good or bad economic times, A-level talent is hard to find. The recent global recession has only exacerbated the situation. And while A-level talent has been riding out the labor market ice age in an office or a cubicle somewhere, technology and the Internet have been changing the game of recruitment at a dizzying pace.

Technology and the Internet have made the job of sourcing A-level talent more complex, turbulent and inconsistent than ever before. Take the overwhelming abundance of technology and online talent resources and compound that with major lulls in global labour markets and hiring freezes across numerous industry sectors, and companies are shellshocked. Shaking in their boots, stammering for words. You get the picture.

So how are companies embracing and adapting to these game changers to recruit A-level talent? Truth be told, not very well, if at all. But that's not to say they aren't trying. However, here's what companies must know in order to stay relevant and keep their talent pipeline brimming.

A-LEVEL TALENT IS ALREADY PLUGGED INTO NEW TECHNOLOGY. They are savvy and comfortable with using job-search resources via the Web. It's not an exception to the rule. It is the rule. In addition to technological change, candidate expectations have changed. Job candidates want personalised experiences in their job search, faster and easier methods to apply and constant

communication throughout the process. Keep in mind that these folks are occupationally mobile. What does that mean? They are the antithesis to traditional labour concepts. And as you read this article, they are already roving the Internet, tapping colleagues and looking for new opportunities.

So how do you find and acquire them? The simple answer is: Get on the Internet. And that'll get you as far as a slapped face and bruised pride. The true answer is deeper and messier than that. To source great talent, you are going to have to fully commit to plugging into technology and the Internet while continuing to use traditional recruitment methods. The bottom line is: You're going to have to build a recruitment toolbox that exploits your website, job boards, social media and networking, online print media and other online tactics coupled with traditional recruitment methods – print, job fairs, cold calling and networking – in your quest for A-level talent. And it won't be easy. However, by engaging these mediums and tactics to source A-level talent, you will build the visibility and credibility of your employer brand. And when you do that, the tables are turned: A-level talent comes looking for you.

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."

- CHARLES DARWIN

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ABOUT KELLY
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GETTING STARTED: INTERNET EXPLOITATION 101

Bill's quote is pretty spot-on, but he only got it kind of right. Computer technology and the Internet have changed the way the world works, learns and communicates.

The truth is: We live in an ever-changing and completely connected world. Recruiters now have access to a global talent pool with the click of mouse. And whether they realise it or not, they have the ability to exploit the Internet as a means to source A-level talent and build an employer brand. Pretty neat, huh? But to fully plug into talent, some basic foundations have to be established. So here's where to start:

- **The company website:** In the world of Web 2.0, your website is your public face, the world's view into your business and culture. And that audience includes A-level talent. Review and improve the content on your company website by using rich and fresh content to drive SEO ranking and talent leads. Make your site easy to navigate and easy on the eyes. Remember, if your website is hard to navigate, uninformative and uninteresting, A-level talent and the world will think your company has those exact same traits. And you don't want that.
- **Always leave your passive talent pipeline on:** Got an applicant tracking system? If you do, use it. If you don't, consider one. Along with job postings, your ATS may also allow talent to cold-call you by submitting their résumé and cover letter without having to apply to job-

specific postings. U.S. companies operating under the OFCCP regulations need to ensure that postings like this are compliant. Plug into websites like EmailMyResume, ResumeZapper, ResumeXposure and ResumeArrow. These sites allow recruiters to view candidate résumés based on specific industries or job qualifications without having to spend money on job postings or man-hours on sifting through résumé submissions. Keep your eyes open, because you never know who's out there. Companies that have mastered the effective use of their ATS should learn how CRM can also add value.

- **Automate your sourcing efforts:** This is simple. Just use websites like Broadlook, Google Alerts, eGrabber and infoGIST to notify you when someone posts a résumé to, or views, your job listings. It's that simple. Start working smarter, not harder.

This is the easy stuff. These are tactics that you should already be doing to build your employer brand. And if this is a news flash to you, you've already missed the starting gun. However, there is still hope for you. Let's dig deeper and look at some other recruiting venues that will give you the edge you need to exploit the Internet in order to beat your industry competitors to A-level talent.

"Advances in computer technology and the Internet have changed the way America works, learns and communicates. The Internet has become an integral part of America's economic, political and social life."

