



Four Ways Data-Focused Talent Acquisition Teams Differ



About Me

- Chief Research Officer, Lighthouse Research & Advisory
- Author, *Artificial Intelligence for HR and Talent Scarcity* (Winter 2022)
- Host, *We're Only Human* Podcast
- Founder, HR Summer School
- Dad of four (12 and under)



Ben Eubanks



2021 TA Research Scope



856 TA leaders

1-500 employees: 28%

501-2,500 employees: 41%

2,501+ employees: 31%



Key topics

TA tech and skill changes

Recruiting automation

Unbiased hiring

Talent mobility



LHRA.io/2022ta

Latest research on:

Hiring trends

Candidate preferences

Technology priorities

Poll:
Where does
your company
fall on the
spectrum?

- A. We are more ad hoc or casual with our talent data usage
- B. We are more adept and strategic with our talent data
- C. We're somewhere in the middle

What you believe drives what you do



Agenda



4 ways Adept TA teams differ



The problem with the most commonly used recruiting metric



Answering hard questions with TA data

Four Key Ways Adept Talent Teams Differ



RECRUITER UPSKILLING
PRIORITIES



DEI AND HIRING
DIVERSITY



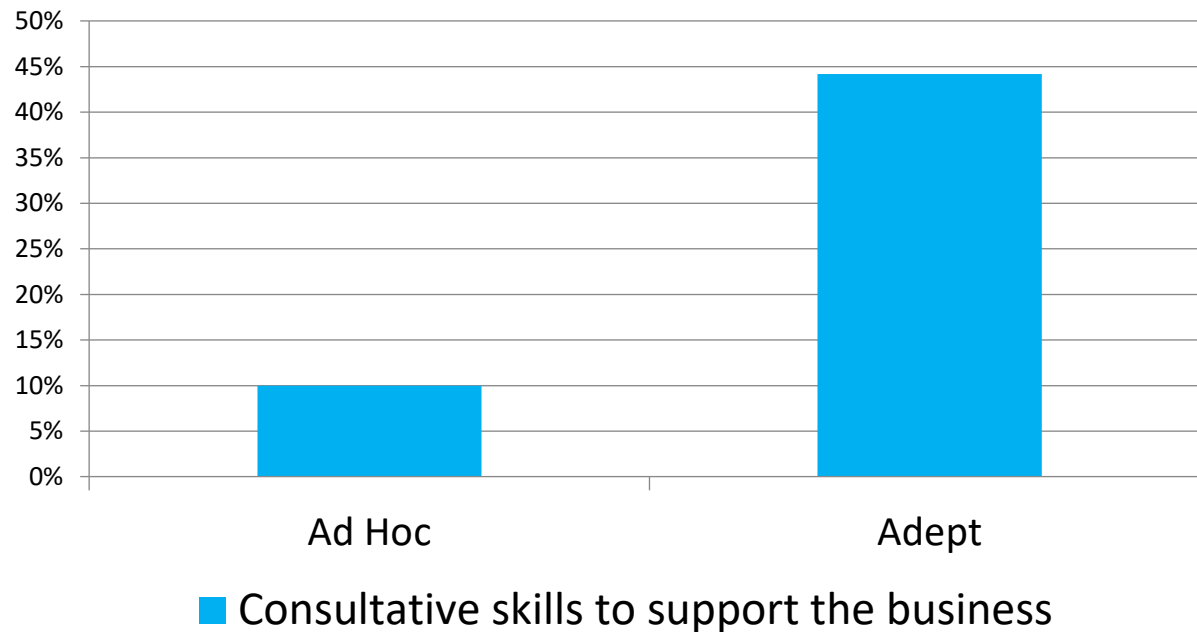
RECRUITING
AUTOMATION VALUE



STRATEGIC BUSINESS
IMPACT

#1: Recruiter Upskilling Priorities

With the efficiencies provided by technology, what skills are important to develop in talent acquisition professionals?



