VI. Interpreting the "Talent Sourcing Report" (1)

created by clicking the button "Generate Report"

"Search Definition"

The terms used to create the following results.

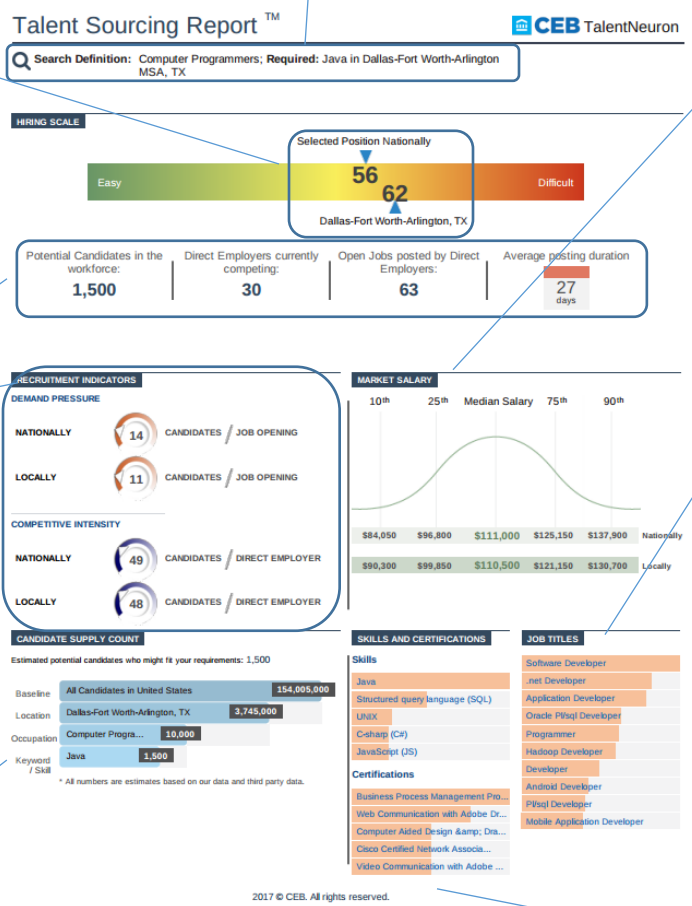
"Hiring Scale"

Helps set expectations of hiring time.

Shows the impact of hiring requirements have on the difficulty to fill. (Change the requirements, change the hiring difficulty, present to Hiring Manager, decide what is essential and what is optional.)

"Market Salary"

Are you offering too much? Too little? Would it be better to add a salary (or not)? Will it give us an edge?



SOME Reasons behind the "Hiring Scale"

Helps set expectations of hiring time. Gives reasons for difficulty.

Too low candidate supply? Adjust requirements? Search elsewhere?

Shows the impact of hiring requirements have on the difficulty to fill. (Change the requirements, change the hiring difficulty.)

"Job Titles"

What other search titles can I use to find candidates? (in social media sites, resume databases, searching . . .)

Should I give the posting a more popular title to increase hits?

Encourage a hiring manager to focus on the skills of a candidate, not on the title which may vary dramatically.

"Candidate Supply"

Shows the impact of the hiring requirements on the talent pool size.

To make this clearer, a recruiter can run multiple searches using different requirements to show the effect the changes would have on the number of available candidates.

Few candidates? Should I recruit elsewhere? Locate the job elsewhere?

"Skills & Certifications"

mpare a recruiters job description to ..... their competitors are looking for in their candidate. Should we modify the description to improve hits? To broaden the candidate pool? Are there adjacent and over-lapping skills or competencies that we can search for? What skills can a prospect obtain AFTER he/she arrives?

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Interpreting the "Talent Sourcing Report" (2)

"Gender/Ethnicity"

To help identify the current labor supply by gender/ethnicity. Help attain internal diversification/ethnicity benchmarks.

