



***Rethinking* Talent Acquisition**

**New Data on Impact,
Innovation, and
Opportunity**





About

- Chief Research Officer, Lighthouse Research & Advisory
- Author, *Artificial Intelligence for HR*
- Host, *We're Only Human* Podcast and *HR Tech Talks* Livestream Show



Ben Eubanks



Research Scope



856 TA leaders

1-500 employees: 28%

501-2,500 employees: 41%

2,501+ employees: 31%



1,000+ Workers

Priorities

Needs

Opportunities



Key topics

Pandemic-related tech and
priority changes

Recruiting automation

Unbiased hiring

Talent mobility

Agenda



VIRTUAL RECRUITING
TRENDS



EMPLOYEE MOBILITY + DEI
HIRING



*DATA-FOCUSED TA TEAMS

Virtual Recruiting Trends

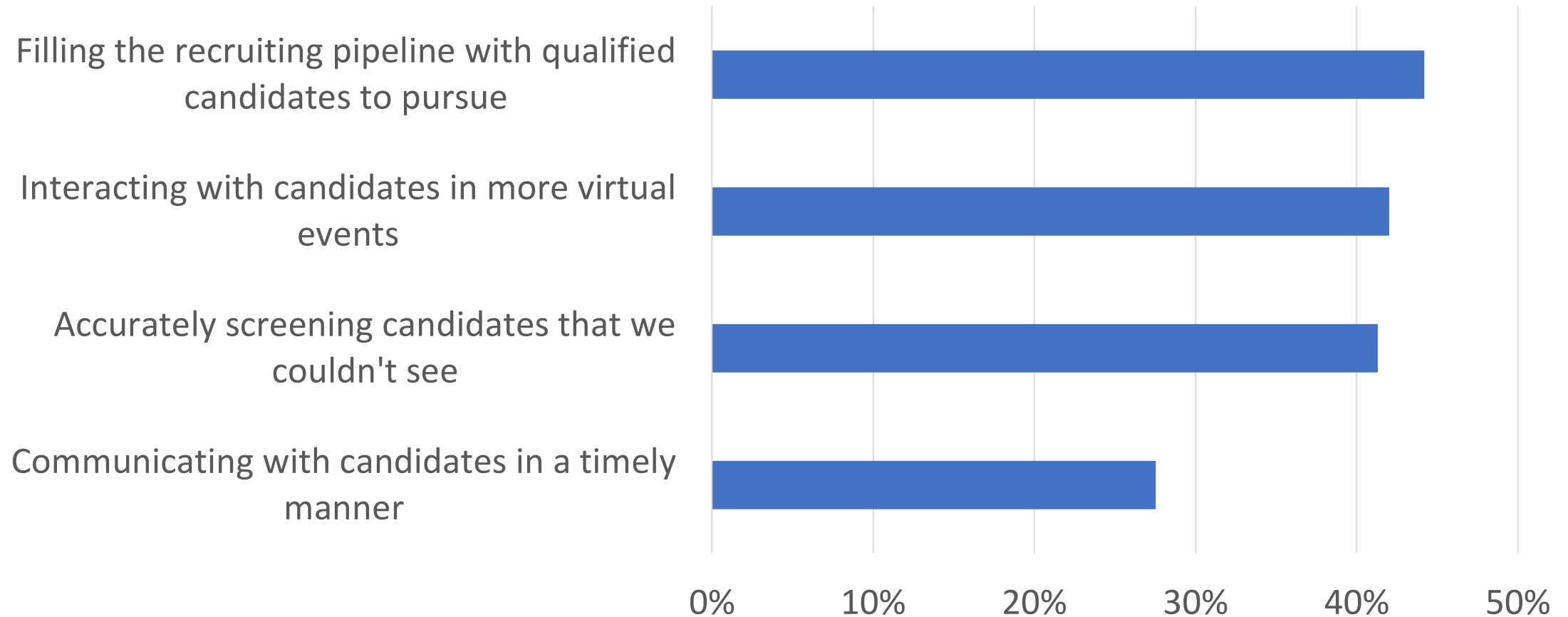




What's it worth?

