



RPO - The Weapon in the War for Talent

The Harvard Business Review identifies outsourcing as one of the most important management ideas and practices of the past 75 years¹. With the predicted shortages of qualified workers and the escalating competition for talent, Recruitment Process Outsourcing (RPO) offers new approaches and strategies to attack talent acquisition and related challenges.

Most contemporary approaches to RPO focus on process and cost savings. It is our experience that these approaches whilst valid miss the mark, and do not attack the core issues. Our view is that the RPO market is quickly evolving from process and cost-saving approaches to transformational talent models that deliver a substantial and sustainable improvement in an organization's performance.

More importantly, transformational outsourcing models are more strategic in their recruitment pursuits, and well-implemented solutions provide organizations with competitive advantage in the war for talent. A transformational approach will see a RPO partner work closely with the customer to help set the talent agenda and enable the development and application of a range of talent solutions. In our view, cost and process savings are inherent in the transformation approach.

Models that only offer cost and process efficiencies do not provide organizations with considered talent solutions, and fundamental transformational change.

The right partner will provide the organization with a range of benefits including, but not limited to:

- A talent acquisition strategy linked to your workforce plans
- The ability to leverage and maximize your employment brand and proposition
- A structured acquisition to entry recruitment process utilizing "fit-for-purpose" technology
- A dedicated team of consultants able to execute the plans and implement the process
- A company-wide view of all recruitment, including the ability to mobilize the internal talent market
- The skills to build partnerships and trust with other vendors
- Sophisticated, real-time reporting metrics to track financials and performance

In short, the benefits of working strategically with a talent-outsourcing partner transcend today's best practice selection methods, move beyond process and cost savings and provide the strategies, platforms and processes to position a customer at the forefront of the competition for talent.

Despite the sensitive nature and importance of talent and recruitment, more companies are realizing that specialists may be able to deliver better results through integrating and managing all aspects of the talent attraction and the hiring process lifecycle. This may just make RPO this decade's most powerful, yet best kept "secret weapon" in the war for talent.



Tim Nelson is the President for Futurestep Asia Pacific. Based in Singapore, and can be reached at tim.nelson@futurestep.com. For more information, please visit www.futurestep.com.

¹Harvard Business Review published by Harvard Business School Publishing