



WHY DOES YOUR TA
TEAM NEED TALENT
ADVISORY?

Talent Advisory is a natural progression for Talent Acquisition. Every team must have Talent Advisory elements to retain staff and remain competitive.

If external recruitment reduces and the Talent Acquisition team cannot add additional business value, they are at risk of redundancy. By providing Talent Advisory services the team continue to add value while gaining valuable skills.

While only some recruiters will need to cover the entire scope of Talent Advisory, others may be coached by a more senior person and supplied with the required data and insights. They can then use this to build their credibility across the business, enabling them to challenge hiring managers where needed and bring new solutions and root cause analysis of approaches.

In essence, Talent Advisory helps the current team to:

- Demonstrate professionalism to the business and extend the business partnership
- Optimise external recruitment by using market information to recruit the right talent at the right time
- Play to their strengths
- Facilitate internal mobility by understanding existing skills and providing advice on who may be suitable
- Compete in an optimum way for talent and develop and grow professionally.

Current recruiters tend to perform well with repetition and building connections, but many need help with data analysis and market trends. Having the right people in the business to engage with them as they move along the path can be a great way of building capability.

Can a recruiter be all things to all people?

As Talent Advisory combines sourcing, analytics, influence, and delivery, do we have the right people to operate as this now? Do we need to focus on multiple roles within recruitment to provide Talent Advisory?

Having individuals upskill quickly can be challenging; where possible, make Talent Advisory part of the function to support recruiters while they develop adjacent skills. The goal for today should be to help recruiters now while helping them in 2030. Help them understand how they compare to their peers. Through the creation of both direct and aspirational comparisons, we can help to drive change.

The appetite of the organisation, particularly heads of department and hiring managers, plays a key role. Recruitment can be seen as very transactional, and we must encourage a more strategic view. Order-taking needs to become more collaborative, but this requires our recruiters to have more gravitas to influence the hiring manager effectively. Closeness to the client base helps to create an understanding of the requirements.

