

Talent Beacons and Authentic Stories

The June SCOTUS ruling in the U.S. on marriage equality was a catalyst for a number of organizations to take a look at how they address diversity in the workplace. The fact is, many organizations have whole-heartedly embraced diversity as their path to organizational and business success—and as Talent Acquisition professionals, we need to embrace and share these stories as a core part of our attraction strategies.

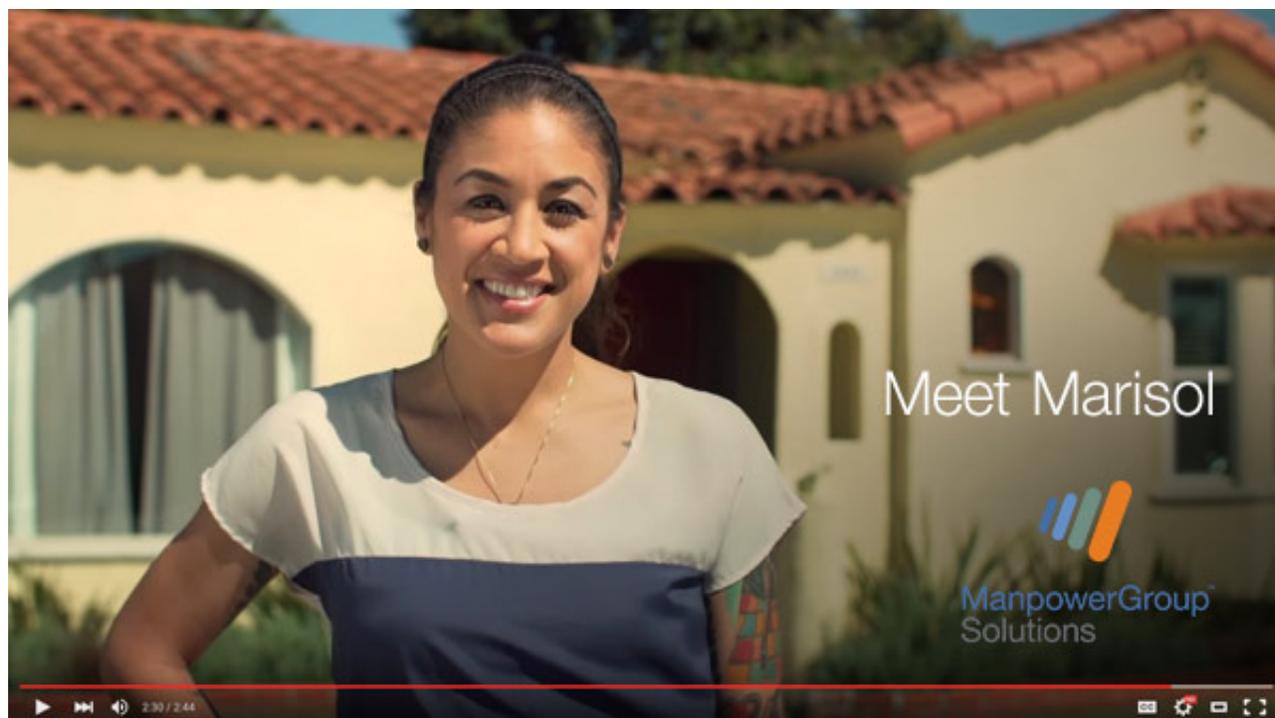
Talent beacon

Your own employees are typically your best recruiting tool. Happy, engaged employees are likely to enthusiastically promote the products and services of their organization, as well as their employer as a destination of choice. You can also take advantage of the social media presence of your employees - creating talent beacons - people who regularly post on happenings, culture and what it's like to be a part of your organization. Our own research tells us more candidates rely on Facebook as a trusted network for information than any other social media. Format job advertisements in a way that is easy to share on Facebook, LinkedIn or Instagram. Short videos are also easily shared on your employees' social media networks.

Authentic stories

Many firms rely on stock photography to give a graphic representation of a belief in diversity. This two-dimensional approach is often times more aspiration than reality. Hearing real stories about what it's like to work in an organization that embraces diversity is so much more powerful. Think about your great diversity stories: People with a non-traditional background that made a difference; a way you adjusted your work models to make it easier for more people to participate; what it means to a

person and their family to be a part of your organization.



Sharing authentic stories through talent beacons is an effective way to get your message to a broad audience *(click to view video)*

Sharing authentic stories through talent beacons is an effective way to get your message to a broad audience, and there is nothing better than the pride your employees and organization will feel as they see their own stories brought to light.

According to a DiversityInc study, organizations that embrace diversity significantly outpace their peers in overall returns. Sharing authentic stories through a community of talent beacons is a low-cost, but extremely effective way to continue to generate value for your organization and stakeholders.

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