"Educational Attainment"

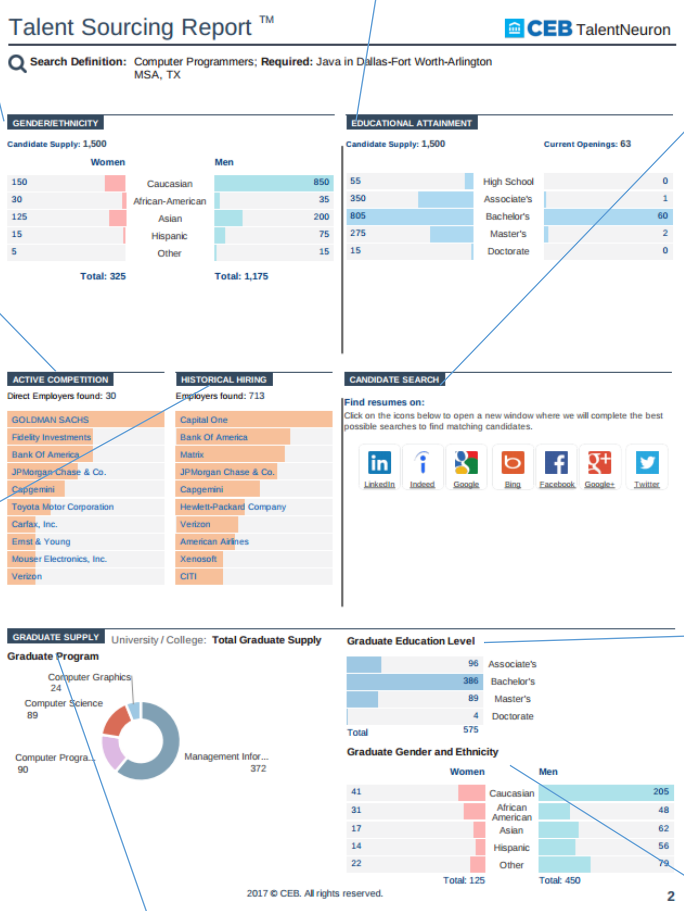
Use it to decide how to handle educational requirements for a position. Do you really need the degree? Can experience be enough?

"Active Competition" (Employers Hiring Now)

Your direct competition for candidates. These are the jobs that your candidates will be looking at along with your job. How can you gain a competitive edge?

The more competitors the harder recruiting will be. Justify a larger advertising budget to increase visibility and brand awareness?

Adjust your posting to compete against other current postings? (Add corporate culture? Perks? Bonuses? Attractiveness of the job? Change job title?)



"Candidate Search"

This exports the five most popular title AND any required skills to various web sites to expedite a very precise Boolean search.

Develop a short list of candidates quickly.

Use Big Data to identify adjacencies that give a candidate skills akin to those you need—of not the exact skills.

"Historical Hiring" (Employers Who Have Hired)

A list of companies where strong candidates could be currently working. A gold mine for passive candidates. (Identify candidates through social media and resume web sites.)

A list of possible companies to recruit from. You may reach out to other employees who came from these companies.

Know your candidates before contacting them.

"Graduate Education Level"

Use it to decide which schools might be a good place to recruit Fresh Talent. Which school would I most likely have my candidate?

"Total Graduate Supply"

Identify schools and programs that have potential candidates that would be a fit for a recruiter's open position. A recruiter can use this to develop a campus recruiting strategy and identify schools that otherwise might not have been on their radar.

"Graduate Gender & Ethnicity"

To help identify the availability of graduates by gender/ethnicity for the current job role in the current market and help attain internal diversification & ethnicity benchmarks.

