

SKILLFUL TALENT SERIES 101: ATTRACT THE RIGHT TALENT

Lia James, *Skillful*



SKILLFUL[®] Talent Series

ATTRACT THE RIGHT TALENT



SKILLFUL[®] Talent 101



SKILLFUL
A MARKLE INITIATIVE



SKILLFUL® Talent Series Overview

SKILLFUL® Talent Series Workshops:

Standalone Workshop

Workshops are dependent on one another (in order)

**101: Attract the
Right Talent**

**102: Candidate
Evaluation**

**103: Selection and
Onboarding**

**104: Employee
Retention**

Objectives



Understand skills-based hiring



Identify competencies specific to your job



Write a skills-based job posting





Methodology

- 1 Remove credential requirements when possible**
- 2 Use competencies specific to the job**
- 3 Reduce bias**

The Skills-Based Job Posting

The First Step in Transitioning to Skills-Based Employment Practices

A Skills-Based Job Posting

◆ Uses Skills



Uses skills to make sure that candidates can do the job

◆ Distinguishes Qualifications



Clearly distinguishes between required and preferred qualifications

◆ Reduces Bias



Uses thoughtful language to reduce bias and create an inclusive, inviting job posting to all qualified readers

A Pedigree-Based Job Posting

◆ Uses Proxies



Ensures employees are developing the right skills

◆ List of Qualifications



Includes a laundry list of requirements and preferences without specificity on how they apply to the position

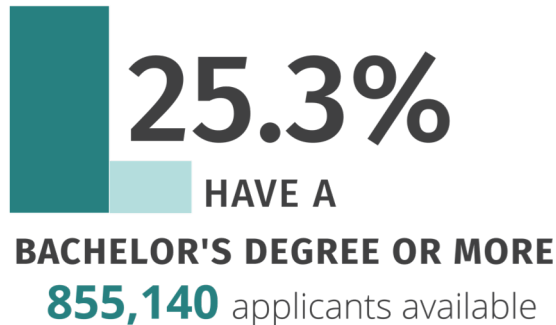
◆ Unintentional Bias



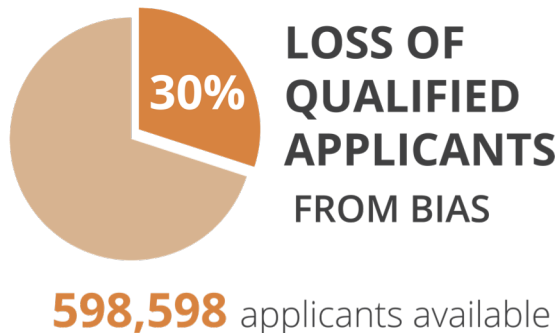
Uses language that may contain unintentional biases that discourages qualified applicants from applying

Talent Loss in Pedigree Hiring

3,380,000 labor force in Indiana



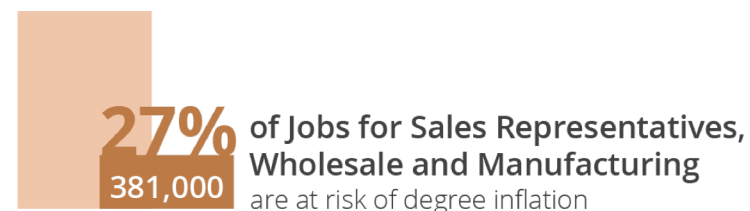
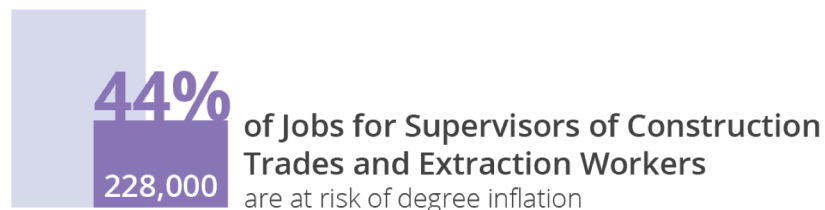
6.5% OF PEOPLE ARE IN
HUMAN AND FINANCIAL RESOURCES
39,268 applicants available



72% OF PEOPLE IN
THE LABOR FORCE
who would consider a different job
28,273 applicants available