- **BILL CLINTON, FORMER U.S. PRESIDENT**

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THE GROWTH OF GLOBAL INTERNET CONSUMPTION

The Internet is growing. And as the Internet's infrastructure continues to expand around the world, so will its use. Here's a snapshot of the growth of global Internet usage in the last decade.

| WORLD INTERNET USAGE AND POPULATION STATISTICS | | | | | | |
|------------------------------------------------|---------------------------|---------------------------------|-------------------------------|-------------------------------|---------------------|---------------------|
| WORLD REGIONS | POPULATION (2010 EST.) | INTERNET USERS DEC. 31, 2000 | INTERNET USERS LATEST DATA | PENETRATION (% POPULATION) | GROWTH 2000-2010 | USERS % OF TABLE |
| Africa | 1,013,779,050 | 4,514,400 | 110,931,700 | 10.9% | 2,357.3% | 5.6% |
| Asia | 3,834,792,852 | 114,304,000 | 825,094,396 | 21.5% | 621.8% | 42.0% |
| Europe | 813,319,511 | 105,096,093 | 475,069,448 | 58.4% | 352.0% | 24.2% |
| Middle East | 212,336,924 | 3,284,800 | 63,240,946 | 29.8% | 1,825.3% | 3.2% |
| North America | 344,124,450 | 108,096,800 | 266,224,500 | 77.4% | 146.3% | 13.5% |
| Latin America/Caribbean | 592,556,972 | 18,068,919 | 204,689,836 | 34.5% | 1,032.8% | 10.4% |
| Oceania/Australia | 34,700,201 | 7,620,480 | 21,263,990 | 61.3% | 179.0% | 1.1% |
| WORLD TOTAL | 6,845,609,960 | 360,985,492 | 1,966,514,816 | 28.7% | 444.8% | 100.0% |

Source: Internet World Stats - www.internetworldstats.com. Miniwatts Marketing Group. June 30, 2010.



JOB BOARDS... MORE LIKE JOB BORED

Only kidding about the bored part. Monster.com and CareerBuilder were revolutionary 10 years ago, although how these job boards are used today is different from their initial use.

Some recruiters have discounted the effectiveness of the major job boards – much like other traditional methods that currently go unused. But you can't create an effective sourcing strategy that provides solutions to a breadth of job types, categories, industries and geographies without the use of ALL of the best and diverse tools in your toolbox. And now more than ever, there are so many useful or relevant job boards available. Along with big job boards, if you are going to find great talent and develop a robust sourcing plan, you are going to have to also get micro. You are going to have to think small.

TRY THESE TACTICS AS WELL:

- **Niche and industry job boards:** If you want to find A-level talent and talent with technical skills, you need to be posting job listings on niche and industry-specific job boards. Talent that opts to use and plug into niche and industry-specific job boards already understands the riff raff and high-traffic problems the big job boards have. If you want to find talent that understands the value in standing out and being plugged into their industry, here are a few examples to get you started:
 - ▶ Academia – www.higheredjobs.com
 - ▶ Retail – www.allretailjobs.com
 - ▶ Life Sciences – www.biospace.com
 - ▶ Public Relations and Communications – www.prsa.org/jobcenter
 - ▶ Military Veterans – www.vetjobs.com

- **Micro global:** If you need local talent in India, China, Russia, Brazil or France, you need to be using the most popular job boards in those countries. Take it a level deeper and find job boards specific to cities you need talent in or specific to industry sectors you need talent from, within that country.
- **Search engines:** If Google has taught us anything, it is to never underestimate the power of the search engine. Do you need to be posting jobs in jobsite search engines? Yes. Need an easy and effective method to drive traffic to your job listings? Check out the services offered by Jobs2Web, Indeed, Simply Hired and OptiJob.

When it comes to job boards, the more you winnow down the unqualified and irrelevant applicants, the easier your job will be and the easier it will be to find the best talent for the job. Have you visited some of the “big” job boards lately? Monster.com has many new enhancements and advanced hiring tools, like their career ad network that turns your job postings into online recruitment ads, as well many other great features. Monster has an estimated 20 million visitors each month. Any way you slice it, you'll never know if you don't explore and diversify your recruitment solutions.

“Job boards and traditional résumés are going to fade faster than I even predicted!”

