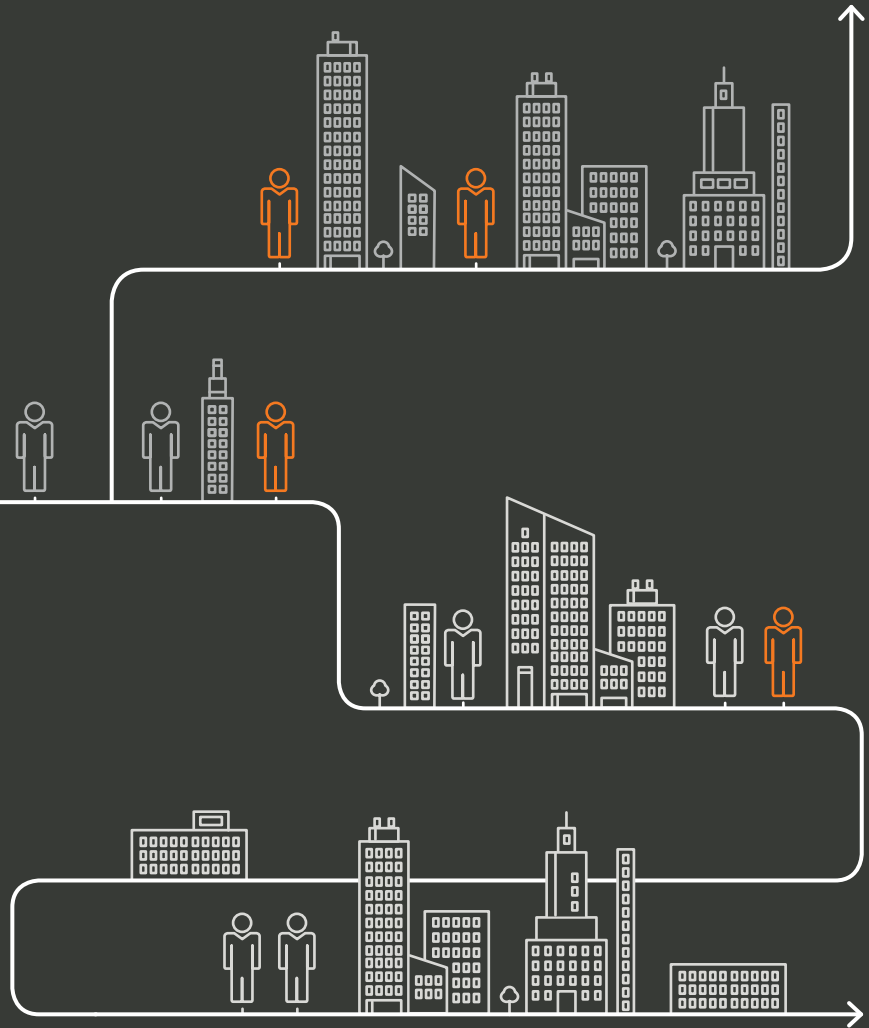


The People Manifesto

Why talent will determine the success or failure of every business

(and what you can do about it).



This matters.

A white outline box containing the text "This matters." with an arrow pointing to the right.

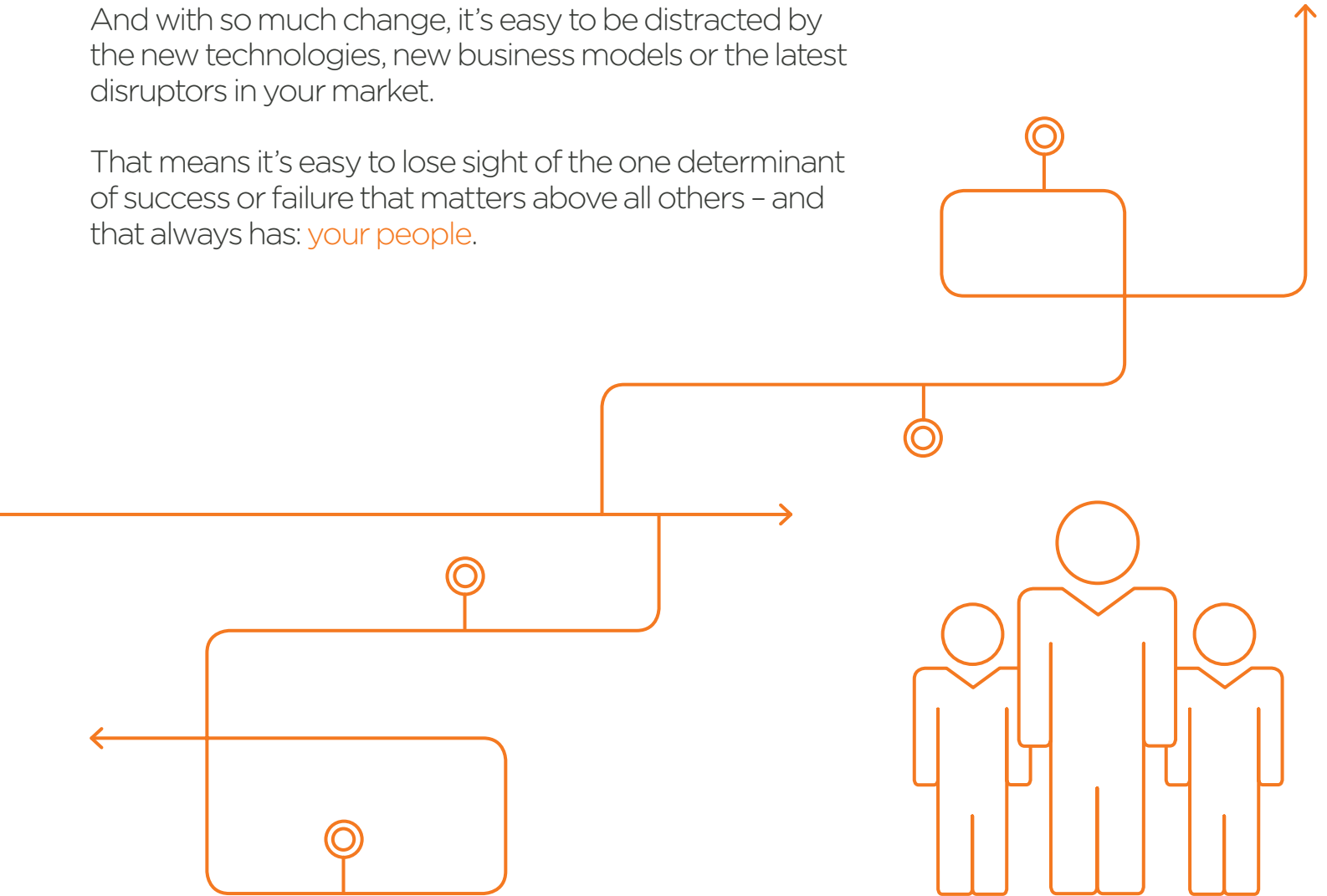
These are the most interesting, exciting and challenging times ever to be running a business or large organization.



