

The Future of Recruitment Using Data Insights

Paul Rance



What is Talent Intelligence?



In his recent book Toby Culshaw (Talent

- ▶ **Intelligence Leader at Amazon) defines Talent Intelligence as follows.**

Talent Intelligence is the augmentation of internal and external people data with the application of technology, science, insights and intelligence relating to people, skills, jobs, functions, competitors and geographies to drive business decisions

Offensive or Defensive

- ▶ Talent Intelligence Data can be utilised in both offensive and defensive settings.

- ▶ Offensive – utilising labour market data to de-risk decision making and strategy processes and help form talent strategies.

- ▶ Defensive – helps organisations to understand changes in the talent landscape and identify potential risks to their existing talent.



How Acorn by Synergie utilise Talent Intelligence with Clients

We have licenced a leading Talent Analytics Tool called Horsefly which enables us to provide clients with key talent data in both offensive and defensive settings including the following;

▶ Prior to the commencement of any recruitment exercise we undertake a full search against the relevant geography and job title / skills to provide clients an initial report to benchmark salaries, gender breakdown, competitors and supply and demand statistics

▶ We regularly utilise Horsefly to benchmark current salaries to ensure existing employees packages maintain parity with competitor organisations



Search Criteria

We can customise searches with over
▶ 500k skills and job titles

The ability to add multiple search strings
▶ for each role

Ability to search the entire UK or a
▶ specific city or radius

SEARCH BUILDER SAVED SEARCHES

New Search Filters GBP £ ▼

United Kingdom ▼ Location ▼ Radius ▼

📍 Add location

Search Group Options

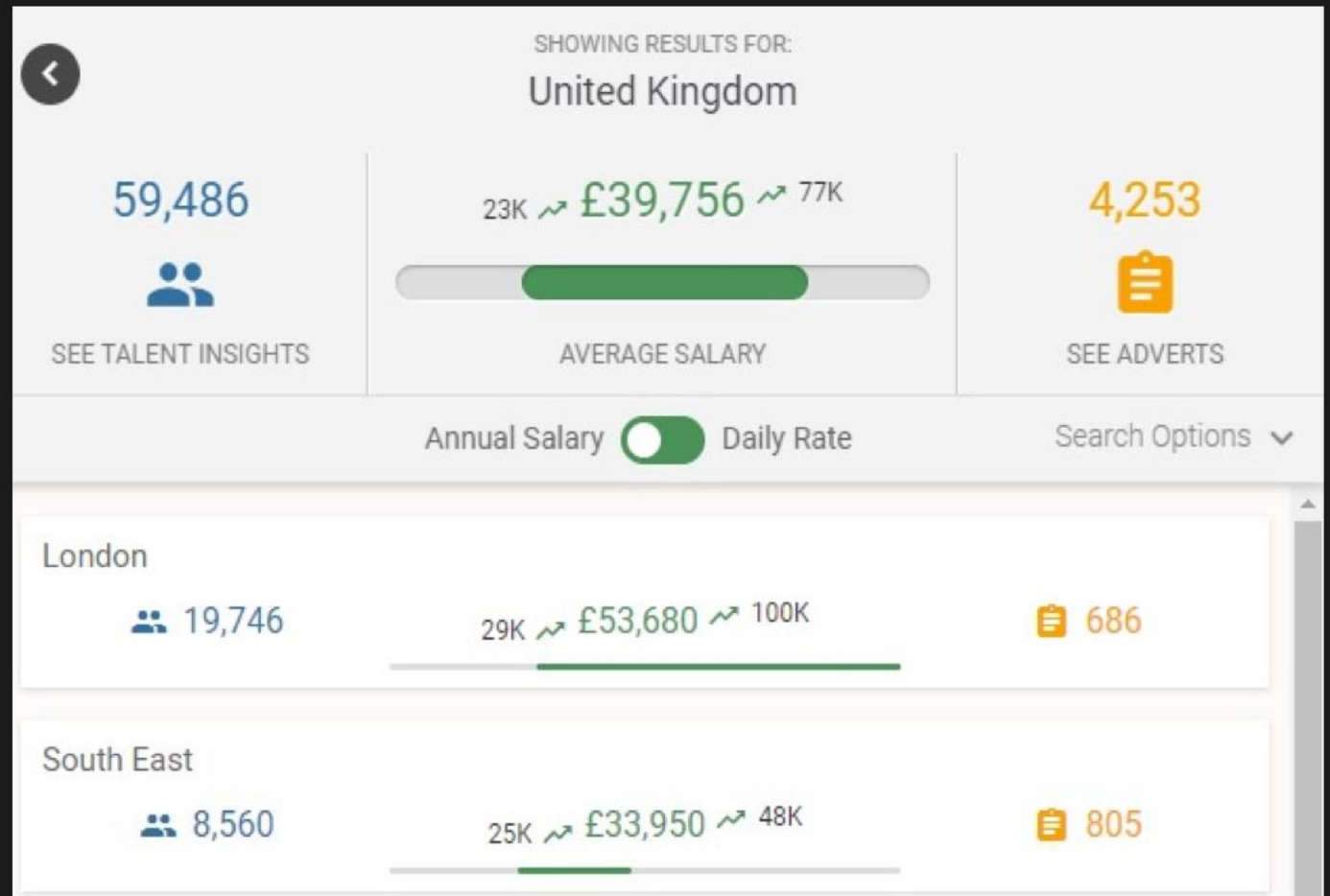
✕ audit senior ✕ audit semi senior ✕ audit associate ✕ senior audit manager