– DAN SCHAWBEL, AUTHOR AND MANAGING PARTNER OF MILLENNIAL BRANDING, LLC

SOURCING WHERE THE ACTION IS

In the mid-1990s, there were only a few emerging job board systems, including CareerMosaic, Monster, the Online Career Center and NetStart. By 2000, there were thousands of job boards serving all industries and job positions for job seekers or recruiters.¹ Today, some 100,000-plus Internet job boards and search resources vie for listings and résumés.²

Truth be told, this list isn't even a fraction of the niche and specialized job boards that exist for global talent. The sheer number of job boards on the Internet that recruiters have at their disposal is intimidating. So do your homework and be very specific about who and what you are looking for.

Here's a very brief smattering of global regional job boards.

EUROPE/MIDDLE EAST/AFRICA:

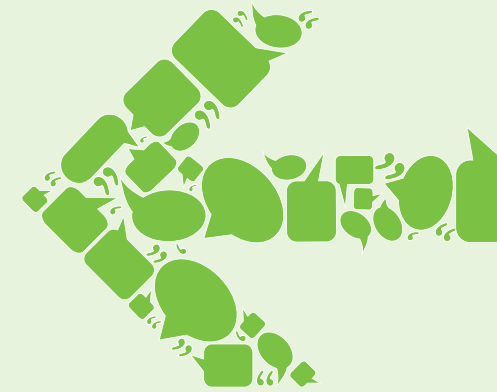
- **Executives on the Web:** Middle managers and top managers can find executive and management jobs across the U.K. and Europe.
- **Bayt:** For people seeking work in the UAE, Dubai, Abu Dhabi, Saudi Arabia, Kuwait, Bahrain, Qatar and Pakistan.
- **Bio Careers:** South African-based job board for life science professionals.

ASIA PACIFIC:

- **VietnamWorks:** Job listings with leading international and local companies in Vietnam.
- **HireIndians:** Specializes in recruiting professionals in engineering, IT, telecom, hospitality, oil and gas, construction, healthcare and finance.
- **GLOVA:** For people seeking work in Japan, mostly in teaching, translation, interpretation, narration and other professional positions.

THE AMERICAS:

- **Jobomas:** A good source for finding talent in Latin America, including Argentina, Bolivia, Chile, Colombia, Costa Rica, Mexico, Panama, Peru, Puerto Rico and Venezuela.
- **Maplejobs:** Provides a search engine that indexes only career pages of Canadian companies or foreign companies that employ Canadians.
- **Worktek:** Where to search for technical jobs available in Southern California, U.S.



¹ <http://www.interbiznet.com/ern/archives/070301.html>. John Sumser. 2007.

² 2009/10 Guide to Employment Sites on the Internet. Peter Weddle. 2009.



SOCIAL MEDIA AND NETWORKING AREN'T ENTIRE STRATEGIES: **THEY ARE A CHANNEL**

We know, everybody's doing it. But are they doing it well? Sure, it's new, it's hip, but it includes some awkward and disappointing moments if not approached with the right frame of mind or attitude.

So, should companies be using social media and social networking? Definitely, it's essential for recruiting stellar talent. But it's only one part of a recruitment strategy, not the entire strategy. Remember that.

Social media and networking sites are great channels for your company to build its employer brand and engage talent. Don't be afraid of tapping into these media to find, attract and educate potential talent sources. If your company is conservative or hesitant to use social media, creating a policy on social media use may help.

At any rate, here's a rundown of the websites your company needs to be using to plug into and connect with top-level talent:

- **Facebook:** It's the flagship of social media and networking sites. In fact, it is so ubiquitous that even people out of touch with technology are signing in and connecting. But it's not just for people looking to keep up with friends or find new ones. Facebook is a great way for companies to be more personal, demonstrate thought leadership, express company culture and, ultimately, attract candidates. Keep the A-level talent following your company informed by posting links to press releases, events and other company information via your corporate Facebook page.

"Social Media is like teen sex. Everyone wants to do it. Nobody knows how. When it's finally done, there is a surprise it's not better."

