

The HCI logo consists of two adjacent squares. The left square is orange and contains the letters 'HCI' in white. The right square is blue and contains the text 'Acquire the Right Talent' in white.

HCI

Acquire  
the Right  
Talent

# Everything is Hard to Fill, So Where Do We Go From Here?

A close-up photograph of a person's hand holding a small, white, rectangular sign. The sign is tilted slightly and has the words 'We Are Hiring' written on it in a black, typewriter-style font. The background is a blurred image of a person in a light blue shirt.

We Are  
Hiring

# TODAY'S MODERATOR



**Alan Mellish**

*Human Capital Institute*



@Human\_Capital



humancapital





**Conferences**

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**THANK YOU!**

**SEVENSTEP**



Webcast | Live Streaming

## HCI Webcast

Acquire the Right Talent

[VIEW SLIDES](#)

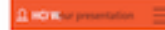
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Presenter



Holly Pennebaker



Welcome to HCIwebcasts's presentation.

As soon as HCIwebcasts displays a poll, we'll update this area to give you the voting options.

Easy as pie. Just hang tight, you're ready to go.

Q&A

All questions (0)

Having trouble viewing the webcast? by Ben on Jun 6

Click the "Watch on YouTube" button to the left of the chat... [Show answer](#)

Audio Cutting in and out? by Ben on Mar 30

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How do I vote on the Poll? by Ben on Mar 29

Please sign in/up for our partner in getting Polls everywhere in the... [Show answer](#)

How do I download the slides? by Ben on Jul 9

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# TODAY'S FEATURED PRESENTERS

**Yates Baker**

*Vice President of Client Solutions  
Sevenstep*







# Everything is Hard-to-Fill, So Where Do We Go From Here?

May 7, 2020

# Yates Baker

## Career:

- Vice President of Client Solutions
- Joined Sevenstep at the beginning of 2020
- 10+ years of industry experience and deep expertise with complex, global engagements
- IBM certified as an Enterprise Design Thinking Coach and Enterprise Design Thinking Practitioner

## Family & Interests:

- Lives in Raleigh, NC with his wife and two sons, ages 4.5 and 1
- Avid runner
- Enjoys spending time in the NC mountains
- Huge App State football fan and season ticket holder
- Loves cowboy boots

## Trivia

- When he's not chasing his two kids, Yates can be found on his family-owned muscadine vineyard





# Sevenstep Overview

Founded **2007**, Privately Held

**28**-year Parent Company Heritage  
in Hard-to-Fill (Tech) Recruiting

**5** Partnership-driven Recruitment  
Outsourcing Solutions

**3** Global Delivery Centers Serving

**47** Countries on **6** Continents

Largest Enterprise RPO Clients

Reaching ~**7,000** hires

**1** proprietary technology &  
data platform

## EXPERTISE

MANUFACTURING

HEALTHCARE

TECHNOLOGY

FINANCIAL SERVICES

INSURANCE

LOGISTICS

SUPPLY CHAIN

RETAIL

TRAVEL & HOSPITALITY

## SOLUTIONS

ENTERPRISE RPO

PROJECT RPO

MSP

CONTRACT STAFFING

SEVAYO &  
SEVAYO INSIGHTS

EMPLOYER BRANDING &  
TALENT ATTRACTION

RECRUITMENT PROCESS  
DESIGN

## REPUTATION



# TA Strategies & Solutions are Increasingly Complex



# Audience Poll

**What do you attribute to your positions being hard-to-fill today?**

- Unemployment – despite COVID-19, it's still a tight candidate market in our sector
- Skill set – there simply are not enough candidates with the skills or experience we need
- Process – our application/interview processes are not efficient, and candidates fall out
- Reputation – our employer brand is not strong; it's hard to get people to come work for us
- Other



# Audience Poll

**Is your talent acquisition team equipped to effectively staff for hard-to-fill positions?**

- Yes
- No

# How We Got Here

**Fact:** Every market has its challenges.





**Leave no stone unturned**



**Training**



**Have an approach for every req**

How do you  
prepare?

