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## Local experts weigh in on employment issues

**Q) How does a ‘private talent warehouse’ help a company find and hire employees?**



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**A) Finding and hiring the right talent, while rarely simple, is much more effectively accomplished when companies work with recruiters maintaining a “private talent warehouse” — a database of candidates identified as potential fits for a company, catalogued into its critical skillsets and professionally maintained to ensure a long shelf life with these relationships.**

The key is proactivity, which begins with keeping data fresh and applying candidate relationship management techniques. CRM ranges from using leading-edge technology tools (including e-mail blasts) to personal phone calls in staying apprised of candidates’ status and employment interests.

Proactivity, in anticipation of hiring demand, keeps the recruiter several steps ahead of the demand forecast for high propensity-to-hire positions. That allows continually stockpiling the private talent warehouse for the ups and downs in demand. In turn, employers receive several specific benefits:

- Their quality of candidate goes up by allowing the recruiter to keep ahead of the curve. When the need actually occurs, the recruiter’s ready not just with a general candidate selection but the cream of the crop.
- Time-to-fill the position should drop dramatically. Reduced time-to-fill dramatically improves time-to-value, one of the least-measured hiring factors.
- Cost-per-hire should plummet, too, tying back again to proactivity and stockpiling. When candidates are continually in the pipeline with ongoing recruiting relationships, the best can be quickly presented.
- A company’s management team gets an extra productivity shot by spending less time interviewing and quickly pulling the trigger on blue-chip prospects. Plus, the company’s close attention to candidates builds tremendous goodwill in, and insight into, the marketplace.