Never have so many forces of change buffeted so many markets from so many different directions.

And with so much change, it's easy to be distracted by the new technologies, new business models or the latest disruptors in your market.

That means it's easy to lose sight of the one determinant of success or failure that matters above all others – and that always has: **your people**.





The people you attract, motivate,
manage and develop will be
– by far, the single biggest
driver of your success.

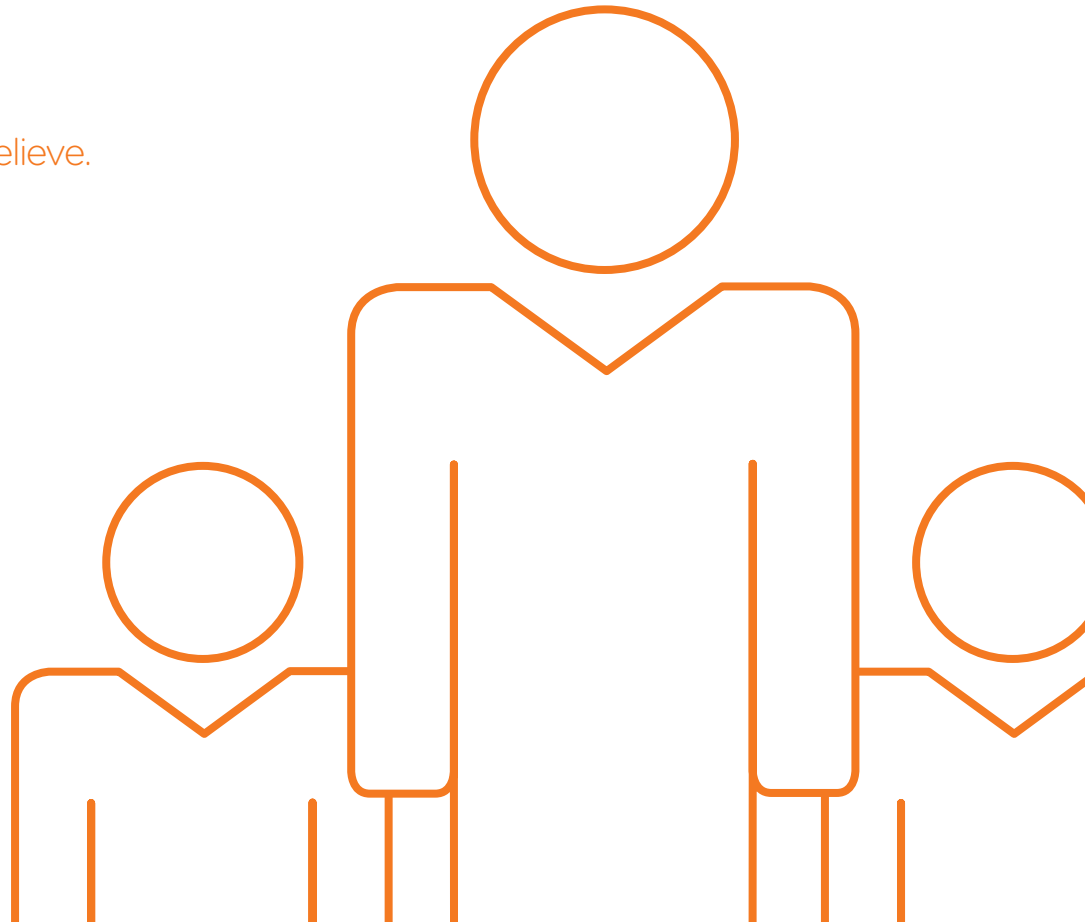


Get this wrong and you'll struggle to rise to any of the countless challenges your organization faces.

Get it right – with the best people in the right positions doing the right things – and there's literally nothing you can't achieve.

This is why we do what we do.

And this Manifesto is what we believe.



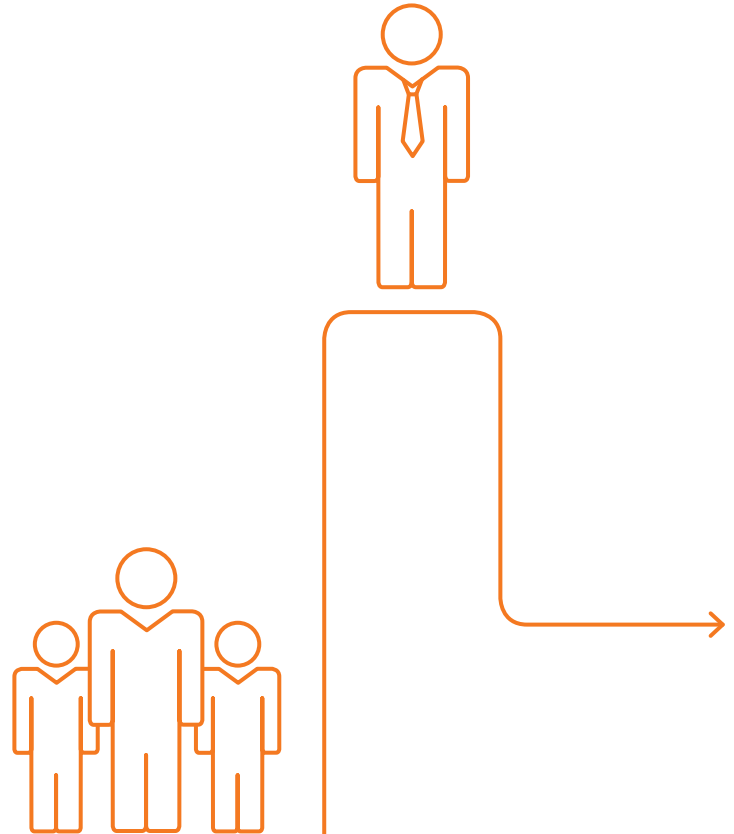
Your customers
come second.



This is heresy to most management textbooks.
But it's true.

Yes, customers are critically important
to your business. But they only come
to you because of the people you hire.

Your people are your priority.



The single most important job in every organization is the Head of People.

Some organizations call it Human Capital Management. Some Human Resources.

Whatever your company
calls it, these are the people
who build your most
strategic asset – your
workforce – and they will
determine your future.

