PRACTICE AREA HIGHLIGHT:

TALENT ATTRACTION & ACQUISITION

Attract candidates to your brand

The talent lifecycle begins at the attract phase, when candidates are engaged with your brand through experiences like social media interactions, candidate information sessions, sourcing programs, employee referral programs, etc. This engagement continues through to their experience during application and selection, including the interview process.

Angela not only ensures that your talent attraction and acquisition processes engage your candidates in a great experience that is also effective but also works to develop comprehensive talent acquisition strategies that align with your broader talent needs and organizational goals. Additionally, Angela helps identify and remove inefficiencies and roadblocks within your processes, ensuring a smoother and more streamlined experience for both candidates and your organization.

Examples of work in this practice area

- Assess your talent acquisition process to identify roadblocks and related efficiency opportunities
- Define your talent brand and employee value proposition
- Develop a talent acquisition strategic plan to address organizational hiring needs that also connects to development and growth of talent
- Create copy for your Careers website and write social media content to showcase your employment brand
- Build TA scenario plans, forecasting models, and scorecards
- Integrate an AI chatbot into your recruitment process
- Rewrite job postings to be attractive and informative
- Design a competency-based interview and selection process
- Write scripts and templates for all stakeholders in the interview and selection process (outreach emails, offer letters, verbal offers, etc)
- Create a recruitment toolkit for your managers
- Design candidate information sessions and pre-interview materials
- Build a college or intern program to expand your pipeline
- Create sourcing plans for your recruiting partners to utilize
- Create a scorecard to showcase recruiting outcomes and KPI's
- Apply for best company awards programs

The ideas and strategies Angela brings to the table for our talent brand and talent attraction strategies are creative, offer insight and are extremely effective. I feel like I have learned a ton from Angela and have very much enjoyed partnering with her.

Erin P, Talent Brand Manager - Biotech company

Three Ways to Partner:

- As your *designer*, Angela will create tailored solutions
- As your *facilitator*, Angela will provide structure and support for meetings or present as an expert speaker
- As your *advisor*, Angela will provide expertise and recommendations to enhance your deliverables and navigate complex situations

Investment Options:

- *Retained:* Continuous collaboration for long-term needs.
- *Project:* Time-bound collaboration for short-term needs.

Angela's Commitment:

- Collaborate as partners
- Ensure you shine
- Work in a solutions-based approach

Other Practice Areas

Informed by her experience as a former HR executive, Angela partners with you across the talent lifecycle to architect experiences, practices, and teams that enhance business performance and guide HR transformations. Her other practice areas include:

LEARNING & GROWTH

CULTURE & ENGAGEMENT

HR STRATEGY & STRUCTURE

angela@talentcentricdesigns.com | www.talentcentricdesigns.com

TALENT CENTRIC DESIGNS