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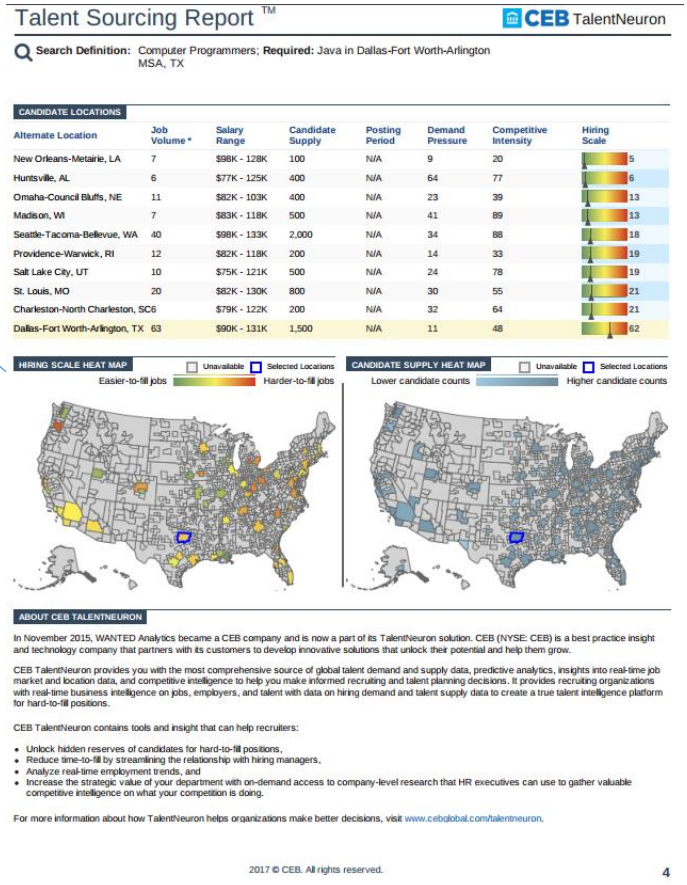
Interpreting the "Talent Sourcing Report" (3)

"Candidates Locations" & "Hiring Heat Map"

(These are the same data represented in two different ways.

To help identify alternate locations where a recruiter might

- Post the job and actively recruit in the area
- Have an easier time finding a candidate for their current job role based on current market conditions.
- Can we locate the talent in another office?
- Search for places with low "Hiring Scale" but high "Candidate Supply".



Talent Sourcing Report ™

CEB TalentNeuron

Search Definition: Computer Programmers; **Required:** Java in Dallas-Fort Worth-Arlington MSA, TX

CANDIDATE LOCATIONS

Alternate Location	Job Volume *	Salary Range	Candidate Supply	Posting Period	Demand Pressure	Competitive Intensity	Hiring Scale
New Orleans-Metairie, LA	7	$98K - 128K	100	N/A	9	20	5
Huntsville, AL	6	$77K - 125K	400	N/A	64	77	6
Omaha-Council Bluffs, NE	11	$82K - 103K	400	N/A	23	39	13
Madison, WI	7	$83K - 118K	500	N/A	41	89	13
Seattle-Tacoma-Bellevue, WA	40	$98K - 133K	2,000	N/A	34	88	18
Providence-Warwick, RI	12	$82K - 118K	200	N/A	14	33	19
Salt Lake City, UT	10	$75K - 121K	500	N/A	24	78	19
St. Louis, MO	20	$82K - 130K	800	N/A	30	55	21
Charleston-North Charleston, SC	6	$79K - 122K	200	N/A	32	64	21
Dallas-Fort Worth-Arlington, TX	63	$90K - 131K	1,500	N/A	11	48	62

HIRING SCALE HEAT MAP — Unavailable, Selected Locations; Easier-to-fill jobs — Harder-to-fill jobs

CANDIDATE SUPPLY HEAT MAP — Unavailable, Selected Locations; Lower candidate counts — Higher candidate counts

ABOUT CEB TALENTNEURON

In November 2015, WANTED Analytics became a CEB company and is now a part of its TalentNeuron solution. CEB (NYSE: CEB) is a best practice insight and technology company that partners with its customers to develop innovative solutions that unlock their potential and help them grow.

CEB TalentNeuron provides you with the most comprehensive source of global talent demand and supply data, predictive analytics, insights into real-time job market and location data, and competitive intelligence to help you make informed recruiting and talent planning decisions. It provides recruiting organizations with real-time business intelligence on jobs, employers, and talent with data on hiring demand and talent supply data to create a true talent intelligence platform for hard-to-fill positions.

CEB TalentNeuron contains tools and insight that can help recruiters:

- Unlock hidden reserves of candidates for hard-to-fill positions,
- Reduce time-to-fill by streamlining the relationship with hiring managers,
- Analyze real-time employment trends, and
- Increase the strategic value of your department with on-demand access to company-level research that HR executives can use to gather valuable competitive intelligence on what your competition is doing.

For more information about how TalentNeuron helps organizations make better decisions, visit www.cebglobal.com/talentneuron.

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