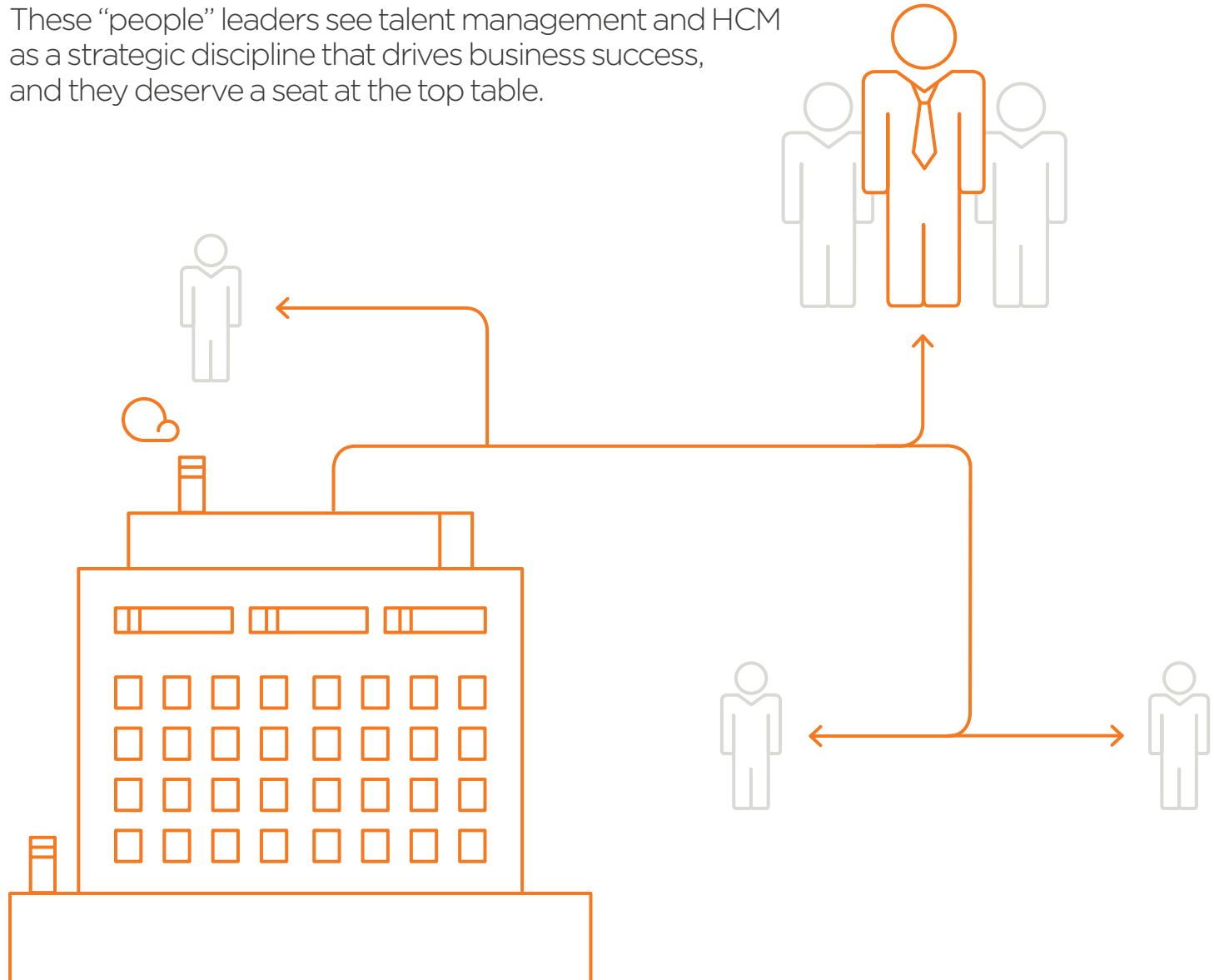


If talent professionals don't rise to the challenges of change, a company can only be average.

But if they're the new breed of talent professional - full of energy, passion, ideas and influence - not even the sky is the limit.



These “people” leaders see talent management and HCM as a strategic discipline that drives business success, and they deserve a seat at the top table.

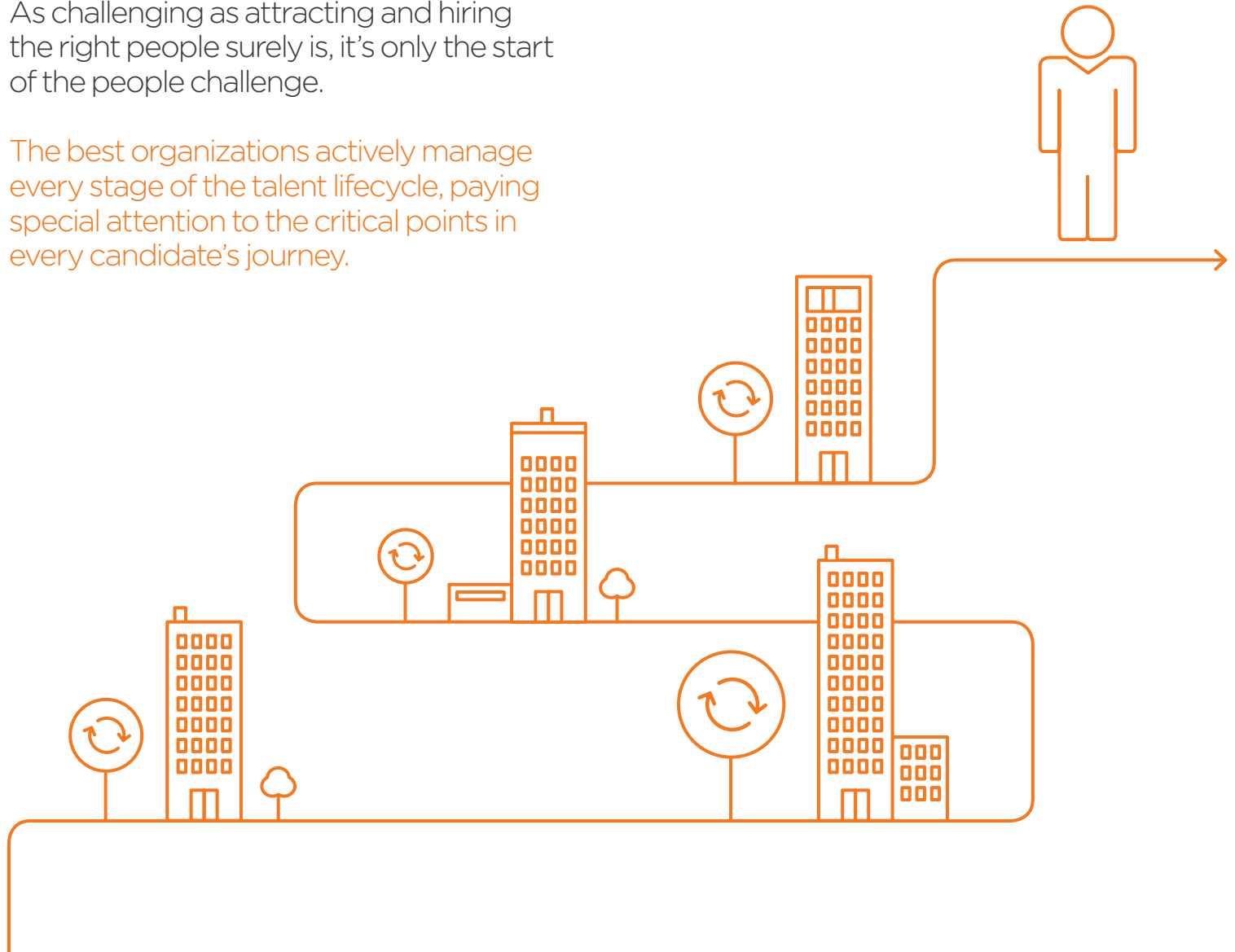


Great organizations
excel at every stage
of the talent lifecycle.