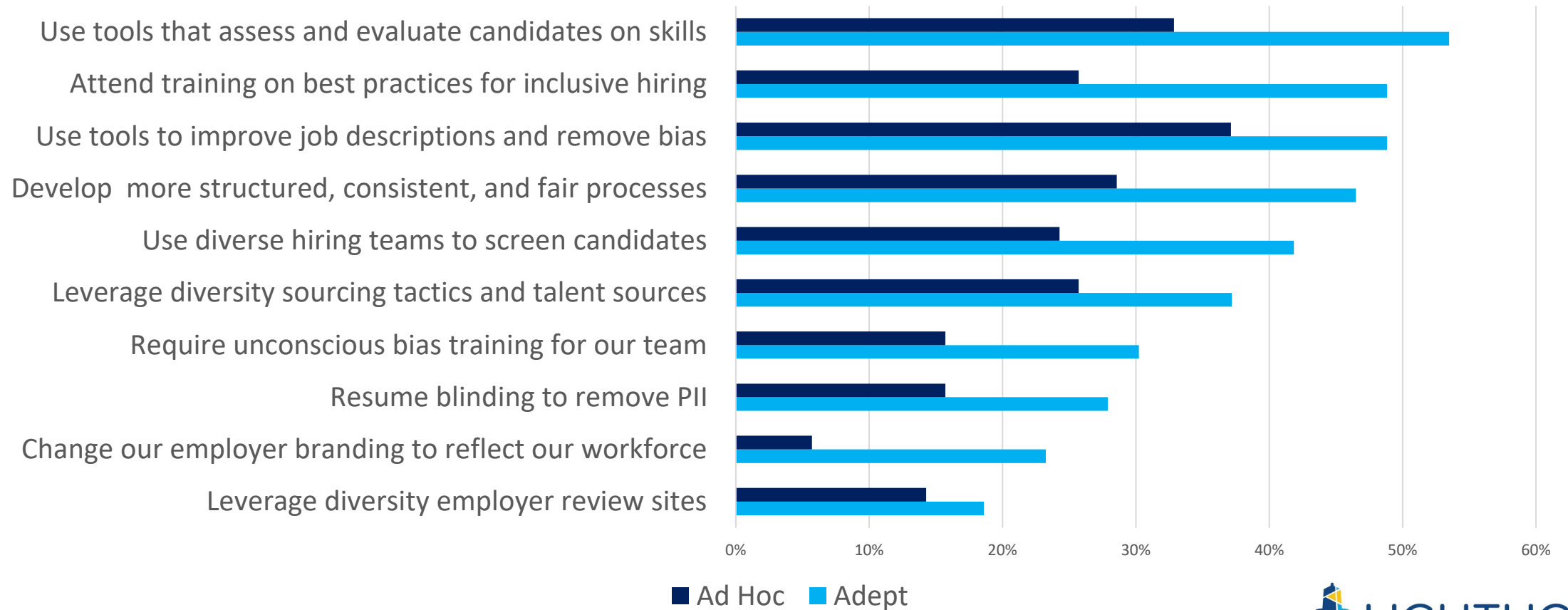
4.5x more likely
to prioritize
consultative skills



8 in 10 TA leaders say
that hiring has risen from
an HR/talent priority to a
business priority

#2: DEI and Hiring Diversity

What specific methods and/or tools are you using to increase your hiring diversity?



