



Adecco Group



How to Hunt... สุดยอดทรัพยากรมนุษย์

ธิดารัตน์ กาญจนวัฒน์
ผู้อำนวยการส่วนภูมิภาคไทยและเวียดนาม
กลุ่มบริษัทในเครือ อเด็คโก้ ประเทศไทย



AEC: Free Labor Market - 7 Occupations



AEC: Implication to HR People

- **Global Leader is a Plus**
(International Database Pool)

- **Talent Acquisition**
(Professionals i.e.
Engineer, Accountant,
Architect)

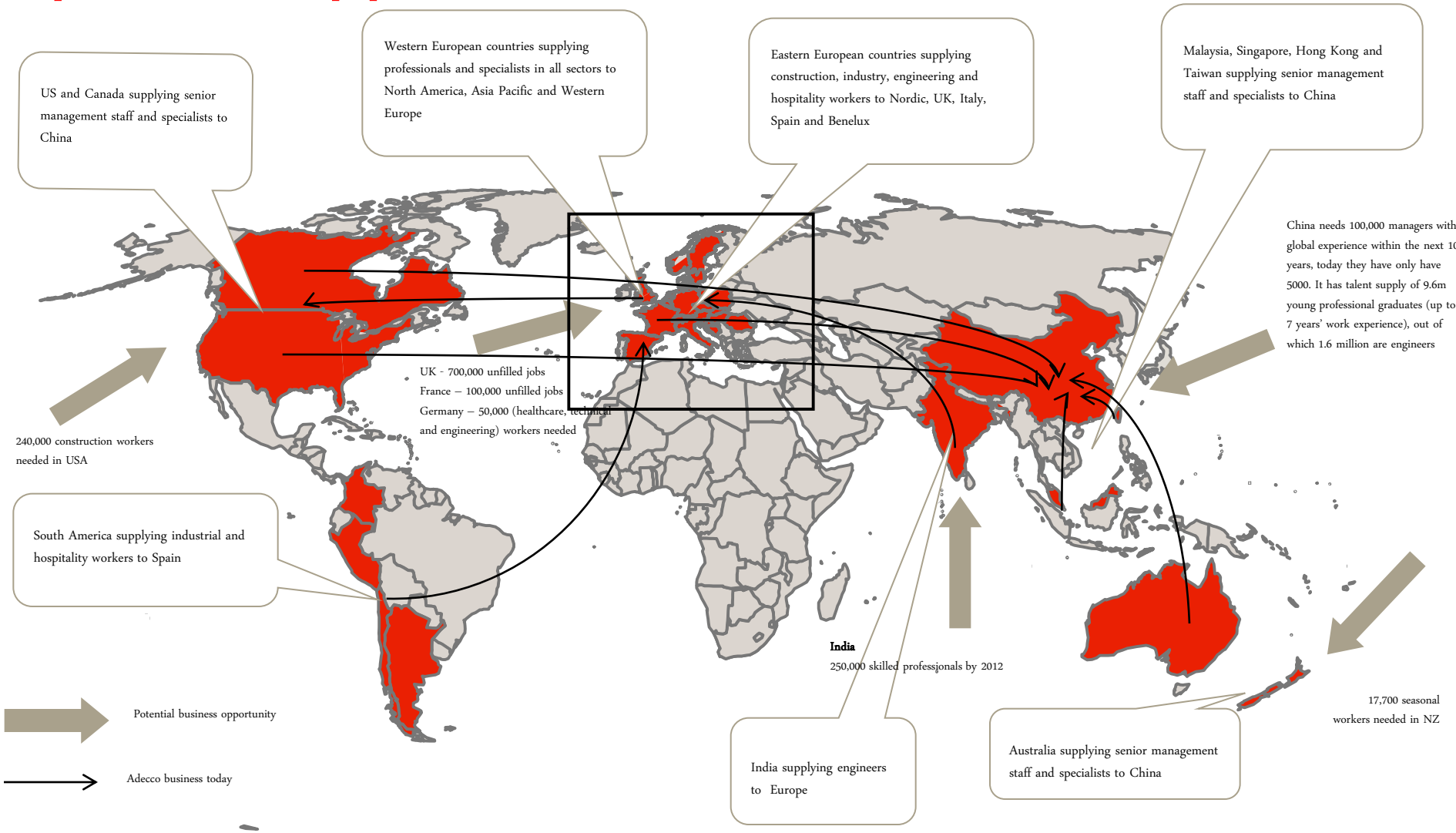


- **Workforce Mobilization**
(skills & non skills)

