



Hello!

Thank you for your interest in our first **TOC Talent Series**. It was great to see so many friends of the firm and new faces. With the war for talent and the future of work forever changed, our Talent Acquisition and Human Resources leaders are teaming up to bring you recruitment and retention strategies to build and improve your talent pipeline.

During this session, we heard from our experts, [Lindsay Evans](#), [Charlie Wessel](#), and moderator, [Meghan Popoleo](#) who covered the following talent topics:

***Employer Value Proposition:*** Do you know your organization's [Employer Value Proposition](#)? Employer Value Proposition (EVP) is a set of benefits (tangible and intangible) you offer your employees and is critical in your recruiting strategy. What does your EVP look like in your organization and what's missing?

***Active Candidate Sourcing:*** The importance of [active candidate sourcing](#) beyond traditional recruiting efforts is at an all-time high. Active candidate sourcing is a direct outreach to candidates who may or may not be actively looking. This strategy lends itself to the scarcity of candidates and the depleted workforce since the pandemic. Dive into the sourcing tools your organization is using. Don't forget, it can take a minimum of 3-5 messages to hear back from candidates in some cases. You can measure the success of candidate sourcing efforts through the response rate and time-to-fill ratio.

***Offer Approach:*** What are the key components to a [successful offer](#)? Think about making sure you *sold* the position to the candidate and the compensation you are offering is competitive with the candidate market.

***Retention Strategy- Calibration:*** Successful talent acquisition and employee retention strategies for your organization starts with *calibration*. By understanding that talent is a market, you can make sure you are not overpaying in comparison to your current talent and assume that employees will talk and share compensation information with one another. Don't wait until your top talent receives another offer to make a counteroffer and implement [cost-of-living adjustment \(COLA\)](#) in response to inflation. This will help ensure that you have fair and equitable compensation practices.

***Retention Strategy- Active Listening:*** Make a habit of asking questions and listening to your employees. Ask managers to have 1:1's that dives into how the employee is feeling, and what support they need. Are you doing stay interviews? Gathering feedback and data through stay interviews and engagement surveys are great tools to [measure engagement](#).

***Retention Strategy- Be Intentional:*** Focus on the basics and keep it simple by making your environment an enjoyable place to work and [invest in time with your team](#) including manager 1:1's, skip-level meetings, all-hands meetings, and social gatherings. Remember to be honest and genuine to build trust within your organization.

The future of recruiting will be highly adaptive and agile. We will have to adapt to how the candidate market is trending and align with what is desired. We are here for you to help navigate your recruiting and retention strategies. Please [connect with us](#) if you need support!

Thank you for joining us at our first TOC Talent Series and we look forward to bringing you another session this fall!



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