✕ tax senior ✕ senior audit assistant

☰ Add search group

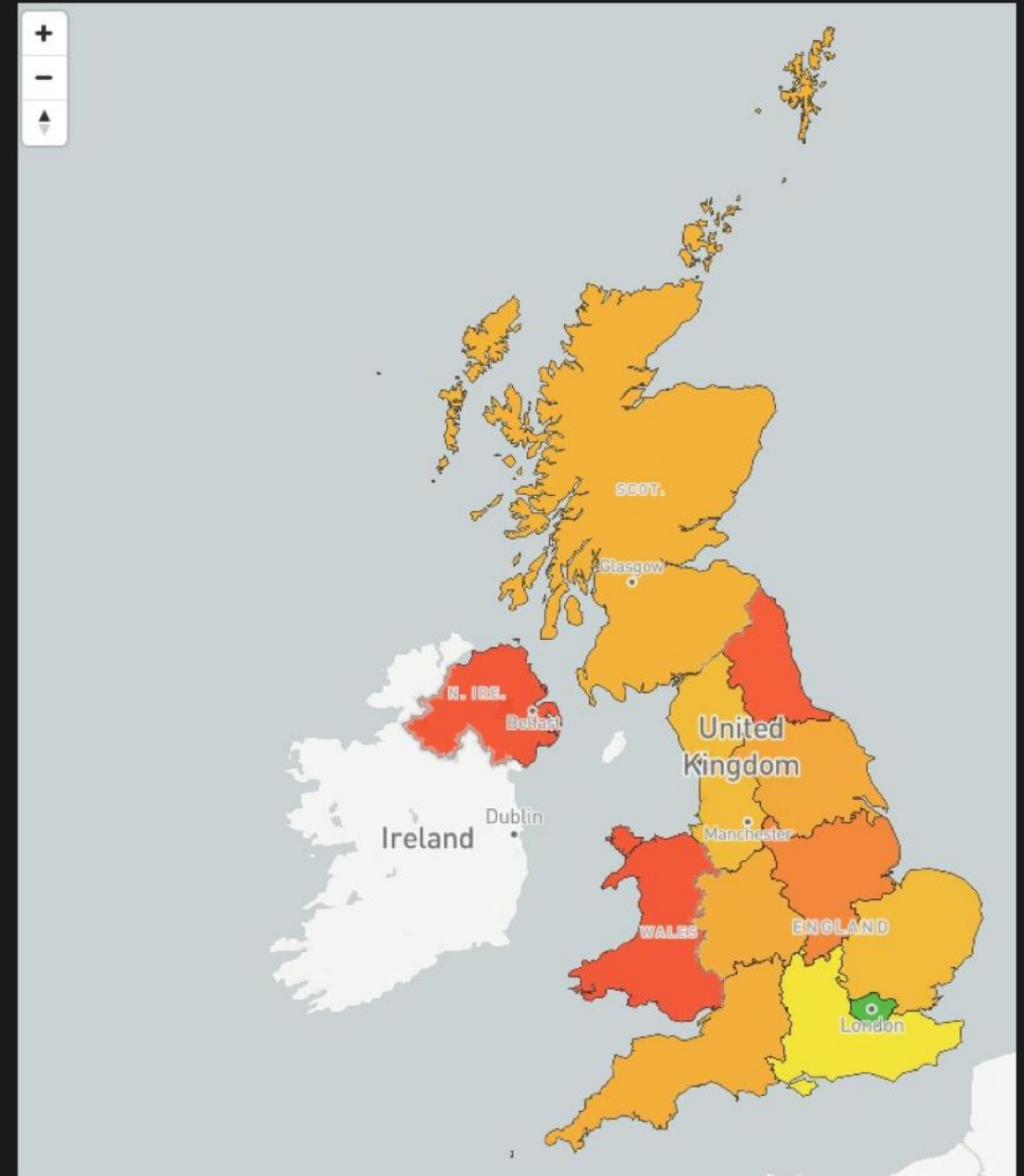
Dataset results

- ▶ Total Talent Pool Size segmented into Region, Cities or Towns
- ▶ Salary Data – Providing accurate data for almost any skillset across the UK