As challenging as attracting and hiring the right people surely is, it's only the start of the people challenge.

The best organizations actively manage every stage of the talent lifecycle, paying special attention to the critical points in every candidate's journey.



Great talent companies do four things well:

1

Engage

Building and feeding a large, high-quality candidate pool and constantly managing these relationships.

2

Recruit

Finding, evaluating and hiring the best candidates for every role.

3

Measure

Using talent analytics to drive business results

4

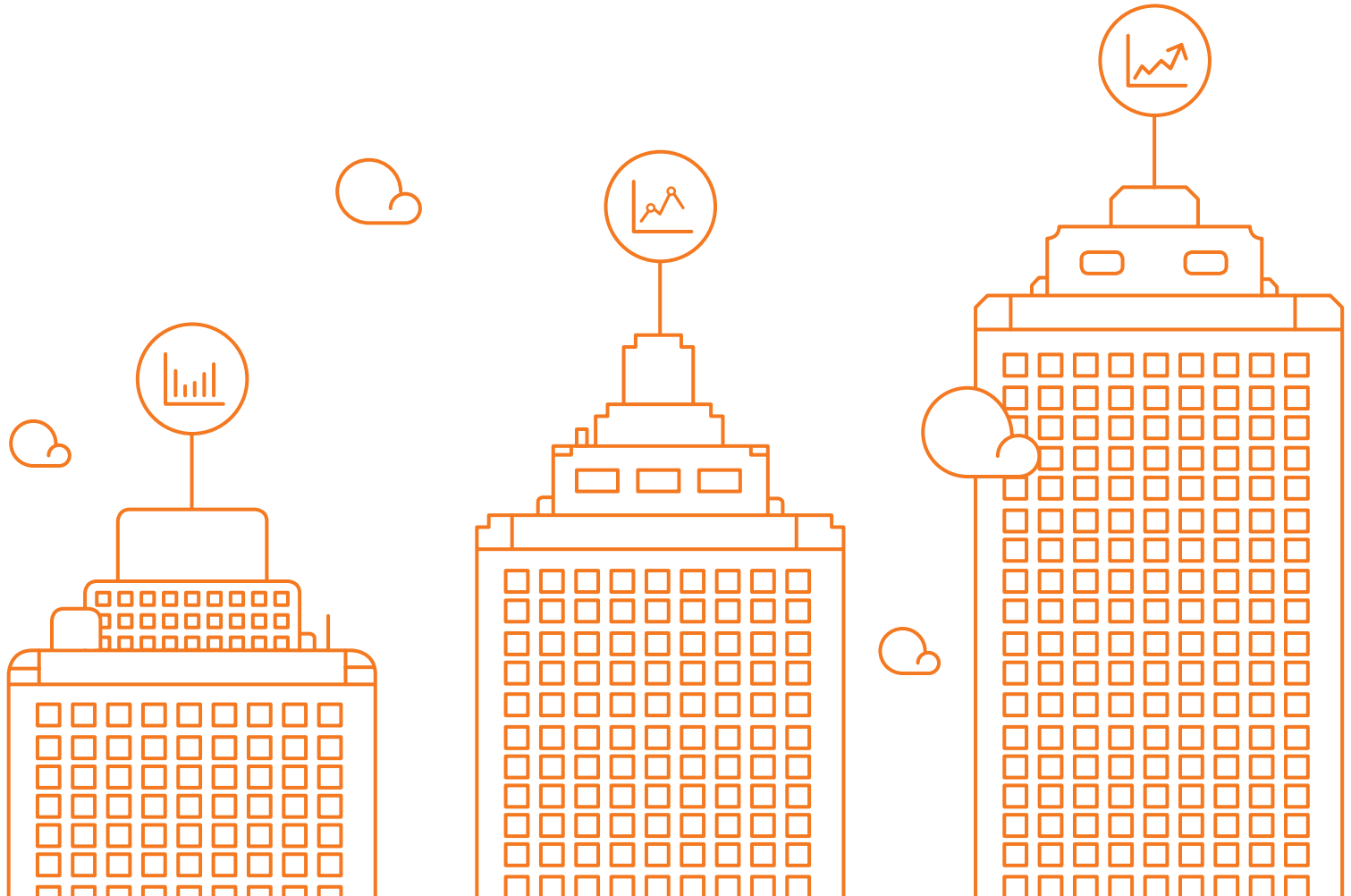
Optimize

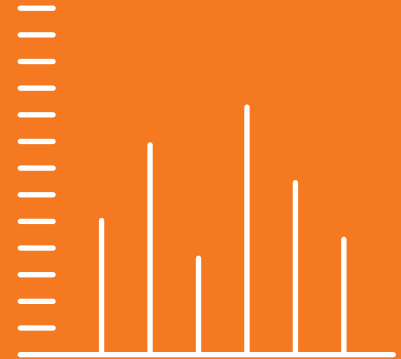
Constantly improving your processes and building a powerful talent brand.

Being great at one or two of these disciplines is not enough. You need to be great at all four.

The best organizations
use analytics and
data in their talent
management.

The best organizations in every sector are the ones who treat hiring – and the entire talent lifecycle – as a measurable discipline informed by data.