Credit: Trent Cotton, VP Talent Acquisition at Bureau Veritas

2021 Gaps in Recruiting Technology



Virtual Recruiting Experiences

Personal comms




"day in the life" session



Recruiter 1:1 chat/sms/video



chatbot



Info webinar



Virtual job fair



Mass comms

Information focused



Hiring focused

Case Study: Air Asia

- Virtual recruiting event-driven metrics
 - ↑ 19% YoY growth in talent network applicants
 - ↑ 13% YoY quality of hires from talent network
 - ↑ 12.5% YoY resurfacing qualified leads





The *Evolving* Role of the Recruiter

1. Technology skills
2. Communication skills
3. Analytical skills
4. Consultative skills

Case Study: Data as the Universal Language

- 10,000+ global staff
- Banking/financial services
- **Challenge:** getting hiring managers and the recruiting team on the same page
- **Solution:** sprint/agile recruiting methodology
- **Results:** greater clarity and consistency, predictable outcomes, and priority focus on data and metrics



Visit [LHRA.io/bbva](https://lhra.io/bbva) to hear the full discussion

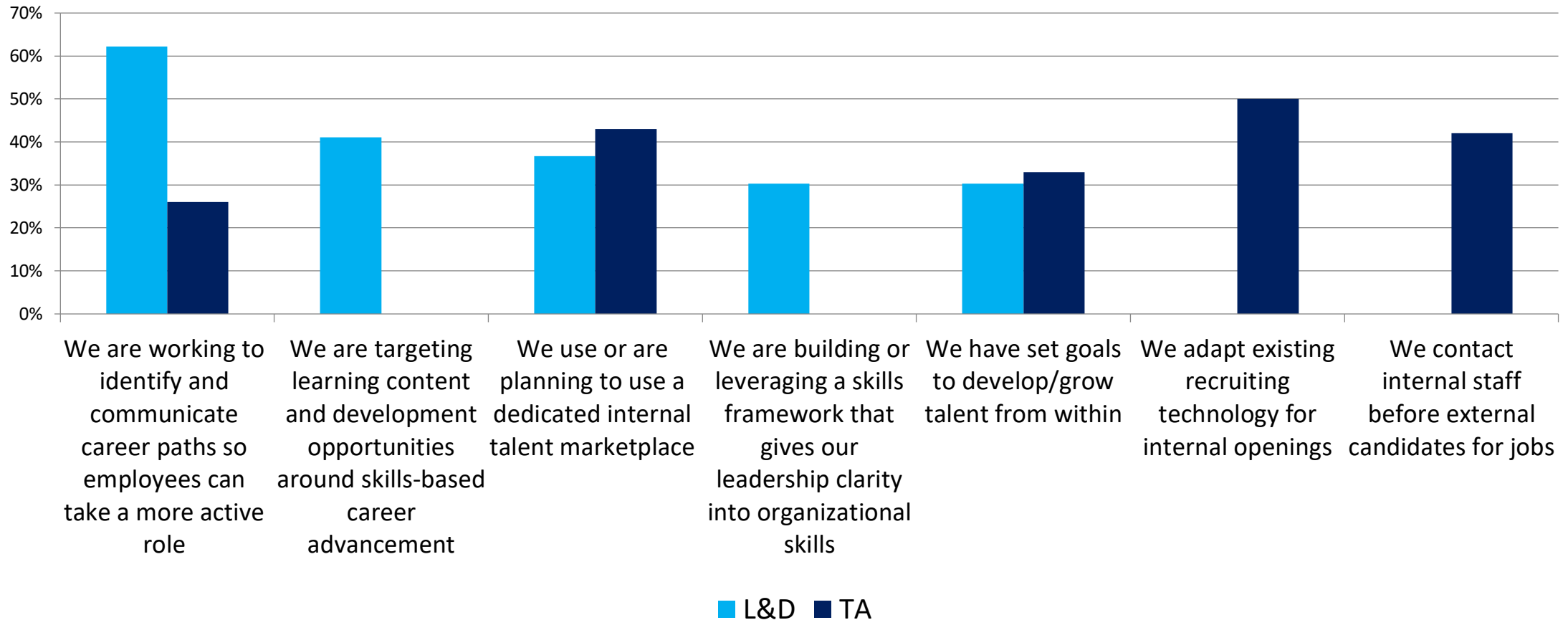
Talent Mobility + DEI





Two out of three employees
demand this

How are you approaching talent mobility?



Measuring talent mobility success/impact



What are barriers to talent mobility?

“We are interested but not sure how to begin.”



Meet Antoine

Want more data?
Curious how you can use this for your own team?
Want to get a copy of the new report?

Contact us:

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