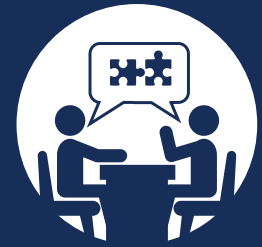


How Stronger Talent Acquisition Drives Company Growth...

**...and How You Can Blend it with Your
Cornerstone Platform to Accelerate Your Workforce**



Hiring teams fight a daily battle with recruiting and onboarding: too many resumes to read, concerns about culture fits, pressure to quickly fill roles, how to properly onboard new hires, and more. This often leads to a “hire and cross your fingers it works out” strategy, but that’s not a viable plan for workforce or bottom line growth.

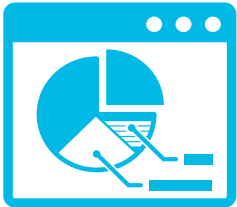
To truly build an impactful team, companies need to focus on *talent acquisition*. Talent acquisition is the strategic approach to finding, selecting and onboarding top talent to meet changing business needs. By leveraging innovative software solutions organizations can better engage and hire top talent resulting in a stronger workforce.

Discover more impactful strategies for:

- 1. ENGAGING STRONGER TALENT QUICKLY**
- 2. BETTER IDENTIFYING AND SELECTING FUTURE HIGH PERFORMERS**
- 3. DRIVING NEW HIRE PRODUCTIVITY BEFORE DAY 1**

1

ENGAGE STRONGER TALENT MORE QUICKLY



Recruiters that focus on stronger reporting of candidate data can help access better talent faster. Stakeholders can run multi-module reports to uncover sources of top talent, see their acquisition costs, and monitor the completion of pre-hire assessments. In a CareerBuilder survey, 38% of companies made a bad hire because they needed to quickly fill a position, while 21% admitted to not having tested or researched a candidate's skills well enough. With bad hires costing as much as \$50,000,¹ hiring teams without a talent acquisition strategy or metrics in place may see reduced business performance.

¹ <https://www.mindflash.com/blog/infographic-the-staggering-cost-of-a-bad-hire/>

How to integrate Cornerstone Recruiting into your existing talent strategy:



Cornerstone Recruiting leverages world-class technology to help hiring teams efficiently source, select, track and hire high potential candidates. Branding tools enable recruiters to show off their culture and mission to find top talent who will fit in and help achieve business goals. Mobile application tools provide a simple, candidate-friendly experience that helps cast a wide net and unlocks a new channel for applicants. The software also features dashboards that allow stakeholders to see the status of all applicants from one central location. That means no more searching through email threads or wondering who has what information. Reporting tools help stakeholders track, measure, and act on critical KPIs to be more effective in finding talent (and ID'ing the best sources of it).

2

BETTER IDENTIFY AND SELECT FUTURE PERFORMERS



The second phase of talent acquisition addresses candidate selection. Candidate selection is one of the most challenging aspects of the talent acquisition process. In fact, hiring teams spend only six seconds reviewing a resume to determine if there is a fit.² Further, 80% of that time is spent looking at start/end dates, progression of titles and companies, name, and education.³ None of these provide insight into how a candidate has performed, their potential, or their expected tenure. This leaves organizations with two unappealing choices: spend more time on resumes, which keeps vacancies open longer, or continue to make rushed, uninformed decisions and risk hiring an unqualified (and potentially toxic) employee. Neither of these result in business growth.

² <https://www.theladders.com/career-advice/you-only-get-6-seconds-of-fame-make-it-count/>

³ <http://cdn.theladders.net/static/images/basicSite/pdfs/TheLadders-EyeTracking-StudyC2.pdf>

How to integrate Cornerstone Selection into your existing talent strategy:



Cornerstone Selection's predictive analytics, job previews, and skills assessments tools empower users to go beyond the guessing game and truly identify which candidates can become future high performers. These tools enable hiring teams to better predict candidate success by analyzing applicants' behavioral DNA and past job performance. Cornerstone Selection also features a data science tool that continuously improves advanced algorithms to ensure data accuracy. Recruiters can analyze and prioritize applicants based on data. Stronger selection data reduces hiring teams' future workload by saving them from having to re-fill requisitions of candidates who didn't work out, enabling them to focus more on strategy. Eighty-six percent of best-in-class organizations leverage assessment tools in the pre-hire stage,⁴ leading to stronger talent, and ultimately, a better-performing company.

4 <https://www.shrm.org/hr-today/news/hr-magazine/Pages/0111zielinski.aspx>

3

DRIVE NEW HIRE PRODUCTIVITY FROM DAY 1



Organizations face a number of onboarding challenges, and perhaps the three biggest are coordinating the entire new hire process with the employee and their manager, establishing role clarity, and navigating the culture. The revenue drain created by a single poorly onboarded employee can reach over \$3,000 per week,⁵ and over 40% of voluntary turnover occurs in the first six months. Hiring teams have a financial stake in ensuring that new hires start off on a productive foot, so recruiters need stronger tools to manage the growing demands placed on them and the evolution of labor market.

⁵ <http://www.dtoolbox.com/blog/2014/12/16/five-costly-recruiting-sins-calculating-cost-of-vacancies/>

How to integrate Cornerstone Onboarding into your existing talent strategy:



Cornerstone Onboarding provides users with the tools needed to ensure that new hires are engaged and contribute faster. Hiring teams will be able to digitally send administrative documents – from tax files to company policies – and monitor their completion progress. In addition, you'll be able to start building engagement through welcome pages that feature critical new hire information from tasks to company policies. Onboarding can also be used to deliver relevant product trainings for companies that have Cornerstone Learning. Pair Cornerstone Onboarding with Learning to address skills gaps through strategically assigned training courses.

There is a strong business case to be made for ensuring you have an employee-friendly onboarding experience: half of all workers fail in the first four months, and 50% of senior hires fail within 18 months. In one study, 69% of employees who received structured onboarding stayed longer than three years.⁶

Using a reactive approach to hiring is no longer feasible in today's competitive candidate-driven labor market. Companies need a proactive strategy to recruit, select, and onboard top talent. By integrating Cornerstone Recruiting, Onboarding, and Selection into your existing Cornerstone tools, you'll more quickly find top talent, make smarter hiring decisions, and engage your new hires from the start. Attracting stronger candidates, better predicting employee performance, and providing a more meaningful onboarding experience is how a talent acquisition strategy leads to better bottom line results.

Learn more about Cornerstone OnDemand's
talent acquisition solution! **csod.com**



Cornerstone OnDemand is the global talent management software provider that is pioneering solutions to help organizations realize the potential of the modern workforce. [csod.com](https://www.csod.com)

