

5 Must-Dos for the Talent Acquisition Team

THOUGHT PAPER

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Despite what the name suggests, talent acquisition stretches far beyond just recruiting talent. Effective talent acquisition is a long-term, intricate process that builds a strong bridge not just between the quality of hires and business success, it also acts as a marketing arm of the organization – helping it create the brand that attracts the best possible talent. When done right, talent acquisition paves the way for sustained growth, positively impacting organizational culture and performance.

Following are **5 key elements** every talent acquisition team member must take to achieve their goals.

1. Know Your Business

How does one solve business challenges without understanding the business? To make sound hiring decisions, it is important for acquisition teams to get a clear understanding of what their company stands for and does. It is not enough to simply know the area of expertise and the vacant job positions that one needs to fill. Understanding the organization involves going deep into what it stands for - its values, the culture, its strengths, as well as the unique value proposition. This knowledge is fundamental to all your hiring efforts. It helps in shaping future talent pools, 'marketing' your company to prospective candidates, and creating a well-rounded candidate experience.

2. Educate Your Company

Once you know what a company does, you can focus on what it needs. Every talent acquisition professional must not only be skilled in sourcing and assessing candidates, but also empowering businesses with the right guidance. Acquisition specialists must take a strategic approach and assume the role of a partner, a coach, and not just an executor. This means guiding the employers and hiring managers on what kind of talent to hire, how to attract it, what are the current trends driving the industry, and the likes.

Making such collaborative efforts, add value to the entire hiring and onboarding process. It helps companies explore and define who they should hire and why.

3. Prepare Your Pitch

Branding is critical. As a talent acquisition specialist, you must have a story to tell your audience i.e. the candidates. The first two steps lay a solid framework for you to build a story to pitch to your candidates - a narrative that helps attract talent by showing them why they should choose your company over other opportunities. Like every good sales pitch, your story too should inspire action.

At the same time, it is also important to understand your audience. Who are you selling to, what do they want to hear, what is the edge that sets you apart? This sets the tone for the way you craft your message.

4. Listen Carefully

In business and beyond, communication plays an irreplaceable role. As important as it is to convey information, effective communication cannot take place without listening attentively. Every talent acquisition professional must engage in active listening with both, the hiring manager as well as the candidate. Listening to the former will help align expectations, understand KRAs, and therefore, build an effective job description, indicate what kind of talent network to tap into, and most importantly, help both sides develop a common language.

Mismatched expectations can not only make it seem like there are two separate teams competing with each other, but it can also lead to unnecessary challenges for the entire organization.

As for the latter, listening to the candidate's story during the screening process offers deeper insights into the person's professional journey and personal values. Remember, the candidate on the other side of the resume is a human being and few pages might not do justice to what they bring to the table. It also helps with another critical aspect of talent acquisition - forging relationships.

5. Be Proactive and Transparent

To ensure a positive experience for everyone involved, talent acquisition teams must embrace transparency. The need for a transparent process is especially highlighted in a remote working environment. Keep candidates informed at every step, address their concerns, communicate your commitment, and be accessible. Remember that like you, candidates are also making their decisions based on how their experience during the interview is.

Transparency at every step is also important for hiring managers or business heads. No matter how well-defined a hiring process is, changes are bound to occur. Maintaining a constant and open dialogue throughout the process allows everyone to be on the same page, eliminating any scope for misunderstandings and paving the way for better results.

It all boils down to experiences

Every talent acquisition team must be able to create personal and positive candidate experiences while also driving the right talent to their organizations. **With this goal in mind, talent acquisition teams need to work closely with all the stakeholders in the hiring process and develop a unified approach that benefits everyone involved.**

About the Author



Mainak brings over 24 years of experience spanning business and HR roles across geographies. This has given him a unique understanding of the link between HR and business strategy. He also holds a patent for HR capability development.

Mainak's experience includes human capital strategy, culture, talent development (performance, leadership development, career pathing, competency, learning, engagement, diversity) and talent acquisition (including on-boarding and background check). He has also implemented HRIS platform and HR metrics to improve performance.

Recently he has been helping start-ups set up efficient and effective HR teams and processes. In addition, Mainak is a recognized Executive Coach and Leadership Development expert.

Mainak's previous work experience includes stints/projects with Accenture (Consulting and HR), Hewitt Associates, AbsolutData, Heidrick & Struggles, Evalueserve, Sterlite Technologies and Upstox.

Mainak holds a MBA from the Indian Institute of Management, Calcutta, and is a certified executive coach.

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