Sourcers vs Marketers: Who Would Win in a Sourcing Battle?
Shout Out!

Mike Wolford and Glen Cathey
So who would win in a sourcing battle?
Because marketers understand what sourcers are just learning.
Research.
### Buyer Persona Profile

<table>
<thead>
<tr>
<th><strong>Persona Name</strong></th>
<th><strong>Industry, Geographic or Other Segments</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Role</td>
<td><strong>Reports to</strong></td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td><strong>Solutions, Sales Play or Campaign</strong></td>
</tr>
</tbody>
</table>

### MY RESPONSIBILITIES
- Effective planning and implementation of marketing content
- Establishing and adjusting strategies to meet goals
- Engaging in business partner relationships with clients and/or cross-functional resources
- Project management, executing reporting and presenting results
- Delivering work product and staying current with industry standards and trends.

### HOW I AM EVALUATED
- Knowledge of marketing project workflow process and digital process lifecycle
- Attention to detail and accuracy
- Quality of written, presentation and verbal communication skills
- Knowledge of digital and social media analytics
- Budget management, metrics and reporting, especially demand generation
- Ability to work as a member of a persuasive and effective team

### INFORMATION RESOURCES I TRUST
- Business professionals (peers)
- Consultants
- Internet / websites
- Business social media
- Events / conferences
- Personal social media
Use LinkedIn for roles you’re unfamiliar with
Financial administration and oversight of funds and reports to CFO

Well-versed in the B2B environment, specifically around finance

Oversees operations related to the funds

45-55 to years old

Strong sense of URGENCY

Highly analytical

Her barrier: TRUST

Manages time well

Evaluated on management skills and communication

Terrified of falling behind
“If you Can't Measure It, You Can't Improve It.”

“Measure Twice, Cut Once.”
Employee Demographic Analytics

The Employee Lifecycle

- **Start**
- **Fully Contributing**
- **Decision to Leave**
- **Employee Reaches Max Potential**
- **Last Day**

**ELTV**

**Output vs. Time**
Employee Demographic Analytics

Sourcing Channel Effectiveness

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Acquisition</th>
<th>Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sessions</td>
<td>% New Sessions</td>
</tr>
<tr>
<td>1. Linkedin</td>
<td>293 (52.04%)</td>
<td>39.93%</td>
</tr>
<tr>
<td>2. Twitter</td>
<td>105 (18.66%)</td>
<td>31.48%</td>
</tr>
<tr>
<td>3. Facebook</td>
<td>90 (15.99%)</td>
<td>32.22%</td>
</tr>
</tbody>
</table>

Sourcing Channel Cost

- Facebook = 120.00$
- Linkedin = 150.00$
- Twitter = 130.00$
Regional, State of the Labor Market

The Tight Labor Markets People Aren’t Moving To

June 21, 2018 by Jed Kolko

What HR Needs to Do to Get a Seat at the Table

by Carol Anderson

November 13, 2014

Why Every CEO Should Give HR A Seat At The Table

Charece Newell, MSILR, sHRBP, CCLC, CRC
Forbes Human Resources Council

HR’s Infamous Struggle For A “Seat At The Table”

May 20, 2016 | Posted by Jennifer McClure in Guest Posts | Human Resources | Talks

Editor’s Note: This is a guest post by DisruptHR Denver speaker (and official Disruptor) Ed Baldwin, SPHR, GPHR – President of HRO Partners. Ed is a global HR leader with a proven track record of success leading cultural change and aligning the HR function with business needs in a variety of organizations. So he knows what he’s talking about when it comes to where HR can sit.

3 Considerations When Operating in a Tight Labor Market

Hiring is especially difficult now in IT, manufacturing and consumer-facing roles. Here’s what to consider when trying to attract and retain top talent.

by Becky Frankowick
June 25, 2018

CULTURE COLLAB

Additionally, HR should be equipped to impact the culture, but leaving the culture up to one person or department to impact is not only inadvisable but could be dangerous. While you can’t ignore culture, you also cannot assign it to one person, or do much except direct and model it. If this is true at an established company, a high-growth startup is even more susceptible to groupthink. Instead of tasking your HR department with culture keeper duties, invite them to sit with the entire executive team (there’s that elusive seat at the table) and start building purposeful people and performance strategies.
What are you offering as an employer?
CAN Change vs CAN’T Change

Flexible Scheduling

50 Great Benefits You Didn't Know You're Offering
Part 2: Molding Your Digital Hiring Model
Identify
Engage
Qualify
Submit

I'D FIND YOU!
Automate
System-IZE
Share Your Knowledge

JOEY DOESN’T SHARE FOOD!
Digital Hiring Model

- Identify the need
- Build the persona
- Adjust the job
- Create the bait
- Plan the hunt
- Waft the smell
- Plan the approach
- Stoke the fire
- Check the merch
Part 3: Getting a handle on your employer brand
Make The Candidate The Foundation Of Your Decision

SO BEYONCE...
Employer Branding

WHO ARE YOU?
First Thing About Job Ads

THAT'S THE JOB.
Second Thing About Job Ads

YOU HAD ONE JOB.
Let’s Talk Some Trash

YOU MIX YOUR WHEATIES WITH YOUR MAMA’S TOE JAM!
YOU KEEP USING THAT WORD.
I DO NOT THINK IT MEANS WHAT YOU THINK IT MEANS.
EVERYONE NEEDS HELP. CALL US:

Maren Hogan
Red Branch Media
@marenhogan
(402) 715-0102
maren@redbranchmedia.com
Lots of coworker interaction

• Flexible scheduling
• Job sharing
• Work from home hours
• Free or low-cost food
• Rides to work
• Proximity to candidates’ home or school
• No dress code
• No phone work
• All phone work

Little to NO coworker interaction
• No computer skills
• No set offices
• Private offices
• ROWE (Results based work environment)
• Gym onsite or subsidized membership
• Health coverage
• No customer interaction
• Willing to hire ex-convicts
• Willing to hire ex-SAHPs
• A set schedule
• A flexible schedule
• A schedule that matches school schedules or daycare schedules
• Benefits for full and part-time workers
• Discounts on company merchandise or services
• Access to the latest books/games/music/software/tech/movies
Continuing formal education (tuition reimbursement, internal training, certification support)

- A company phone
- A company car
- A company computer
- Contests
- Pay for performance
- Meetings or consistent gatherings
- A recognition program
- Programs that have defined timelines and goals
- A short commute time
- An easy to access destination
• Lunch n Learns
• Willing to hire retirees
• Willing to hire veterans
• Willing to hire LGBTQ
• Willing to hire those without a formal degree
• Willing to hire those with a gap in the resume
• Offering 5-10-20% time to entrepreneurial-minded employees
• Offering a mentoring program and/or volunteer opportunities

Reading clubs, cooking classes, technology classes onsite or taught by other employees