Only **0.8%** OF THE
TOTAL LABOR FORCE
ARE AVAILABLE USING PEDIGREE HIRING

The Skills Gap Is Made Worse by Degree Inflation



Workforce Availability for HR Specialist (Recruiter)



Workforce availability for HR Specialists (recruiter)
in Indiana in February 2019 at \$24.85*

**the median wage in Indiana*

- Workers with a high amount of transferable skills with recruiter position
You can access 14,080 of them for \$24.85/hr
- Workers who exactly match your search for Human Resources (HR)
Specialists: You can access 5,980 of them for \$24.85/hr

Why Skills-Based Hiring

A Michigan State University Study found:

Hiring for skills is



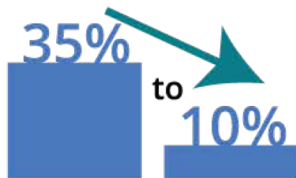
5 times better
selecting candidates
than education



and 2.5 times better
than work experience

Skillful's work with Colorado Department of Health Care Policy and Finance:

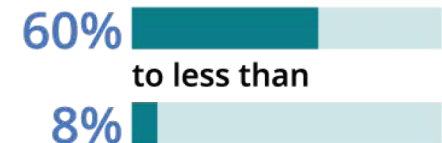
Reduced vacancy rate from a high of



Reduced time for new hires to be
proficient in job duties from



Improved staff performance. Reduced
call abandonment rates from high of



Credential vs. Competency

ACTIVITY



With your group, define competencies, using the steps below

- ✓ In groups of 2-3, write down tasks you do for your jobs on guidebook p. 15.
- ✓ Remove the credentials from your stack of competency cards.
- ✓ Using the cards as guidance, write down competencies that apply to each task from Step 1.
- ✓ Define the competency specific to your job.

Occupational vs. Foundational

ACTIVITY



With your group, determine if your competencies on p. 15 are occupational or foundational.

Occupational

Specific to the occupation or industry



Examples:

- ✓ Employment law
- ✓ Applicant tracking systems
- ✓ Recruitment Strategies

Foundational

Professional knowledge and skills transferable from one job to other



Examples:

- ✓ Public speaking
- ✓ Critical thinking
- ✓ Collaboration

Required vs. Preferred



By yourself, spend two minutes thinking if you need the competencies for your job on day 1 or if you learned them overtime on the job.



With your group, determine if your competencies are required or preferred.

ABLE TO LEARN ON THE JOB

ABLE:

UNABLE:

IMPORTANCE

NEEDED

PREFERRED:

Individuals need this skill but can learn it after being hired

REQUIRED:

