

## SYNERGY 2009 Breakout Session

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**Don Dougherty, Managing Partner, SupplyStaff**

**Presented with Tom Amble, Managing Director w/Denali Marketing Intelligence**

*Managing Talent in a Recession: Attracting & Developing the Right Stuff*

What are companies doing in this economy or what is it they need to do to recruit new talent or retain talent they have?

Marketing Intelligence

Unemployment is at 8.9% - but in order to see it grow, we will need to see the GDP go up. The unemployment will lag.

Unemployment has skyrocketed at ALL education levels.

The job openings of 3 million are not aligning with the skill-set of those who have been laid-off.

Companies surveyed:

- ... 26% reducing staff
- ... 25% adding staff
- ... 49% staying the same

Our worlds are changing

- ... Economy - 401 K will cause us to work longer
- ... Skills shortages
- ... Technology

Skills shortages will be much more realized 10-15 years from now. We all need to learn to adapt and change in the world as it is now.

We have adapted different forums for recruiting: blogs, chats, Linked-in

### **Management Strategy**

All the work in procurement has changed from tactical to strategic.

Companies are doing person by person assessments to find if they need to “develop” the skill sets that is in their company or do they hire. Where are the skill gaps?

When the recession is over – what will you do to retain your employees?

- Companies are losing “the softer side” such as mentoring in these tough times and my regret this later on.

Assessing the needs of your company:

- ... Determining the skills you want

... Assess organizations skills as they are

... Identify gaps and develop

... Design and implement

Only 10% of the jobs available today are advertised. 90% are unadvertised.

Looking for a position? USE YOUR NETWORK. Then get them to push it out.

Temp-to-hire has become a predominant way to find candidate to fill difficult skill-set positions.

Future spending is being ramped up in relation to the stimulus package opportunities. Are you looking where the opportunities are in accordance to this?

Sell yourself - sell solutions - what value do you bring? How are you going to solve their business problems?