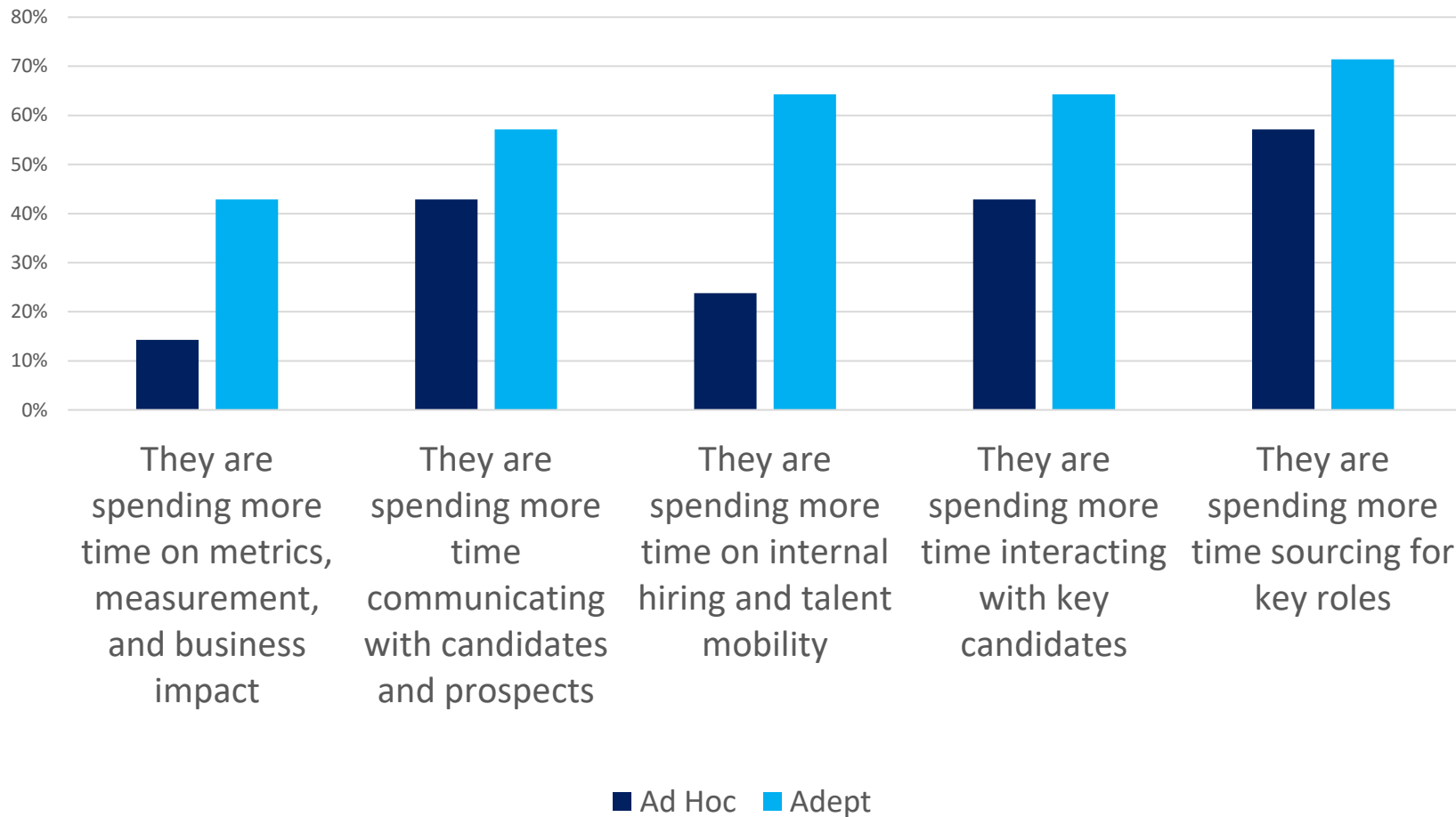


Diverse candidates

Are 67% more likely to prefer assessments
and video interviews to resumes for their
dynamic nature

#3: Recruiting Automation Value

How are your recruiters leveraging additional time generated by technology efficiencies?



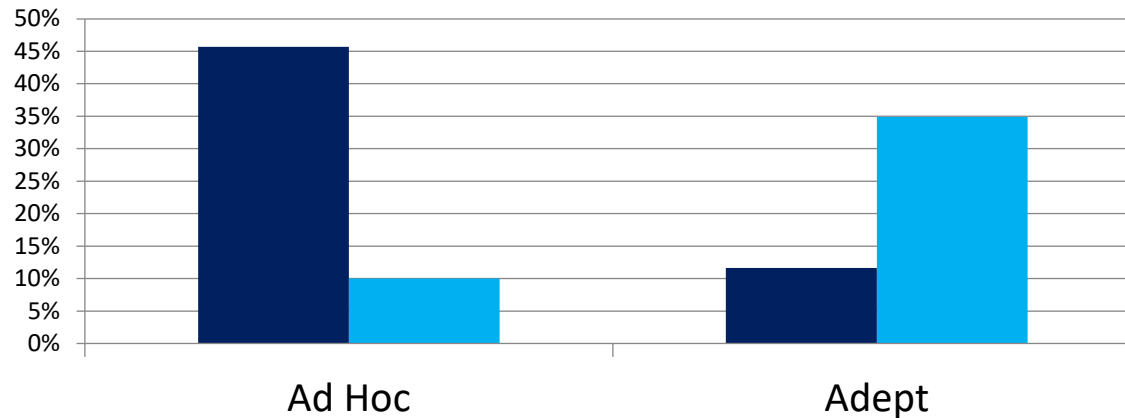
3x more likely to be focusing on business impact



