

Stonehill

M2M™ Talent Acquisition



Recruit a 21st Century Team

Overview

Stonehill Match-to-Market™ Talent Acquisition

A recruiting process that attracts “more of the same” is no longer a formula for success. Recruiting must evolve to meet the challenges of today’s *new market* (very diverse, informed and hard to access!)

Attracting today’s “must have” talent groups

M2M™ is a new process based on *market-driven*, target recruiting. **T.A. reframes traditional recruiting from building a team into building the “right” team.** The right team isn’t just “diverse”; it has *powerful access* to your lucrative market opportunities in today’s *new market*. It is Talent Acquisition.

Traditional processes alone are not building the “right team”.

Most managers are entrenched in recruiting from their *comfort zone*. This results in using old and out-of-date practices e.g.:

- ▶ Recruiting by **rote**; not tying *recruiting strategies* to the market changes and “gaps” on their team of producers needed to provide market access
- ▶ Having **inadequate** recruiting profiles; leaving out the ability to have market access as a criteria and relying on *personal attributes* (e.g., personality; easily molded; education level) or *career elements* (tolerance to commission sales or night work)
- ▶ Using **traditional “large net” recruiting (rather than target recruiting)**; necessitating generic or one-size-fits-all (particularly white male) approaches and messages that don’t resonate with new talent groups
- ▶ Going to the talent pools they have in the **past**; leaving them disconnected with the new talent groups (e.g., women, ethnicities) needed to access *new market* opportunities (and that have great talent!)

Stonehill M2M™ uses the **best practices for today’s new market to add focus to your talent acquisition.**

A simple but powerful process to recruit the right team for your marketplace:

- ▶ Uses **market data to identify talent gaps and needs**; recruit talent to build a team that can leverage all your lucrative market opportunities you need to connect with in your changing market
- ▶ Shapes talent targets for **maximum market access**; targets crafted to have maximum access/entry into market opportunities and are “targetable”
- ▶ Uses **target recruiting to connect to new talent groups (targets)**; finds messages and approaches tailored to fit specific talent groups
- ▶ **Engages your talent target directly to get the right recruiting tactics.** This non-recruiting, fun conversation (a structured focus group meeting) identifies powerful *career messages* and *approaches* that are “perfect”!



“People are not your most important asset. The right people are.”

Jim Collins author of *Good to Great*

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The *Talent Acquisition Toolkit* is a market-driven roadmap for managers to build strong teams that can leverage today's changing market (*new market*). Its best practice's based tactics work on all talent groups.

M2M™ Talent Acquisition Toolkit

M2M™ Talent Acquisition has 4 Parts

PART ONE

Map Out
Your Team's
Talent Gaps

PART ONE clearly defines your strongest market-driven recruiting strategy. It's not based on "comfort level" or "this group makes good salespeople" but based on which market opportunities are so lucrative (yet underserved now) that our team must have people who can connect/access them!

PART TWO

Choose a Talent
Group to Target

PART TWO zeros in on exactly the strategic talent group you need to target. To acquire a high value target, it must be specifically designed to have maximum access to your most lucrative market opportunity and be highly targetable (shaped to readily surface powerful, "matched" tactics.)

PART THREE

Meet with Your
Talent Target
(*Career Forum*)

PART THREE engages your target in a *focus group* (tactical planning) dinner. Your *Career Forum* is designed to surface the powerful tactics you need. The only real way to know how to connect quickly and powerfully with a new talent group is to ask the right questions directly.

PART FOUR

Construct/ &
Implement
Your Blueprint

PART FOUR shapes powerful, targeted tactics from your *Career Forum*. The tactics are sifted, prioritized and molded into a strong, doable "blueprint". This provides the discipline and "specifics" necessary to attract your talent target quickly.

It's not just about selling skills; the right team provides access to the *new market*

The M2M™ Toolkit provides the manager/recruiter all that is needed to quickly attract the right team:

- Building their own *who to recruit* "business case" that creates an appetite for new talent groups
- Clear, simple explanations of best practices and processes that is a robust template for recruiting
- Real life examples of using the process to give context and understanding
- Worksheets & templates that structure and guide, providing the complete tools for implementation
- FAQs that supply down-to-earth answers for the questions all managers have with a new process