- AVINASH KAUSHIK,
ANALYTIC EVANGELIST,
GOOGLE

THE NUMBERS BEHIND TOP SOCIAL MEDIA AND NETWORKING SITES



Facebook is one of the most-trafficked sites in the world, with over 500 million active users. It's so big they even made a movie about it.³



LinkedIn operates the world's largest professional network on the Internet with more than 90 million members in over 200 countries and territories. This is the place where professionals go to see and be seen.⁴



With over 2 billion global video views per week, millions of viewers subscribe to channels each day – connecting with friends, media content or a company channel. YouTube is localised in 25 countries across 43 languages with 70 percent of traffic coming from outside the U.S. and a demographic from 18 to 54 years old.⁵

³ <http://www.facebook.com/press/info.php?statistics>

⁴ <http://press.linkedin.com/>

⁵ http://www.youtube.com/t/press_statistics



- **LinkedIn:** Plug into the growing network for professionals only. Like Facebook, LinkedIn is a great tool for companies to demonstrate thought leadership and express company culture. Another thing to remember, most professionals on LinkedIn have a posted résumé and job history on their profile. Look at it. Another approach to talent might include finding and viewing the profiles of your employees' colleagues not within your company, especially if your employees have written good recommendations for them.
- **YouTube or Ustream:** CEO TV, or at least something like it. By creating a YouTube or Ustream channel for your company, you give A-level talent the ability to gain a greater awareness of your business capabilities, company culture and employer brand. With Ustream, you can do the exact same thing, but you also get the power of live video chat and live podcasting. You can even use Ustream to hold video interviews and virtual job fairs.

- **Jigsaw:** Build rapport and relationships by engaging in business-to-business networking with other industry professionals via Jigsaw – the world's largest database of downloadable, up-to-date and complete contact and company information. Most A-level talent is actively involved and engaged within their industry. So get their information and talk to them. You never know who you'll find.

Social media and networking are a new spin on the old tradition of interpersonal communication. And that's what makes it such a powerful recruitment tool and employer brand builder. Although social media and networking are still in their infancy, they have become a force to be reckoned with. So use them wisely in conjunction with your other recruiter tools and reap the rewards.

44 PERCENT of organisations surveyed have a general or specific policy for employee use of social networking sites.

24 PERCENT of companies said their organisation has disciplined an employee for activities on Facebook, LinkedIn or Twitter.⁶

⁶ Compliance and Ethics Professionals Survey, Health Care Compliance Association and Society of Corporate Compliance and Ethics. August 2009.



ONLINE AND PRINT MEDIA (YES, LITERACY STILL EXISTS)

Jonathan Schwartz had a great point: Why shouldn't an officer of a public company have a blog? Better yet, why shouldn't companies be continuously generating rich, fresh and industry-relevant content to drive their SEO rankings, build industry credibility and bolster employer brand visibility? If they aren't, they're missing out.

A-level talent is highly literate and plugged into their industry. A-level talent is out on the Web researching companies that are innovating, growing, shaking things up and adding jobs to the industry. You want to outshine your competitors and draw in some stellar talent, so start up the content machine.

- **Press releases:** Yes, press releases. Read them. Do them. Release them anytime your company has new business wins, strategic partnerships, M&A, new C-level management changes or anytime your CSR is active. Whenever or however you decide to do them, just do them and make them rich with keywords. Here's an idea that will make your life easier: Get an account with Businesswire or PRNewswire and let them blast your press releases across the Internet so websites, including Google, Yahoo and other news organisations with websites will pick up your news stories.
- **White papers:** If you are regularly producing white papers on best practices, tips for success and thought leadership within your industry, A-level talent and passive candidates will think your company is smart and forward thinking. And a company's intelligence is important with A-level talent. Use websites like Digg, Scribd and Docstoc to broadcast your intelligence to the business world and generate interest in your company.
- **Blogging and microblogging:** Think you got what it takes to conquer the blogosphere? Think again. Blogging and microblogging are only effective if you do them often. If you think setting up a blog page on your company's website or a company Twitter page will make you relevant but you fail to populate it regularly, you will look foolish and irrelevant. While there are varying opinions on how often you should publish blog posts, here's a tip: Blog a minimum of once a week, microblog or tweet no fewer than 10 times a day. And remember, keep the topics and content relevant to your company and industry.

Here's another freebie: Check out HRMarketer.com, which has an excellent press release tool and weekly summary of relevant releases. In addition, their event tool makes it easy to learn which events you should be aware of or attend based on industry, speaker lineups and/or locations. Finally, an easy solution to find out where your passive A-level candidates are meeting.

"OK, I'm starting a blog. Why shouldn't an officer of a public company start a blog? Hey, life is short. At some point, take RegFD to its logical extreme, and this is how we're all going to be communicating anyways. Think about it."

- JONATHAN SCHWARTZ, FORMER CEO, SUN MICROSYSTEMS.