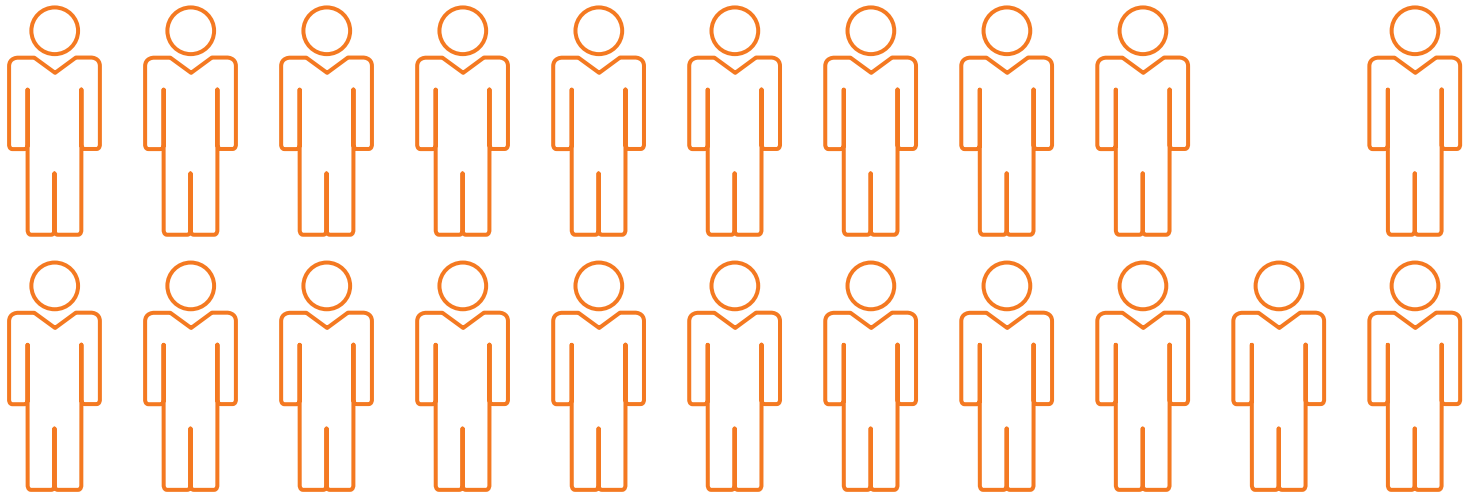
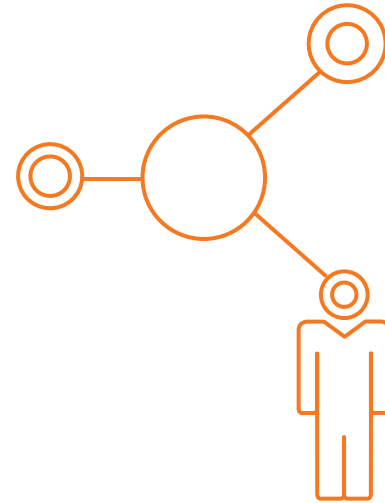




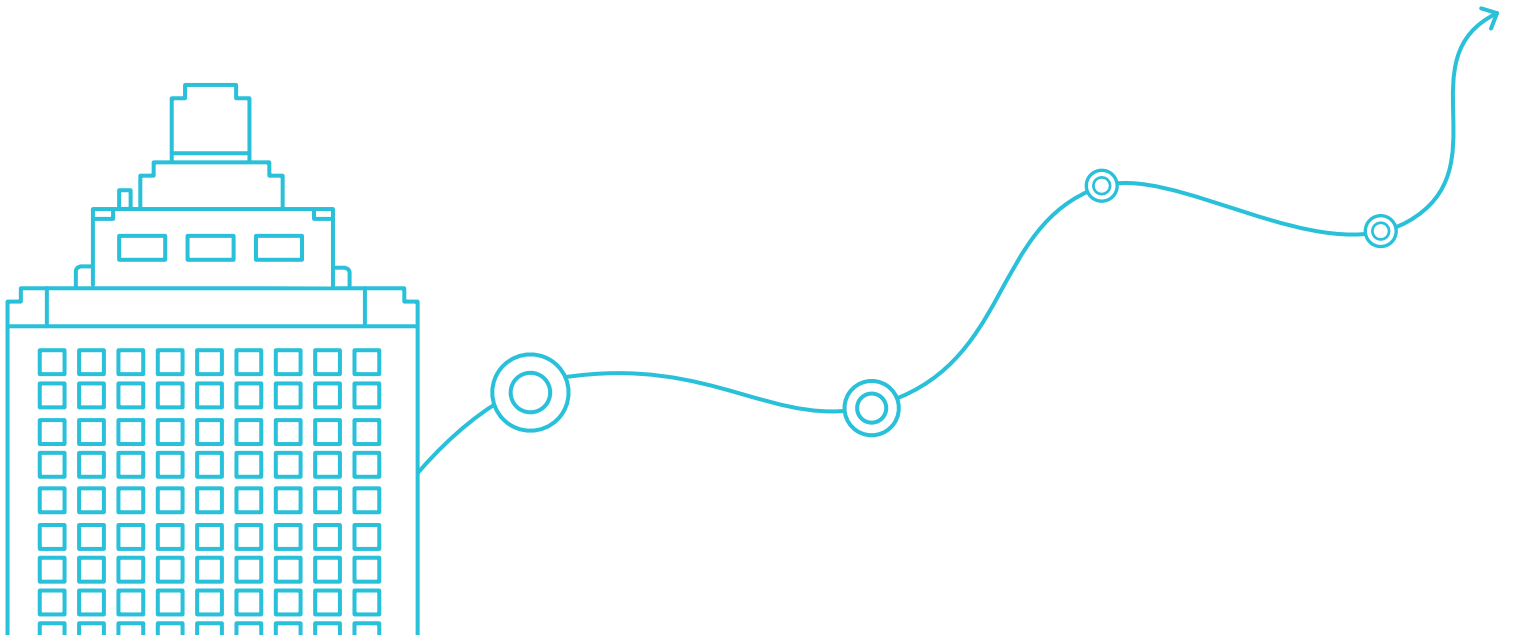
They know that everything important in talent management can and must be guided by sound research and clear, accurate data collected in a non-biased way.

And because some things are harder to measure than others, the best companies work harder at them.

- Collecting data
- Using it to make better decisions about talent and training investments
- Tracking their hires
- Measuring what matters
- And sharing the learning



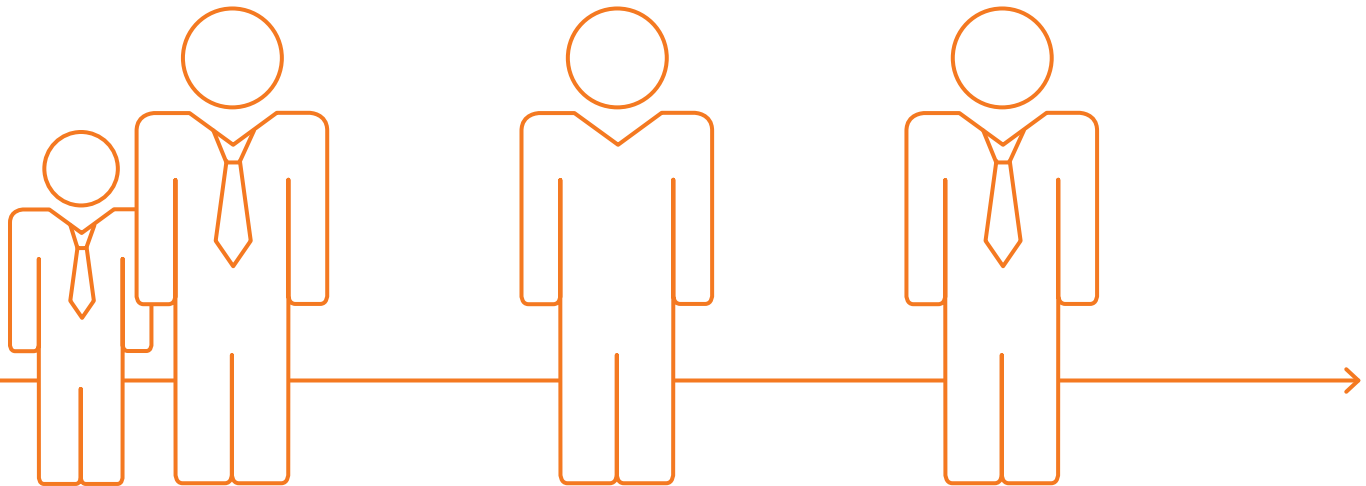
They're not just using their data for
a look in the rear-view mirror.
They're using data strategically
to decide where to move forward.