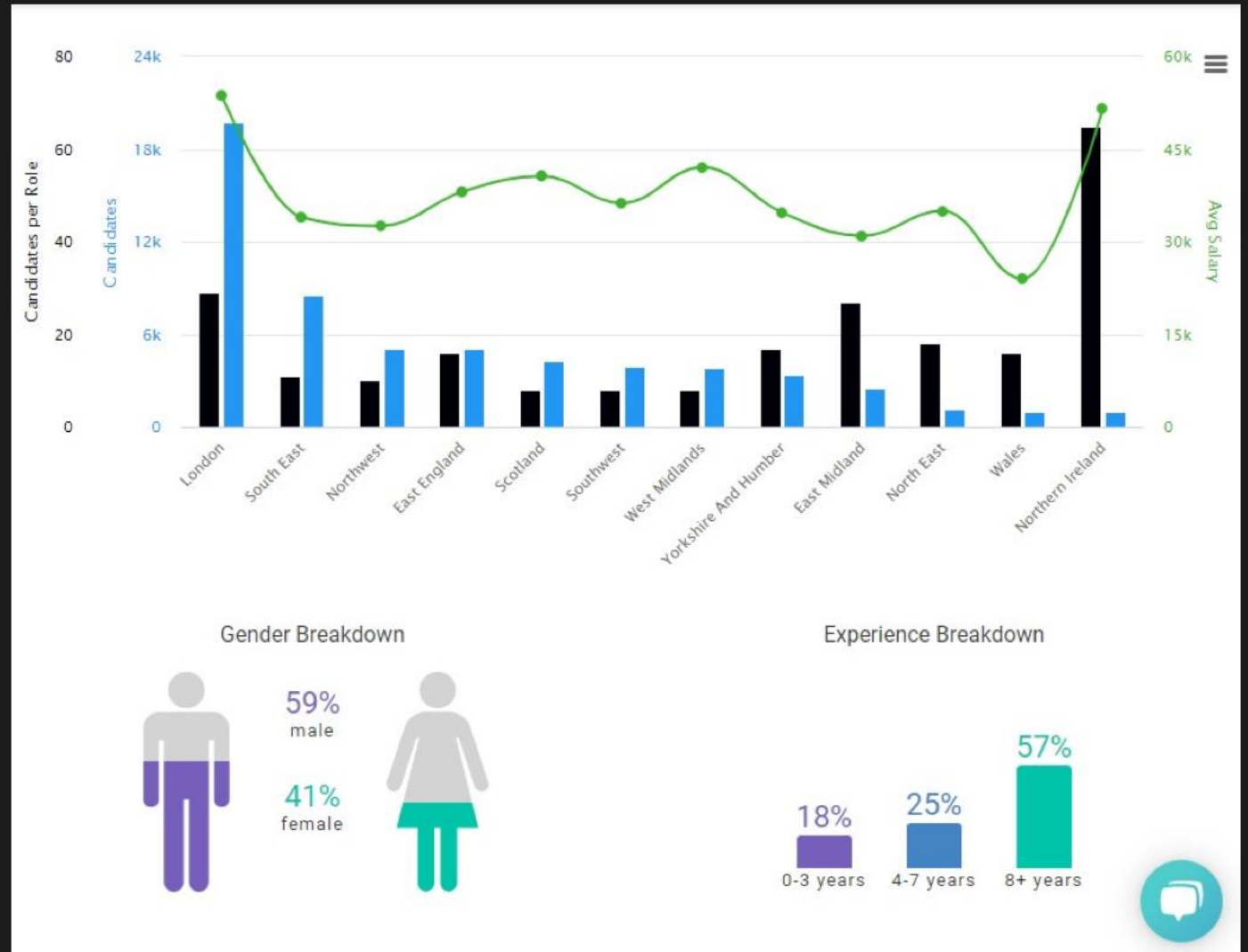
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