Speed is a remedy for 2 of the top 3 ghosting reasons

#4: Strategic Business Impact

Which of the following best describes your talent acquisition function?



- **Passive:** we take requisitions from the business, post jobs, and source candidates as requested, but we aren't a strategic function.
- **Leading:** we are leading the business by proactively bringing ideas for how talent and skills align with their needs and solve business challenges. We are a strategic partner.

3.5x more likely
to be a leading,
strategic partner



H&R

BLOCK[®]

of Marriage

of the Roman Catholic Church



The Problem with the Most Commonly Used Recruiting Metric



The Problem with TTF

Requisition Opened

Requisition Closed

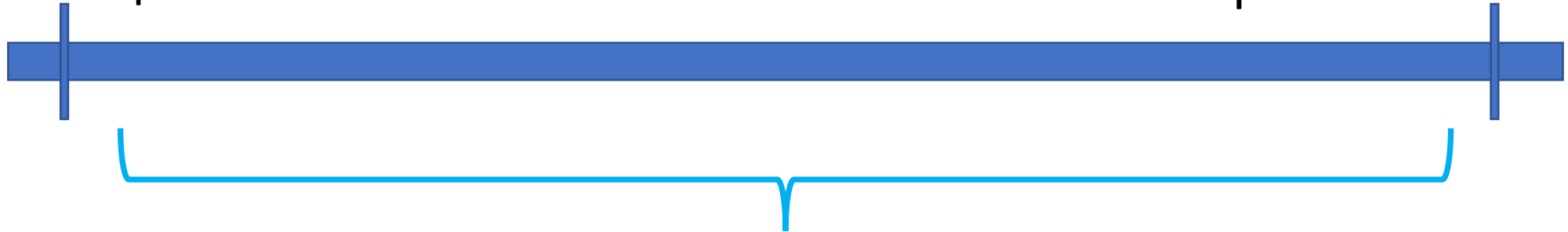


Time to Fill: x days

The Problem with TTF

Requisition Opened

Requisition Closed



Where is the
clarity on what
happened here in
99% of the job
activity?

The Problem with TTF

Requisition Opened



Requisition Closed

Is every job the same level of difficulty when it comes to recruiting?

The Problem with TTF

Requisition Opened



Requisition Closed

Time to fill: dropped by 6 days

QQ rate: increased by 15%

The background of the image is a repeating pattern of colorful speech bubbles, each containing a question mark. The colors include shades of red, yellow, purple, and grey. The speech bubbles are scattered across the entire frame, creating a dense, textured effect. In the center, there is a dark, semi-transparent rectangular box containing the main text.

Types of Questions TA Data Can Answer



What keeps your leaders up at night?