Past performance
is the best predictor
of future of success.

Most hiring is based on the 'gut feel' generated from a few brief phone calls or interviews.

But the best way to measure how candidates will perform is to collect feedback from the people who managed or worked with them in the past.



Unfortunately, traditional reference checking doesn't get anywhere near the level of detail and job-relevance required.

And even the best self-assessments only provide the candidate's perspective.

In short, the very best sources for predicting hiring success are being completely ignored.

And that needs to stop.



The best organizations
grow their own
candidate pools.

Great recruiters play an important role in every organization's talent strategy.

But the best organizations work hard to build their own database of potential candidates for the most important roles in the organization.

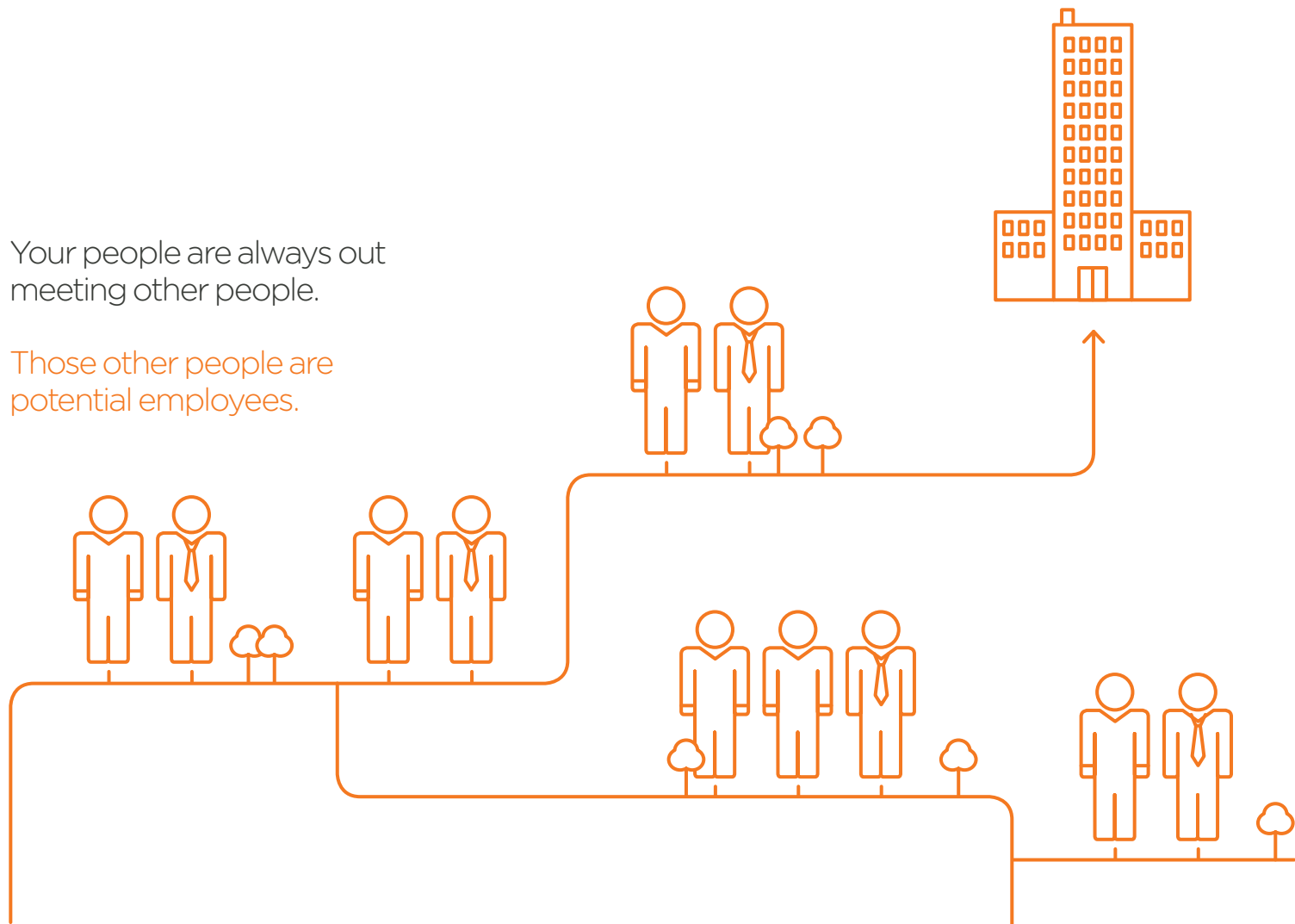




They're always looking for
and reaching out to people
who work in relevant
disciplines - inside the
market and beyond.