- **RSS feeds:** RSS Web feeds benefit your company by letting you automatically syndicate press releases, white papers, blogs and other content. Readers who want to subscribe to timely updates and news feeds about your company will be able to. The benefit to them is that they don't have to search for the information; it just comes to them. The benefit to your company is that you are engaging them and building your employer brand on a regular basis with minimal effort.

Once you've started up your content machine, keep it going and you'll keep yourself relevant and visible in your industry. Remember, the aggregate content you create will help you populate your website, populate your social media channels and bolster your employer brand messaging.

A-level talent is out there, and they're reading and researching. This is your chance to impress them.

SECRET STRATEGIES TO RECRUITING IN THE UNKNOWN

In each part of the world, different cultures and labour sectors have very disparate ways of finding out about new job opportunities. If you want to find the right talent, you have to have the right strategy. Here's a sample of some countries and some strategies.

RUSSIA: While the big job boards in Russia are Headhunter and Jobs.ru., what's surprising is that it's hard to find engineers using these job boards. Engineers typically work in the plants, not offices, and as a result are not as plugged into the Internet as recruiters might expect. Other sourcing methods, like newspaper ads, are needed to reach engineering applicants.⁷

KOREA: For top Korean and foreign firms, college campus recruiting and Internet sites such as Jobkorea and Koreajoblink are perfect for entry-level positions. But when companies are hiring for senior positions, more conventional methods such as headhunting and advertising in specialised trade and professional publications are generally preferred and more effective.⁸

CHINA: Many Chinese candidates are reluctant to sell themselves during an interview because of a strong cultural bias against boasting.⁹

⁷ Creelman, David. Recruiting in Russia. October 8, 2008. www.ere.net.

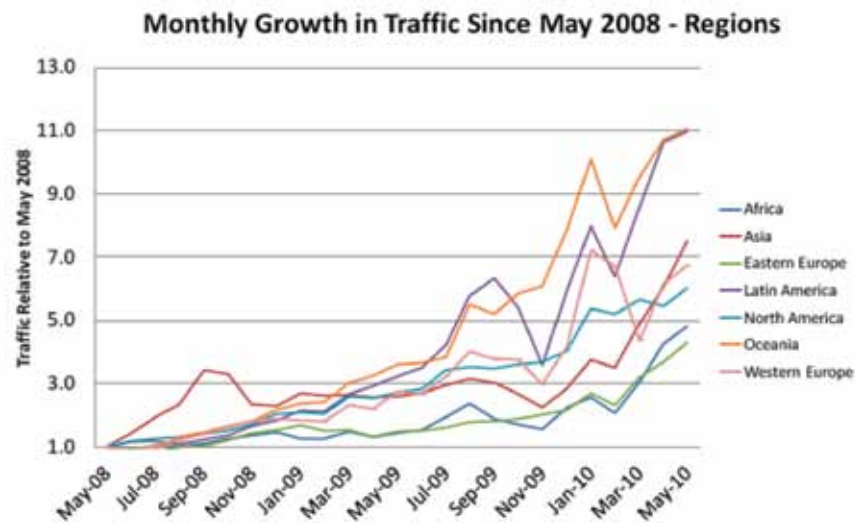
⁸ Gross, Ames. HR and Recruiting Trends in Korea Update. SHRM Global Forum. August 2007.

⁹ Expanding into China? What foreign employers should know about human resource management in China today. SAM Advanced Management Journal. September 22, 2006.

GLOBAL MOBILE INTERNET GROWTH

Along with growing opportunities and tools to harness the Internet and technology for recruitment and talent sourcing, the rising use of mobile Web devices and smartphones (iPhones, iPads and droid phones) have also seen rapid growth. Recruiters should take note of this flourishing technology and plan accordingly.

In May 2010, Google's Admob released a global Internet mobile traffic report. Since 2008, each region has increased its traffic at least four times, with North America, Asia, Western Europe, Latin America and Oceania experiencing the biggest growth: increases of more than six times that measured in 2008.¹⁰



¹⁰ AdMob Mobile Metrics Report: Metric Highlights. May 2010. AdMob by Google.



GUERRILLA TACTICS

The war for talent is brutal. And if you aren't willing to put your competitors on the ropes and then work them over some more, you better believe they are willing to do it to you, especially when A-talent is a competitive differentiator.