- **Employment Supply Chain Service Support**
i.e. work permit, logistics
etc.

Adecco Group Leverages International Candidate Mobility

We provided work for 15,000 people across borders

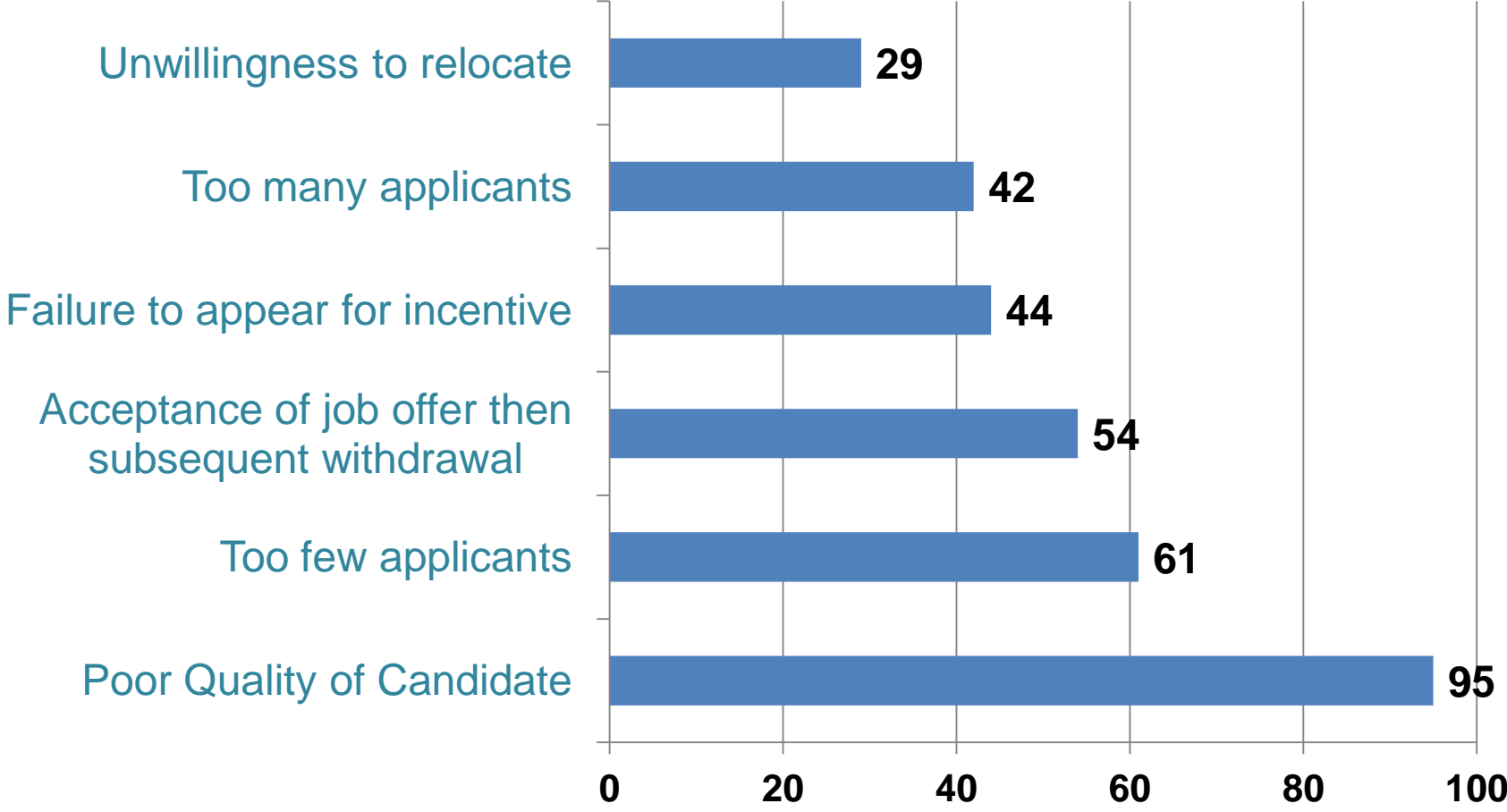




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Recruitment Challenges over the past 12 months



Source: XpertHR 2012
UK's leading
online **HR** resource



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Recruitment VS Talent Acquisition



Most challenging areas for HR people



Talent acquisition

29%



Employee engagement

24%



Training and leadership

15%



HR Business Partnership

15%



Compensation

10%

Source: Shine Jobs/Hindustan Times

Where to start Talent Acquisition?

1

Organization:

Understand strategic business objectives

2

Target Candidate:

Understand workforce make-up skills & Competencies

3

Sourcing Channels:

