

Webinar: Is your recruitment strategy more like Go Fish or Minecraft?

original post from [The Recruitment Process Outsourcing Association \(RPOA\)](#)

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There is so much information out there about how the candidate experience impacts your overall company. Join this webinar to gather the most important information for you as an HR or Operational Executive.

The tide has turned and companies now must have an engaging means of attracting and retaining potential employees with branding, a positive experience throughout the application process and content that makes people want to come back, build a connection to your company and tell their friends.

In this webinar, you will learn:

- What employer branding and candidate engagement is....why it matters NOW
- What the data is telling us and how negative experiences impact businesses in very big ways
- What can you do today and in the future to ensure you are meeting the needs of potential applicants and candidates
- How you can engage the right candidate audience for your company
- Some short term, easy changes you can make to immediately improve the experience for candidates
- Using ROI and internal partnerships to fund enhancements

Who should attend/view and why:

Executives, HR Leaders, Talent Acquisition professionals, and Operational Executives who are looking to build a business case to improve the candidate experience and attract the best talent for strategic competitive advantage.

About the Speakers

Beth Miller. VP of Sales and Business Development, Headway Workforce Solutions



Beth's primary focus is on providing the right solution to each customer according to their unique needs which enables recruitment brand alignment, greater efficiencies and stronger customer loyalty. Beth works collaboratively with inside sales and marketing to build effective client acquisition strategies and programs as well as with product development and client delivery teams

to ensure the client and Headway achieve mutual partnership objectives.

Beth has more than 15 years of experience in the recruiting industry from job boards to pure play RPO, workforce analytics, human capital management technology, ATS and full HRO solutions at companies such as Yahoo!, Accolo, The RightThing ADP, and TalentReef.

Richard Jordan is a career coach and human resources executive with domestic and international experience. He has demonstrated expertise in strategic talent management programs; recruitment, selection and assessment; retention, workforce planning; organizational development; process improvement; change management and career coaching. Richard has served in HR leadership roles, particularly in the areas of talent management, talent acquisition and HR operations. He has held global leadership positions at AEG, IntraHealth International, Equifax, RTI International, Ryder System, Shire Pharmaceuticals, J.D. Edwards, Compaq Computer and British Airways.



Richard has been certified as a career coach by the top two Career Transition and Outplacement organizations in the United States. He is retained by Triangle-based organizations, and has worked with Lee Hecht Harrison and as a career coach to 2,500 undergraduates and MBA students and alumni at the Martha and Spencer Love School of Business at Elon University.

Richard has a postgraduate diploma in human resources management from the University of West London. He is SHRM-SCP and GPHR certified, a Chartered MCIPD and served for 4 years on the Global, Staffing Management and Special Disciplines Advisory Panels of the Society of Human Resource Management. He is an active member of TSHRM, TODN and RWHRMA. Richard is certified to utilize the Myers-Briggs Type Indicator and Gallup's StrengthsQuest, and is a certified TILT365 practitioner, as well as a certified administrator and trainer of DDI's "Targeted Selection" competency-based selection methodology.

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[New Strengthening Talent Website Launches](#)

**Strengthening Talent website launches today,
December 4, 2014.**

Our new website was designed by [925CONCEPTS](#) and features the best in customer experience technology to help us in assisting educators, executives, professionals, and recent graduates, as well

as job seekers returning to the workforce, and visitors like you.

Whether you are looking for your first internship experience with your brand new degree or are RETURNING TO WORK after a gap of several years, taking YOUR FIRST CAREER STEPS successfully in this job market requires a structured, deliberate approach. Networking effectively is key to any successful job search, especially if you have RECENTLY RELOCATED to the Research Triangle area. Strengthening Talent will work with you to craft a series of careful steps into a solid strategy, tailored to your needs and your pace. We will help you identify your list of target organizations and assist with introductions, and you will grow in confidence and achieve your goal.

As the economy slowly recovers, and new opportunities are created, you need to be ready and prepared with a strong resume and a compelling story before you make your move. Whether you're looking to secure a promotion or make a complete career change, let us help you be prepared.

A lot of exciting things are happening here at Strengthening Talent, please visit us often.

Sincerely,

Richard Jordan
Strengthening Talent

[“SoupCrimes?” really?](#)

Welcome to the SoupCrimes? blog.

You may well be wondering what this is about. Well, please let me explain. A critically important part of a successful job search is networking, and a lot of networking happens over lunch or a coffee or even soup. So much, in fact that one of the most well-known books on networking in recent years, by [Keith Ferrazzi](#) is called '[Never Eat Alone](#)'. My very first business lunch meeting resulted in me closing a deal, enjoying a delicious bowl of soup, and managing to cover my new, trendy 'business' tie with blobs of minestrone. While I have worn ties to many lunch meetings since then I have never had another bowl of minestrone in the middle of the day. So, this inaugural blog on career search, networking, the state of the art of recruiting, social media paradigm-shifts and other pursuits of people engaged in a meaningful transition is an explanation of why the strange name. In the coming weeks and months please come back and look at what's cooking.