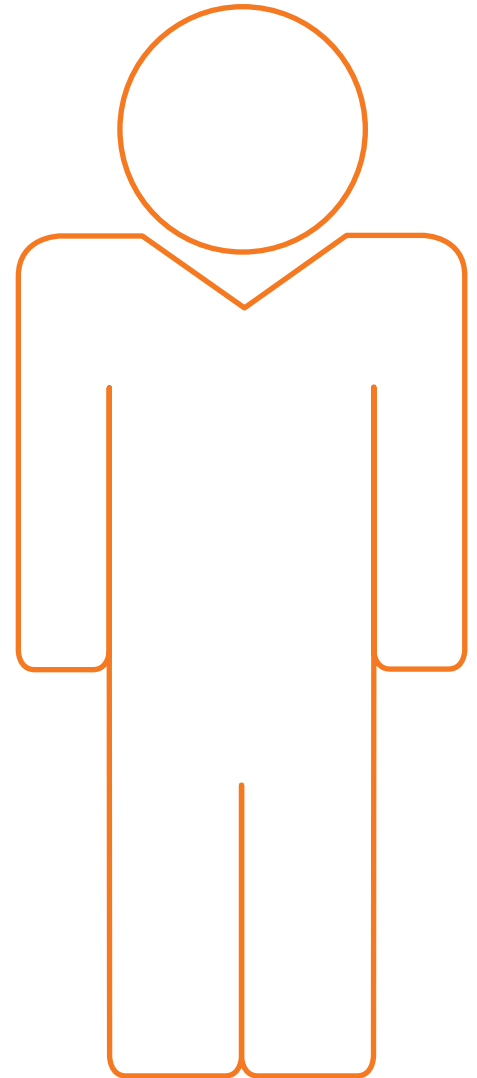
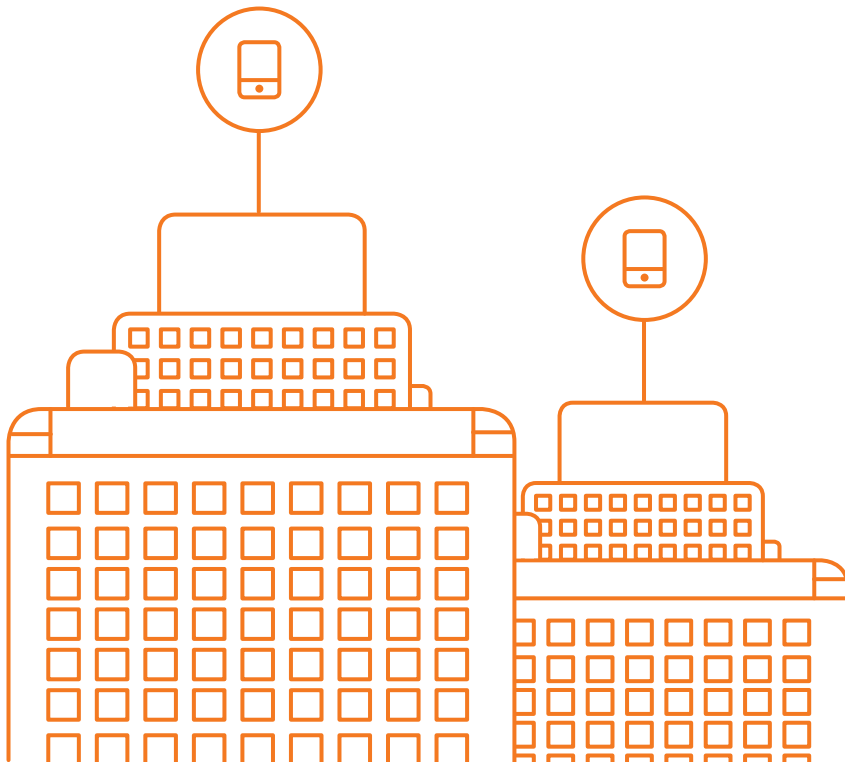
Your people are always out meeting other people.

Those other people are potential employees.



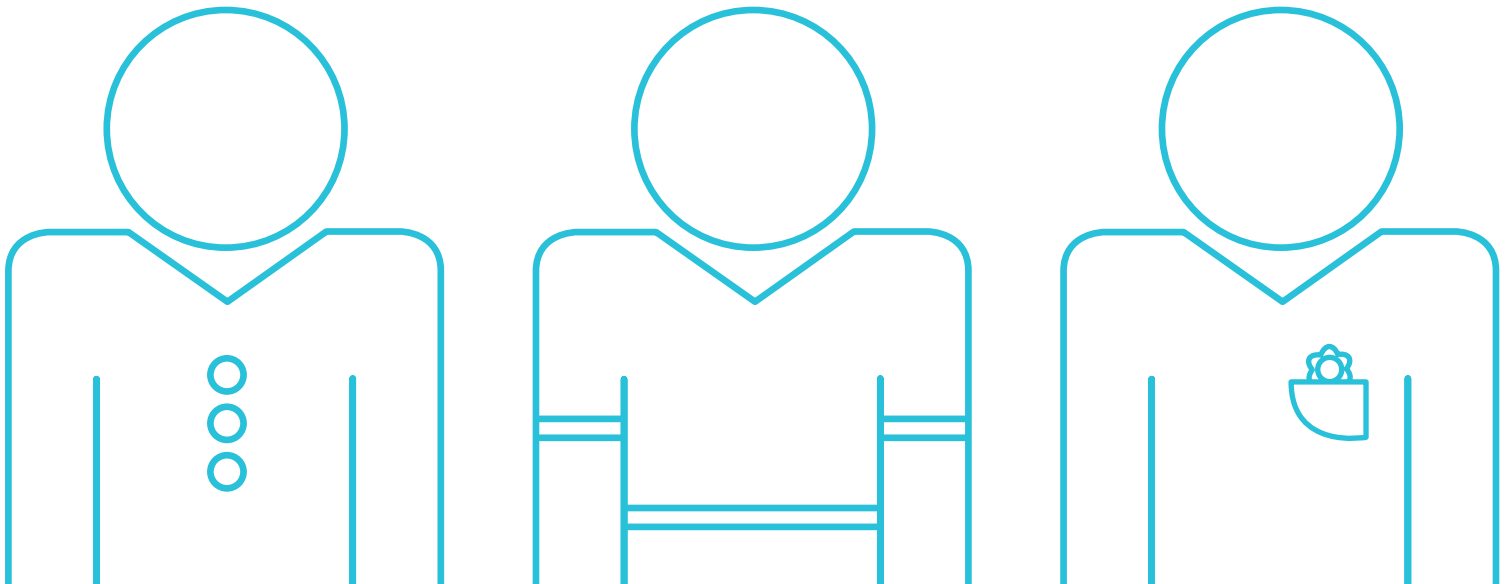
Even the people you ask to provide references for your candidates are themselves potential candidates for other roles.

You should treat them that way. Those other people are potential employees.



The human capital
management team
can only be as good
as its processes.

The talent inside the HCM team
is as important as the talent
it works to attract.

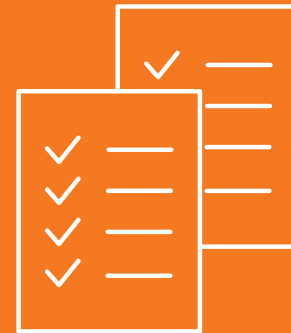


Don't waste this talent
on mindless administrative
work or manual candidate
processing.

The best HCM departments are also the most streamlined, using automation and software tools wherever possible and harvesting data every step of the way.

And streamlining is not just about the HR team's workload – it's about making every process that touches your hiring managers, job candidates or their references and peers:

- Simple and engaging, not bureaucratic
- Socially connected
- Personalized for the person and the role
- Mobile, for people on the go
- Fast



As a result, your people focus their efforts on adding value to the business instead of shuffling spreadsheets or forms.