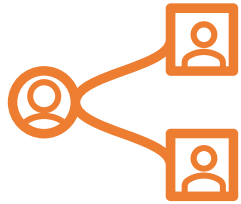


# Audience Poll

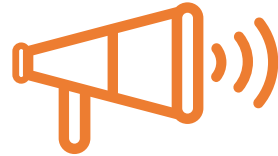
**What do you consider to be the leading contributing factor to a TA team being well-equipped to recruit on hard-to-fill positions?**

- Training
- Tools/Technology
- External Search Firms and Outsourcing Partners
- Other

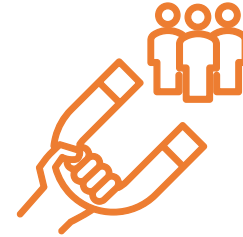
# 7 Effective Strategies for Hard-to-Fill Positions



**Employee  
Referrals**



**Employer  
Brand**



**Identify Niche  
Communities**



**Look for Talent  
from Within**



**Revise Your Job  
Descriptions**



**Total  
Rewards**



**Recruitment  
Training**

# Prepare for the Rebound Now



**Regardless of where you are now,  
prepare for later**



**Don't just look externally**



**Make lemonade out of lemons**



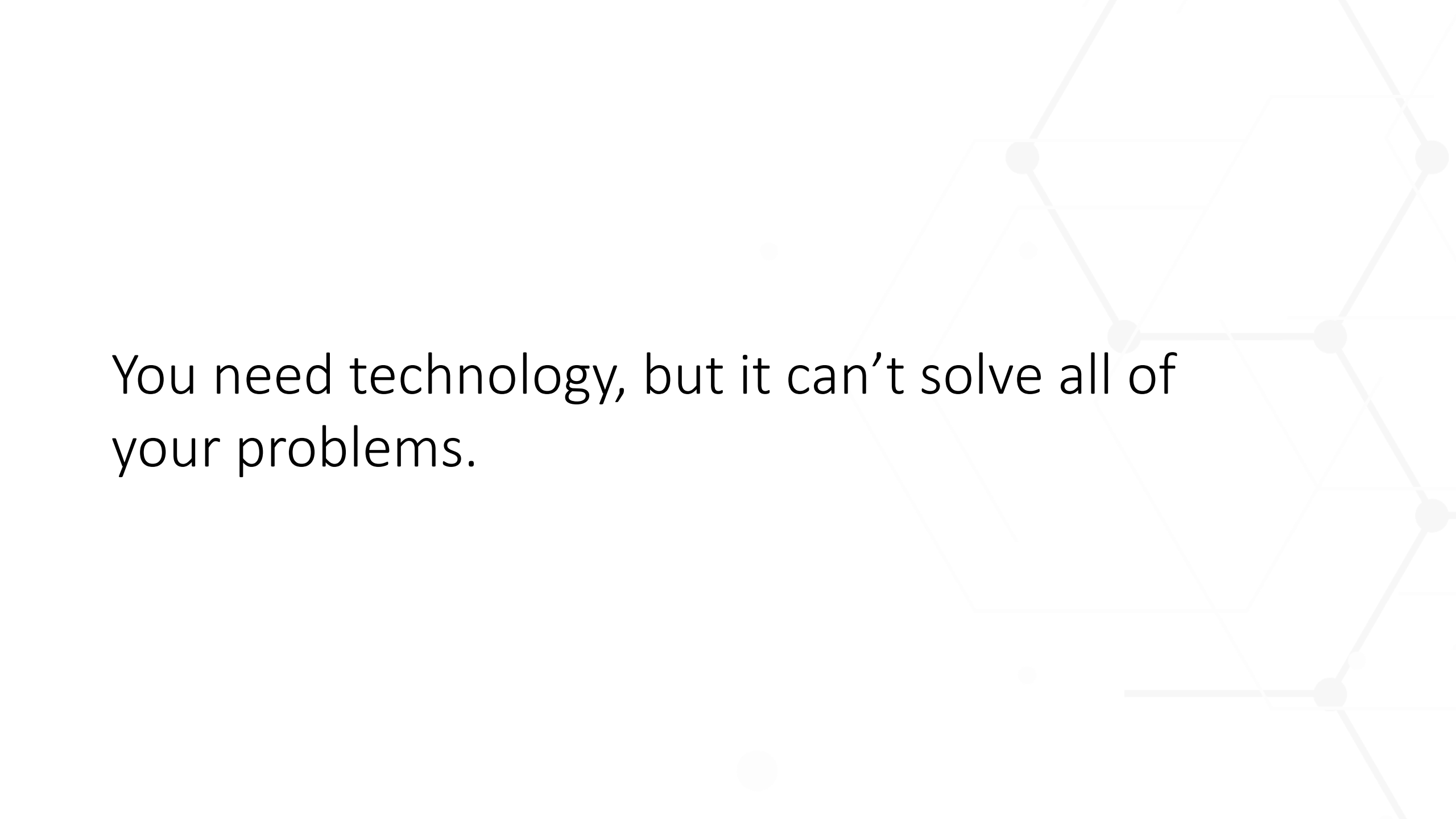
# Spoiler Alert:

## It's Not All About Recruiting

### Here are some other things to consider:

- EVP and micro-EVP
- Pay and impact on talent
- Internal mobility, training and productivity
- Building a sustainable talent community, including leveraging products like a direct sourcing model
- Talent and business intelligence – and the need for better data and comprehensive insights



The background features a light gray geometric pattern of overlapping hexagons and lines. Several small, solid gray circles are scattered across the image, some positioned at the vertices of the hexagonal grid. The text is centered horizontally and placed over the left side of the pattern.

