



Quantum Solutions for Business, Inc.
1302 Waugh Drive #862
Houston, TX 77019
O) 512 263-9069 F) 832-201-9670

The Private Talent Warehouse – Built for Success

By Dan Ridge, Senior Contributing Consultant

Back in the early '90s one of the most successful and forward thinking companies was Electronic Arts, the #1 global video game company. EA was and probably still is, on the cutting edge of every aspect of their business and nowhere did this cutting edge mindset apply more than in the Talent Acquisition group headed by Rusty Rueff, VP of HR. EA was on a mission to hire the best and brightest. Under Rueff's direction, EA had identified and targeted the absolute best developers, programmers, business minds working at that time in the video game industry. EA cultivated a relationship with the top 50 in each category and everyone at EA from CEO on down knew who these people were and how important hiring any or all of them would be to the success of EA. Any time a senior executive planned to travel to a city where any of these top talented individuals lived, an attempt was made to schedule a meeting, dinner or coffee with them. Over time many of these successful people ended up at EA. Those who did not will always remember the professional interest EA showed them over the years and many of them ended up referring top talent to EA even though they themselves did not work there.

At the same time, Rueff and his group began to target the best gamers from the 10 – 12 year old set. This was done through a number of EA sponsored local, regional and national video game contests. The winners were tracked and over time many of them were hired by EA.

What EA was doing then was to build what we at Q4B refer to as a Private Talent Warehouse. Let's compare the two approaches.

- EA identified the specific talent and type of candidate that would fit their organization. Q4B's Private Talent Warehouse is a

customized database of candidates identified as potential fits for your organization.

- EA developed a strategy and identified the candidates they had an interest in. Q4B works with each client to develop an integrated sourcing strategy to identify and attract the specific types of candidates that fit the profile and builds the Private Talent Warehouse.
- EA maintained a strong relationship with all of their targeted candidates and proactively pursued them. The Q4B recruiting team develops and maintains relationships with the highest potential candidates, moving them to "Qualified, Interested, and Available" (QIA) status.

Having access to a Private Talent Warehouse allows an organization to execute a targeted sourcing campaign (Direct Sourcing and Networking Initiatives) and pay close attention to candidates and build goodwill in the job seeker marketplace. Exactly what EA and the Talent Acquisition group did.

So is it a coincidence that EA was and continues to be a very successful company? What EA did and continues to do is not easy. Building a successful company is never easy. If you are head of your company's Talent Acquisition initiative take a look at where you are now and where you want to be. If you want to use EA as a benchmark, do you have the capacity and the expertise to accomplish all that they did and continue to do in the Talent Acquisition area?

Consider these other questions.

- Have you developed a world-class multi-pronged talent acquisition initiative that continues to contribute to your success? How would you describe your organization's ability to acquire top talent and turn it into a competitive advantage, just as EA has done with their process?
- Have you designed and implemented any specialized recruiting programs such as diversity recruiting, college/campus recruiting, career fairs, employee referral programs, industry recruiting events, and more?
- Do you feel that you have created an "employer of choice" brand and developed employee value propositions? Are there processes in place that will ensure that your organization stays top-of-mind

with your industry's leading performers and allows you to hire them before your competitors do?

Top talent is hard to find and even harder to retain in today's highly competitive hiring market. The key to success is to be proactive versus reactive. Being proactive means targeting the type of talent you will need to continue to grow and remain profitable. Having a Private Talent Warehouse allows your recruiting team to develop long term relationships with your targeted talent pool and when the right opportunity presents itself, makes the acquisition of that talent much easier.

Do you have a Private Talent Warehouse? If not, then let Q4B build one for you.