Your business is only as good as the talent you hire, so be aggressive, be cunning and be willing to get your hands dirty. Here are some more tactics to get great talent:

- **Competitor layoffs:** You should be watching for layoffs and downsizing trends by your competitors, and you should be capitalising off of them. You should be sourcing and hiring the great talent they've discarded. However, this tactic is a double-edged sword. In sourcing laid-off talent from your competitors, you could strike gold or you could strike mud, so be careful.
- **Hosting webinars:** Most A-level talent is plugged into learning about current trends and thought leadership with their industry and profession. Here's a sneaky idea: Snipe A-level talent from other companies by hosting webinars. Once participants register for the webinar, take their contact information and turn it into a list of potential candidates. Need an easy and inexpensive way to host your webinar? Check out GoToMeeting, SlideShare, WebEx and BrightTALK.
- **Online referral programs:** Online referral programs are a new twist on an old recruitment strategy. Websites like Zubka and HooJano allow you to plug into talent that has been referred and recommended by other working professionals. The sites allow your company

to post positions and run a referral program for the position. If you hire someone who's been referred through the program, the person who made the referral receives money. That's right, pay people to give you great talent. Don't want to go online? Company referral programs continue to be another top source of quality hires. Have you reenergised your company's employee referral program lately? Think about it.

- **Make your marketing mobile:** With increasing sophistication and ubiquity, mobile Web devices and smartphones are the future. If candidates want to check your website for job posting information or the latest and greatest news from your company from their phones, you should consider developing a free mobile application – making it even easier for candidates to access information and for you to market your employer brand.

Regardless of the tactics you decide to use, remember that the war for talent is a war that requires adaptability, determination and a fair amount of guile. To beat your competitors to top-notch talent, you have to outwit them, out-recruit them and out-tech them. If you do that, you win the battle and the war.



CLOSE YOUR EYES: HERE COMES THE SCARY PART

Yes, here's the most frightening truth of all: In order to find A-level talent and build your employer brand, you must be engaged and active in all of these tactics and opportunities simultaneously, around the clock.

And let's be honest, if you had the time, money, resources and know-how to do this, you would already be doing it. Maybe you've tried some of these tactics to no avail. But chances are, you need help.

Increasingly, companies of all sizes are shifting their focus to outsourcing the talent acquisition function. Recognising the need to take a more strategic approach to their role within the organisation, HR professionals realise they cannot (and should not) be all things to all people. This doesn't mean quitting or that the game is over. Outsourcing allows an organisation to manage and participate where needed, while still providing maximum flexibility.

Companies also need to consider how they can best add value. The complexity of the HR landscape means that many HR professionals are becoming bogged down in transactional tasks, at the expense of more strategic priorities – acquiring A-level talent. Much of the work around hiring is largely tactical, but it is also increasingly complex and moving beyond the capacity of some HR managers. These are the types of jobs that are ripe for being outsourced.

Outsourcing some of the talent acquisition functionality can free time and resources for HR people to start to look at how they are meeting more important and strategic corporate goals. When looking for an outsourcing provider, you should find a vendor that is able to demonstrate its sourcing strategy and capabilities and to provide long-term (two-plus years) client references to demonstrate an ability to sustain long-term customers. If global solutions are important, seek a provider that has a global presence to ensure that it can effectively adopt the global culture into your recruitment strategy. Also, make sure a provider is present in all regions, has established relationships and is visible in a variety of markets.

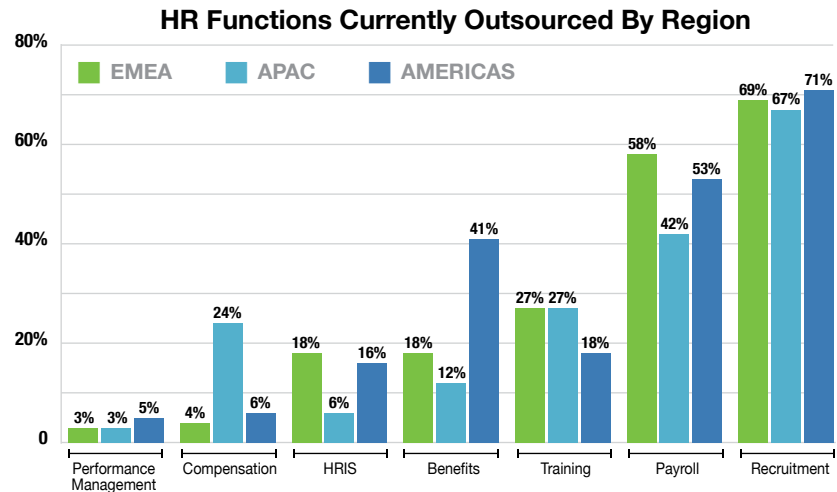
Companies need a vendor that's plugged into understanding their industry landscape, the competencies a candidate must have to succeed in their organisation, and the quickest way to beating their competitors to the best talent. At KellyOCG, we make employer branding and talent sourcing easy and painless. We work with our clients to determine the best recruiting tactics to deliver A-level talent from any industry, from anywhere in the world.