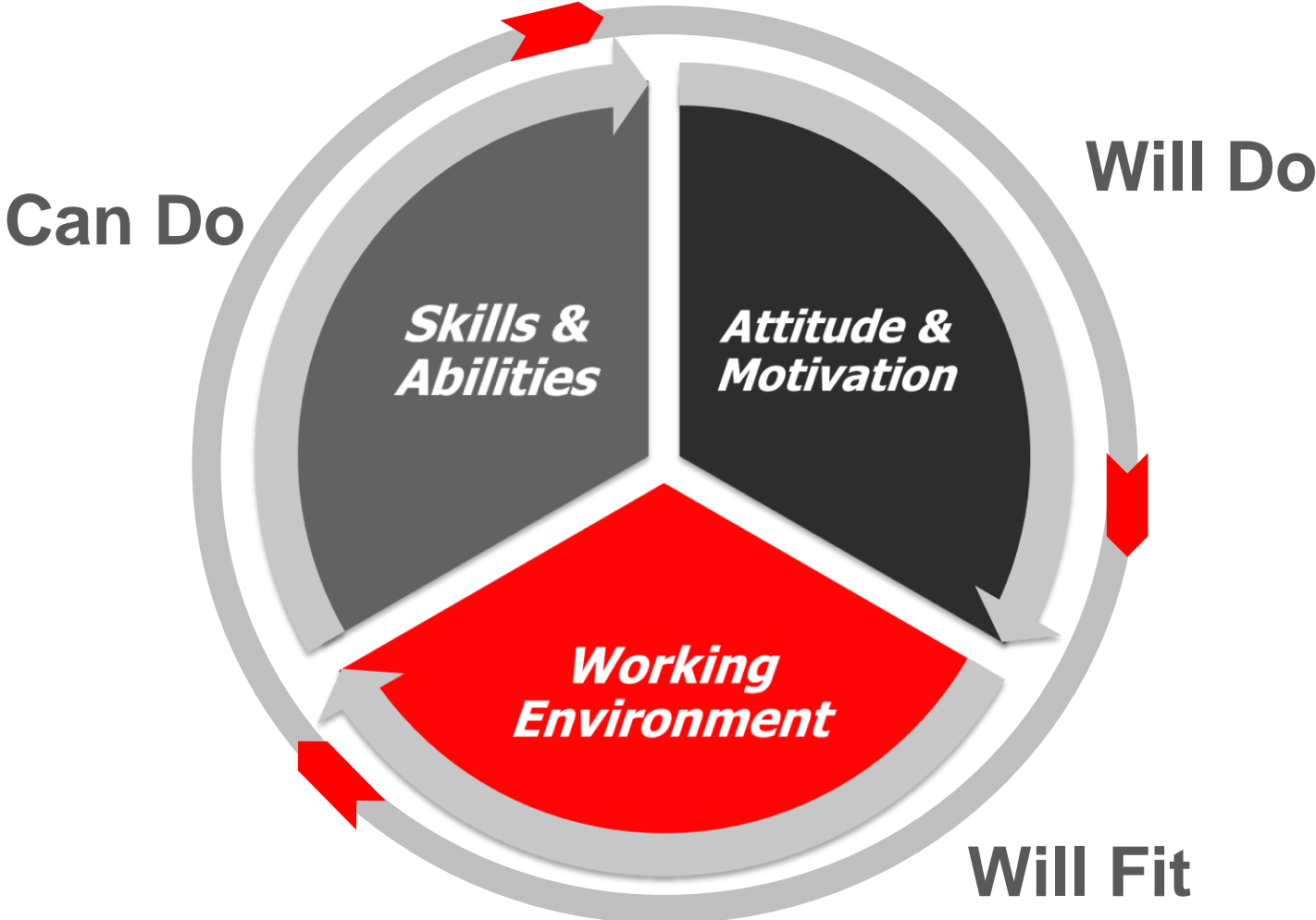
Revisit your sourcing channel

4

Competitive Compensation:

Keep yourself updated with market compensation structure

Adecco's Recruitment Methodology



Adecco's Recruitment Methodology



Can Do

ทักษะ ความสามารถ

Visible

In Awareness

Behavior

Characteristic

Will Do