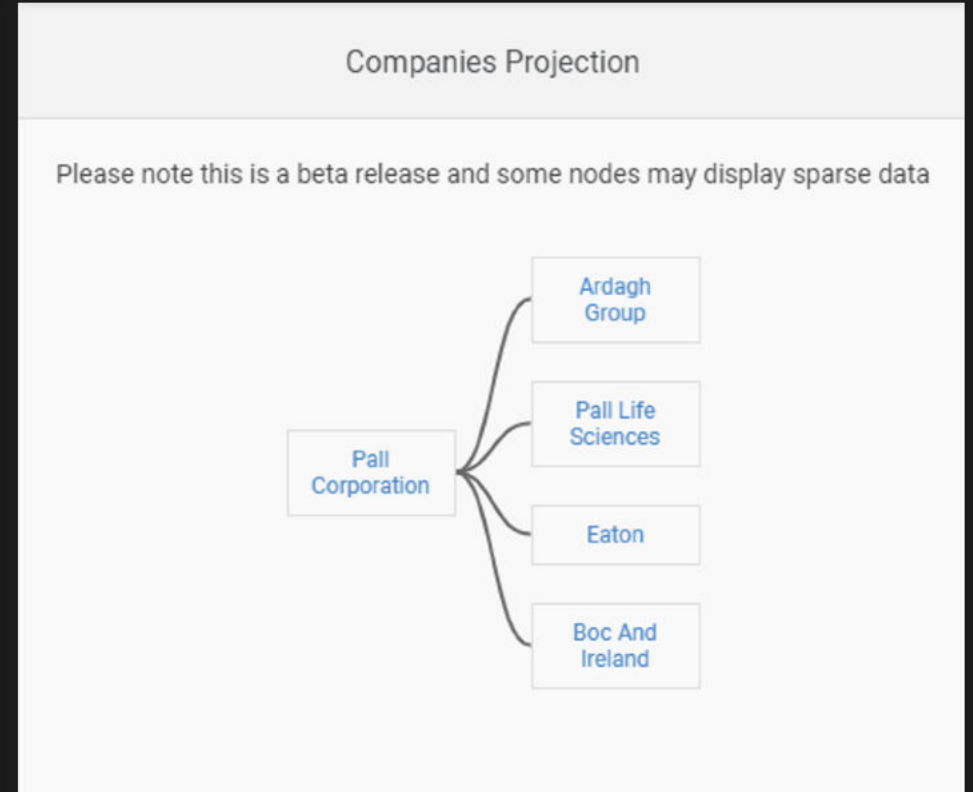
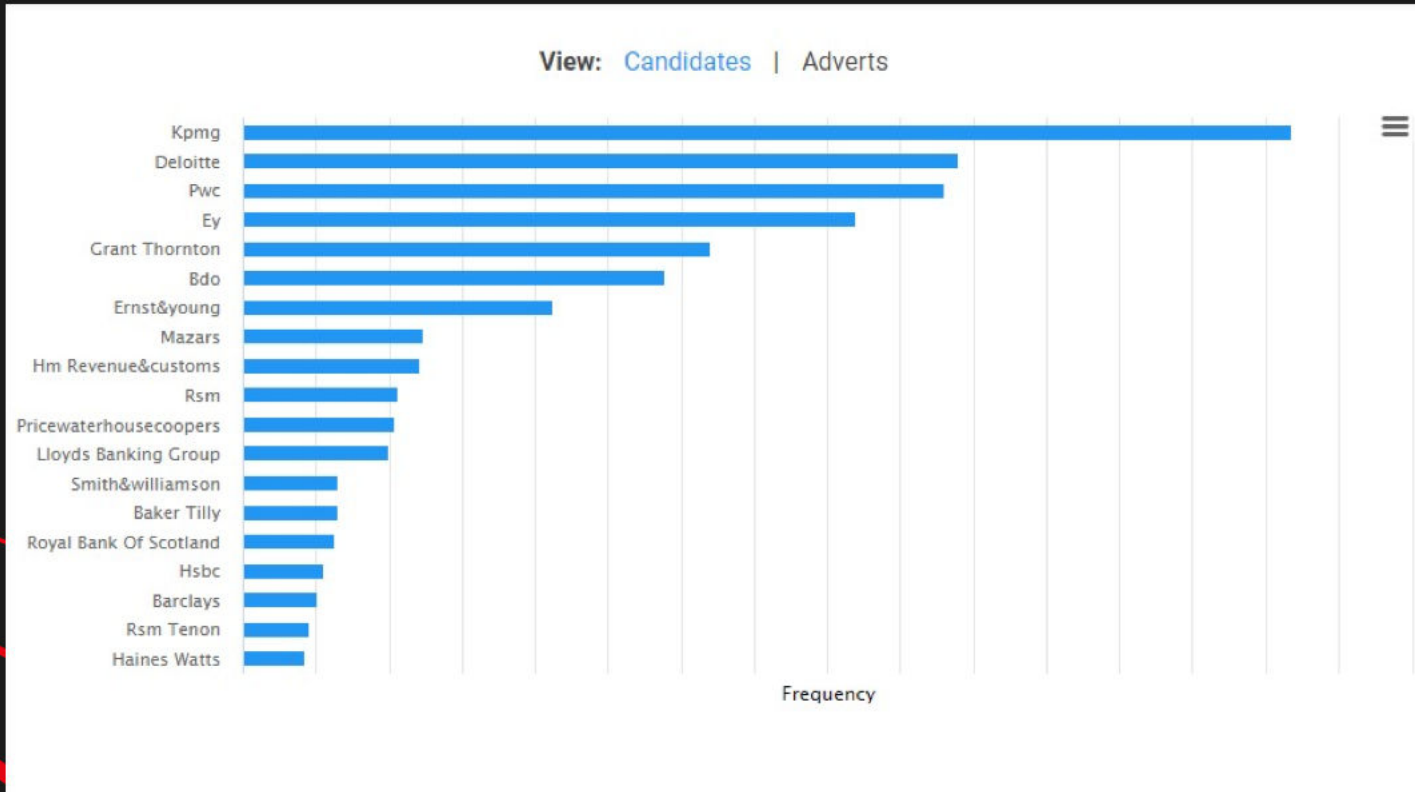
- ▶ Labour Supply & Demand – providing experience and gender information