You need technology, but it can't solve all of  
your problems.

# Audience Poll

**How prepared do you feel you are to staff again?**

- Prepared
- Not Prepared

# Thank you!

**Yates Baker**

**Email:** [yates.baker@sevensteprpo.com](mailto:yates.baker@sevensteprpo.com)

**Phone:** 617.510.8161



# QUESTIONS? COMMENTS?

Get insight into your  
challenges by asking a  
question!

**Use the Q&A box below!**



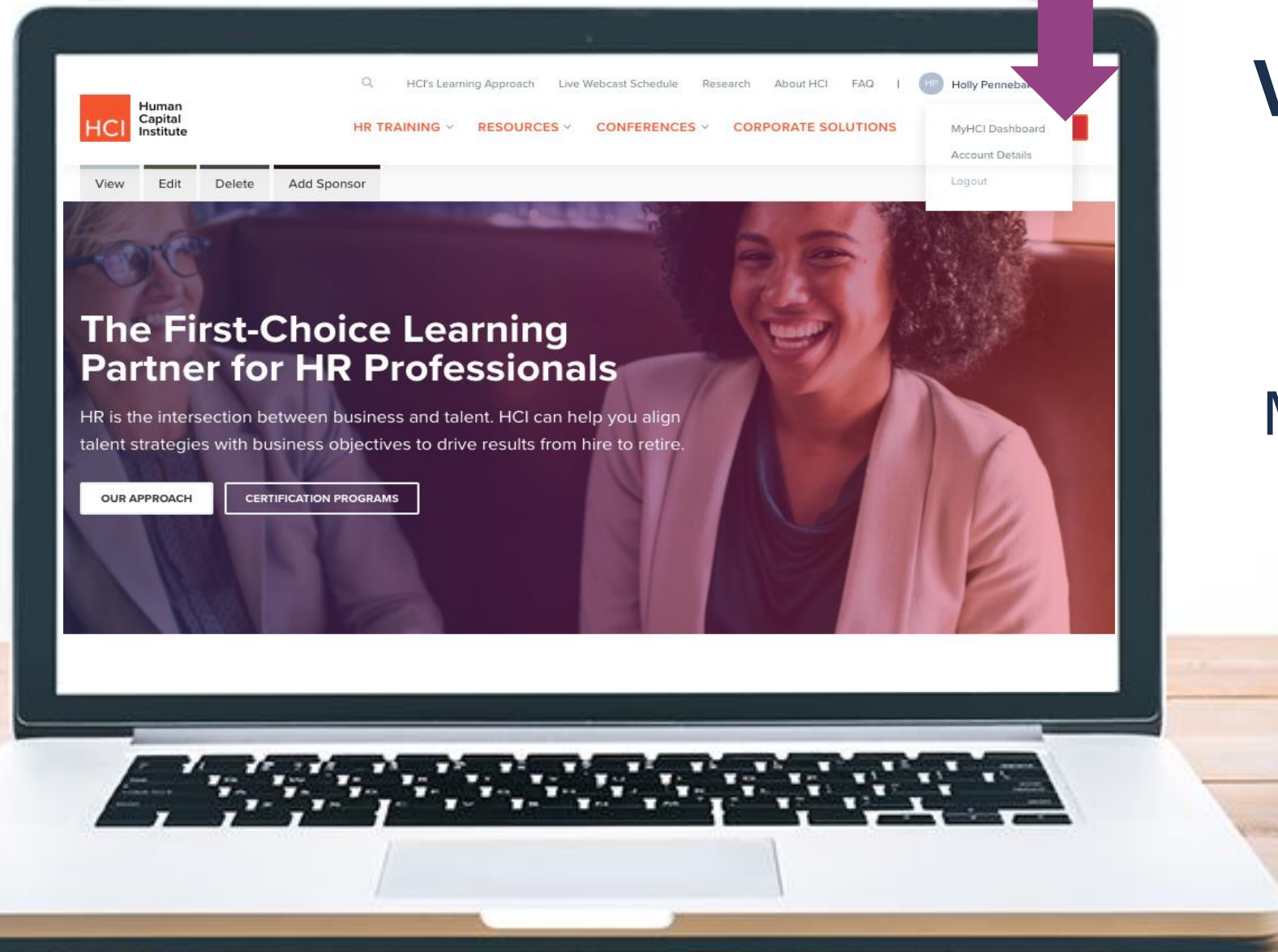


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