ทัศนคติ แรงจูงใจ

Invisible

**Out of Conscious
Awareness**

Traits

Beliefs

Motives

Will Fit

สภาพแวดล้อมในการทำงาน

Values

Adecco's Selection Matrix

(High)

Capability

Can do, not fit

Can do, best fit

Can't do, not fit

Can't do, best fit

(Low)

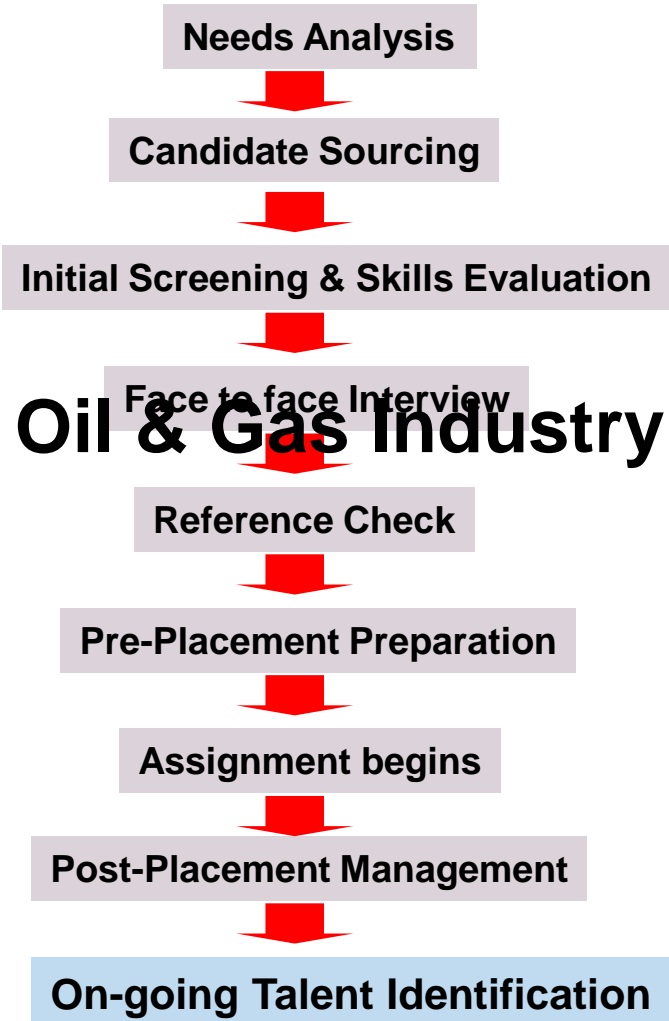
Suitability

(High)