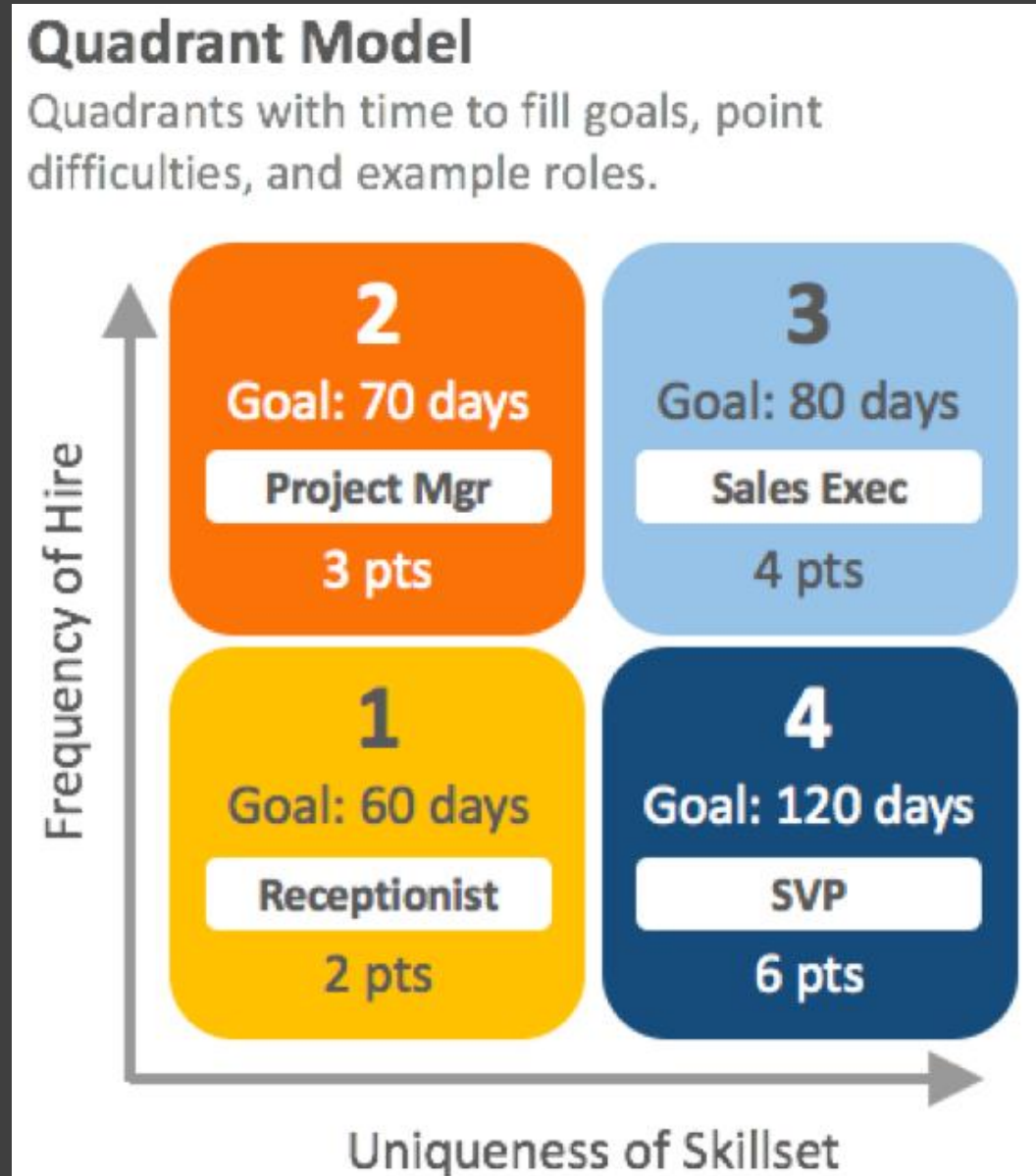


Answering Big Questions with Data

- How many recruiters does it take to fill x jobs?
- How do we evaluate recruiter performance?
- How do we keep hires from becoming quick quits?