This skill is a deal breaker, they must know this skill day one

HELPFUL

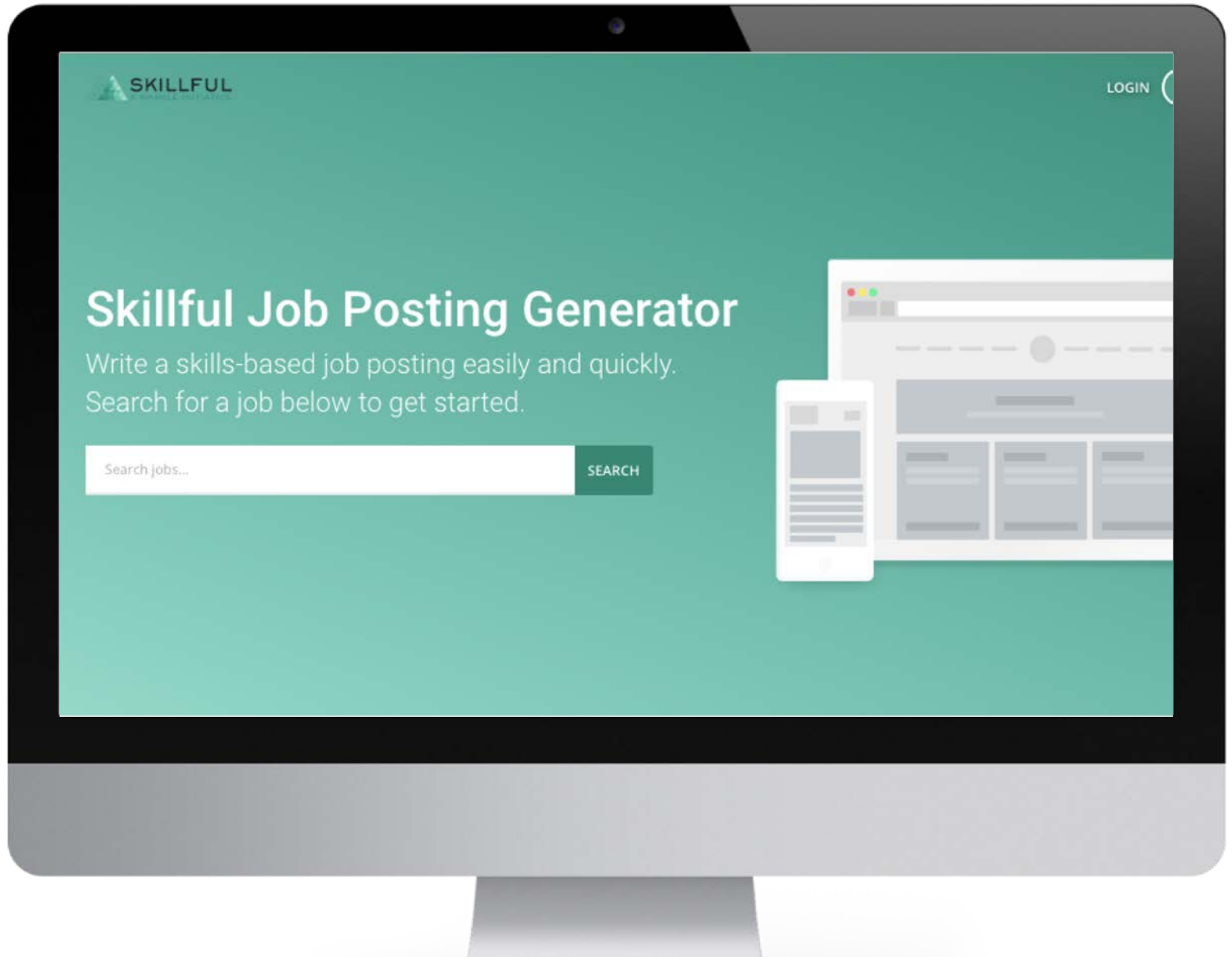
PREFERRED:

Individuals can learn this skill over time to make them better at the job

PREFERRED:

Skill is not necessary, but having it improves job performance

The Skillful Job Posting Generator



How is Skills-Based Sourcing Different?

Skills-Based Sourcing

◆ Uses Skills



Use skills to inform sources of qualified talent

◆ Uses Partnerships



Use of partnerships to improve quality of applicants

Traditional Sourcing

◆ Limits Resources



Reliant on job boards and existing network

◆ Attracts Many Candidates



Goal to attract large pools of candidates

ACTIVITY



Skills-Based Recruitment

- ✓ Go to <https://www.onetonline.org/> on your smartphone or computer.
- ✓ Look up your job in the Occupational Quick Search on the upper right and choose the closest occupation to your job.
- ✓ Scroll down to the Related Occupation and write down related occupations on the bottom of p. 18.

Recruitment Strategies

Improving your Applicant Pool

- **Search**
for local talent with transferable skills
- **Use**
occupation and industry specific
job board
- **Recruit**
from local training programs
- **Ensure**
your staffing/recruiting agencies
are prioritizing skills

Indiana Workforce System

- **Screen and connect**
directly you with talent
- **Hiring events**
- **Indiana Career Connect**
- **WIOA funded**
on-the-job training and internships
- **Local Education Programs**

Conclusion



Understand skills-based hiring



Identify competencies specific to your job



Write a skills-based job posting



Learn More About Skills-Based Practices

Register for the **Skillful Talent Series**
skillful.com/employers



Check out the Skillful Job Posting Generator
Generator.skillful.com

For more resources visit
skillful.com/employers



WE WANT TO HEAR FROM YOU!

**Share your thoughts on this session
using the feedback surveys.**

Thank you!



STAY CONNECTED

roi.rendezville.com

**Presenter bios, website links,
social media links, and more!**