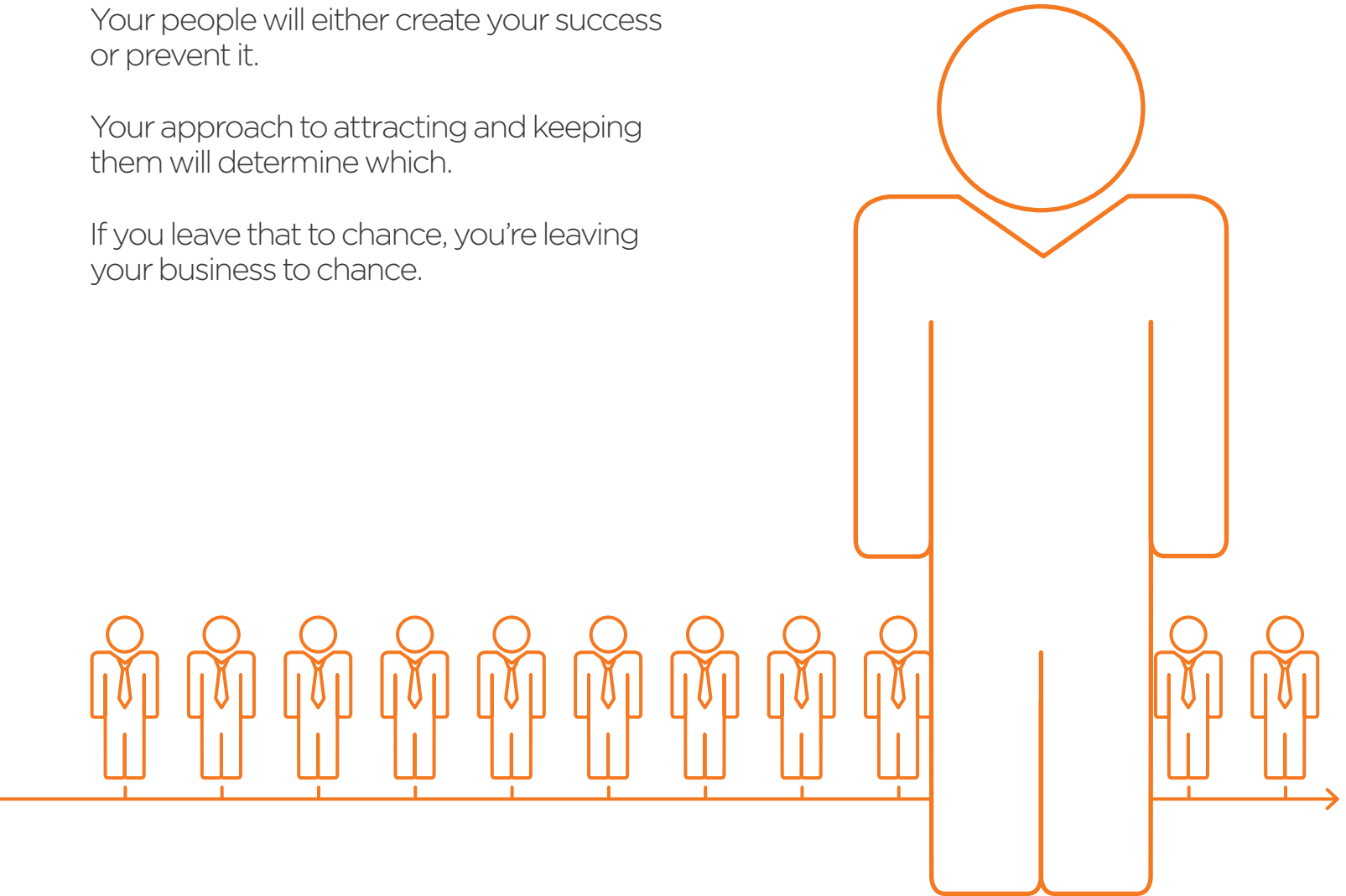
Nothing matters more.



Your people will either create your success or prevent it.

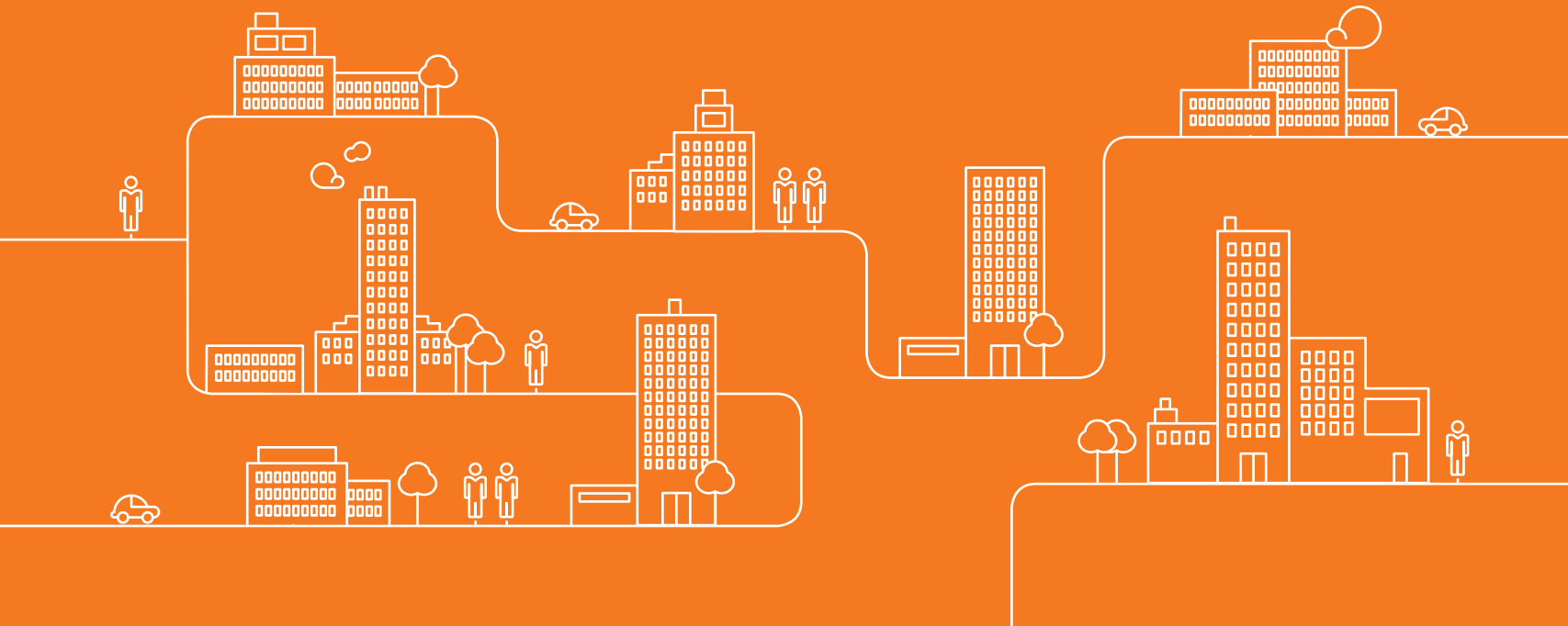
Your approach to attracting and keeping them will determine which.

If you leave that to chance, you're leaving your business to chance.





Nothing matters more than this.
That's what we believe.
If you do too, we should be talking.



Allow us to introduce ourselves.

SkillSurvey helps talent management professionals excel at critical stages of the talent lifecycle to drive business success.

Our cloud-based patented solutions harness the power of data to help source, recruit and hire the best people for every role in the organization.

Our customers build strong pools of talent, find better people who stay longer and do amazing things.

[Learn more](#) about how we can help you with your own talent lifecycle challenges.