Case Study: Opower

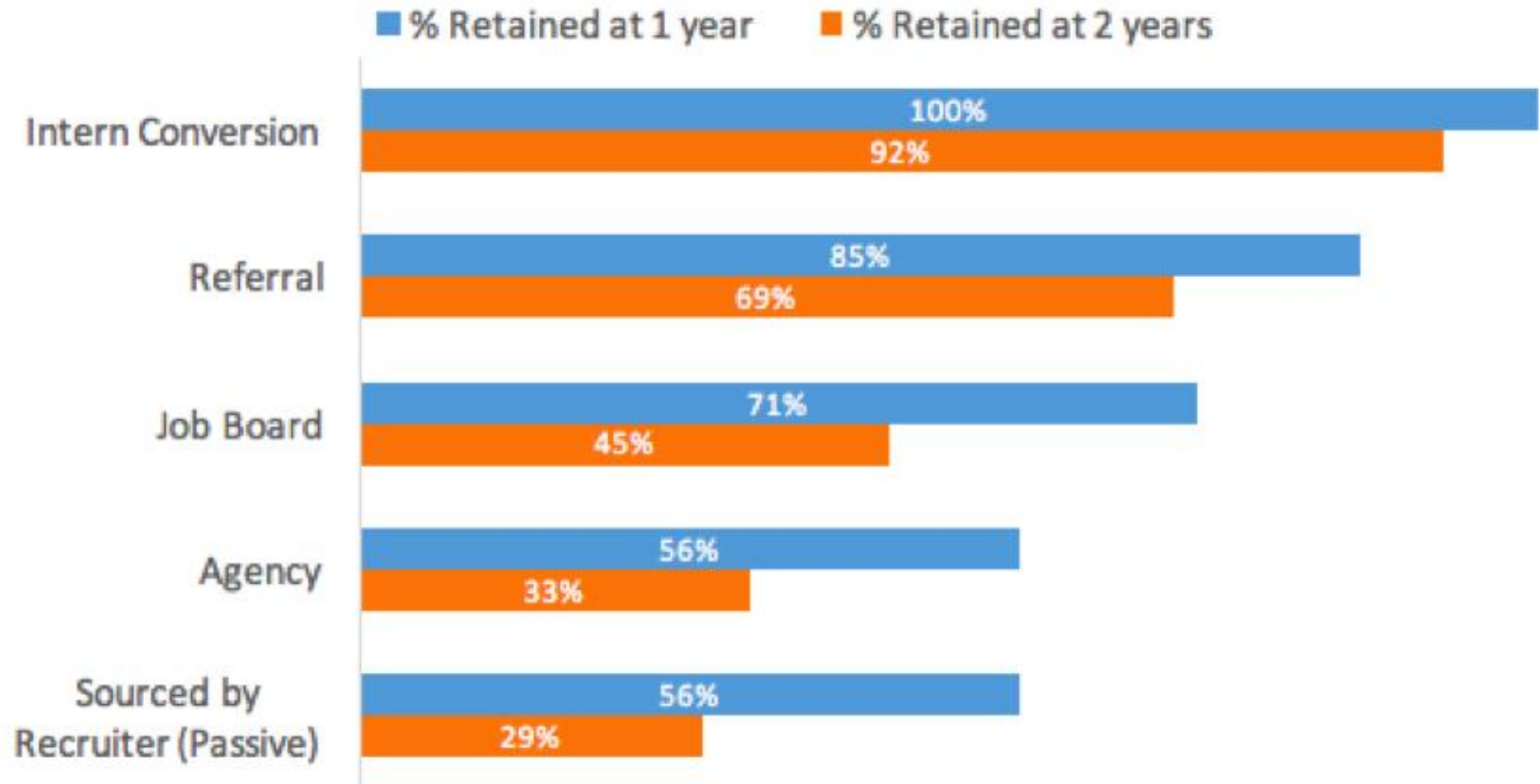
How many recruiters
does it take to fill x
jobs?



Measuring Recruiter Performance

	% Of Roles Filled On Time (Employee Starts by Goal Date)	Avg Quadrant (Difficulty)	Avg Point Value of Hires per Q	Avg # of Hires Per Q	Avg Time to Fill
	76%	2.8	38 pts	10	76
	75%	3.2	25 pts	7	55
	75%	2.1	24 pts	8	78
	69%	2.5	34 pts	9	69
Sally	66%	3.5	32 pts	7	110
	63%	3.1	16 pts	4	89
	56%	2.9	17 pts	5	90
Bob	45%	2.4	20 pts	7	65


Diving into Retention Data





Recommendations

- Determine what matters most to your executive team
- Measure and report
- Add other metrics as time allows
- Data is an enabler AND an outcome

A large, ancient tree with thick, gnarled branches and dense green foliage, set against a dark, semi-transparent overlay. The tree's trunk is massive and textured, with several large, horizontal branches extending outwards. The leaves are a vibrant green, creating a thick canopy. The background is a dark, semi-transparent overlay that covers the lower half of the image, with a diagonal cutout on the right side. The overall mood is serene and majestic.

The Unseen Cost

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

Contact us:

research@LHRA.io



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