Dataset results

Company Movement – Leading employers

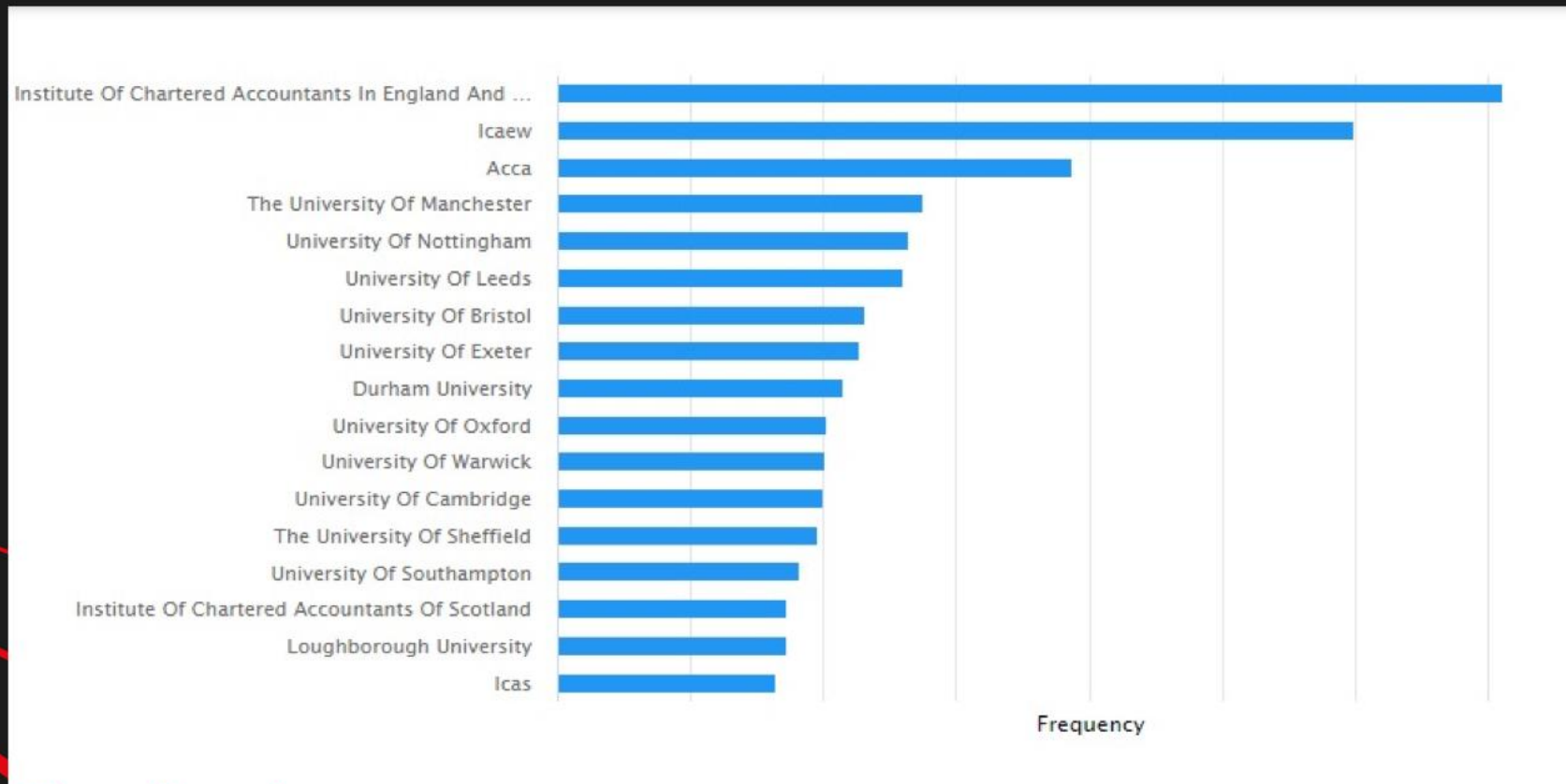
- ▶ and which companies they move onto as part of their career progression



Dataset results

University Insights – Identifying which

- ▶ institutions provide the skills you require to allow early engagement opportunities



Thank you for your time

Any Questions?

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