“Great wisdom not applied to action and behaviour is meaningless data.”

– PETER F. DRUCKER,
AUTHOR, MANAGEMENT
EXPERT AND TEACHER

THE RISING DECISION IN HR OUTSOURCING

The decision to outsource is growing in popularity, with the proportion of global firms outsourcing all or part of their HR functions standing at 46 percent in 2010, up from 43 percent in the previous year. Organisations in Europe, the Middle East and Africa (at 56 percent) are more likely than those in the Americas (46 percent) and Asia Pacific (29 percent) to outsource HR functions.¹¹ But which HR functions are global firms outsourcing? Check out the chart.



Source: Global RPO Report. KellyOCG. 2010.



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30 FREE TIPS FROM KELLYOCG

ADD THESE TO YOUR RECRUITER TOOLBOX TODAY

1. Pay Attention to Layoffs and Raid Your Competitors' Talent
2. General Job Boards Are Dying, Go Niche
3. Be Visible Everywhere Online
4. Dive into Mobile Marketing and Apps
5. Get a Corporate Facebook Page
6. Start a LinkedIn Group
7. Be Accessible with IM on Your Website
8. Utilise Online Press Releases
9. Create Free White Papers, eBooks and PowerPoint Presentations
10. Host an Online Video Show
11. Utilise Podcasting
12. Do Creative Email Marketing Campaigns
13. Run Online Referral Programs
14. Get Your Jobs Listed on Search Engines
15. Build a Better Career Site
16. Run Cost Per Click, Cost Per Mile and Cost Per Action Ad Campaigns
17. Capture Talent with RSS Feeds
18. Build a Passive Talent Database
19. Tune into the Blogosphere
20. Use a Company Blog to Drive Talent Leads
21. Get on Microblogs ... Especially Twitter
22. Find Billions of Free Documents Online
23. Use Jigsaw to Complete Your Puzzle
24. Bookmark Websites and Build a Resource Library
25. Automate Your Sourcing Efforts
26. Conduct Viral Job Fairs
27. Attend and Speak at Industry Events
28. Find Passive Talent in Your ATS and Desktop
29. Stay Active in Online Groups
30. Use Meetup and Stay Visible in Your Local Area

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JOB BOARDS: MORE
LIKE JOB BOREDS

SOCIAL MEDIA AND
NETWORKING
AREN'T ENTIRE
STRATEGIES: THEY
ARE A CHANNEL

ONLINE AND
PRINT MEDIA
(YES, LITERACY
STILL EXISTS)

GUERRILLA TACTICS

CLOSE YOUR EYES:
HERE COMES THE
SCARY PART

30 FREE TIPS

ABOUT THE AUTHOR

ABOUT KELLY
OUTSOURCING AND
CONSULTING GROUP
(KELLYOCG®)

ABOUT THE AUTHOR

ZACHARY MISKO, VICE PRESIDENT & MARKET DEVELOPMENT LEAD

Zachary joined Kelly Services in 2002 with more than 15 years of human resource and management expertise. Prior to KellyOCG, Zachary held various HR practitioner roles in the areas of recruitment, employment law, employee relations, strategic HR planning, performance management, training and compensation. Zachary is an expert in LEAN methodologies.



@zacharymisko



Zachary Misko

ABOUT KELLY OUTSOURCING AND CONSULTING GROUP (KELLYOCG®)

KellyOCG is a global leader in innovative talent management solutions in the areas of Recruitment Process Outsourcing (RPO), Business Process Outsourcing (BPO), Human Resources Consulting, Career Transition and Organizational Effectiveness Consulting, Executive Search and Contingent Workforce Outsourcing (CWO), which includes Independent Contractor Solutions. Further information about KellyOCG may be found at www.kellyocg.com.