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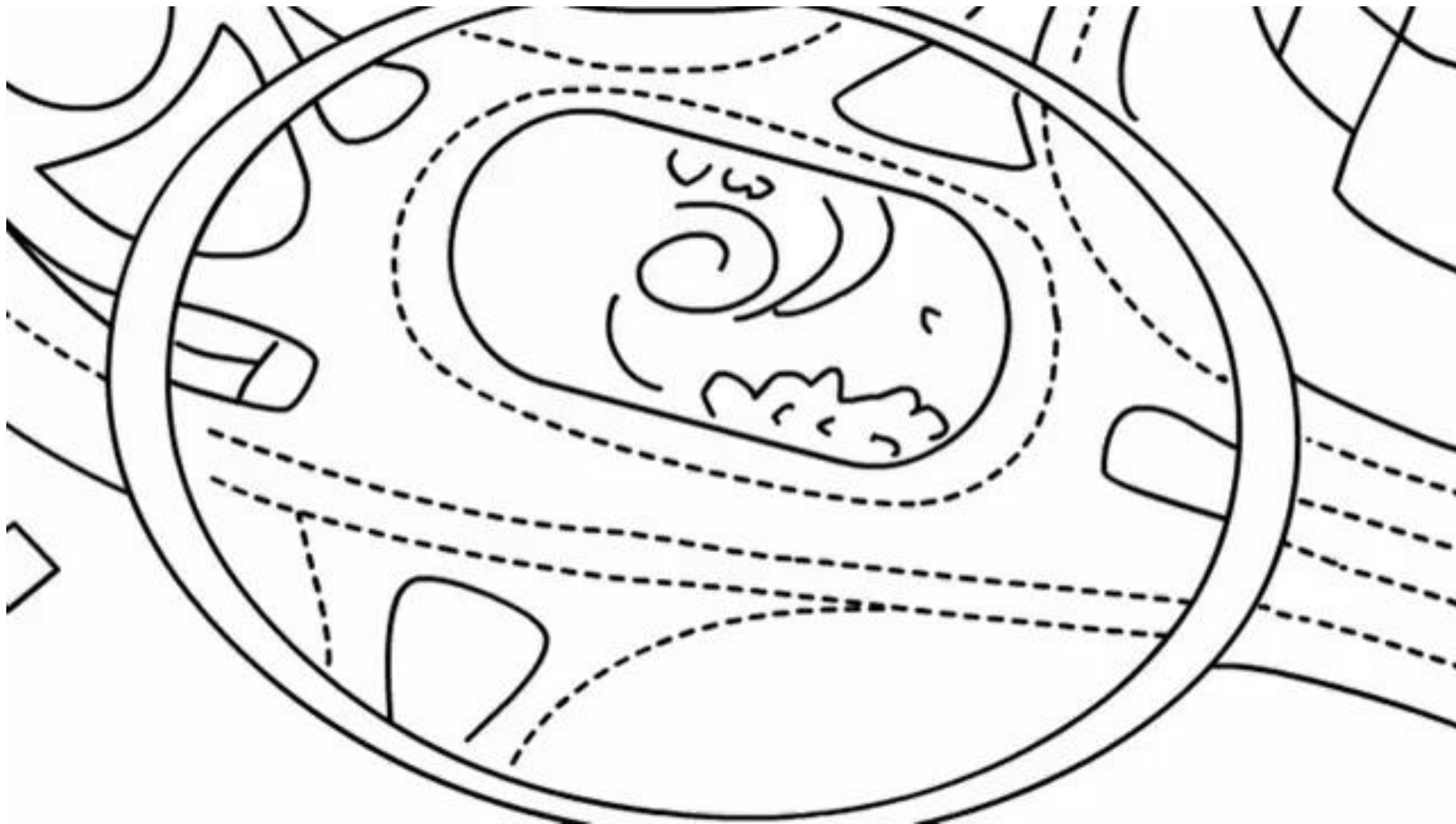
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Case Study

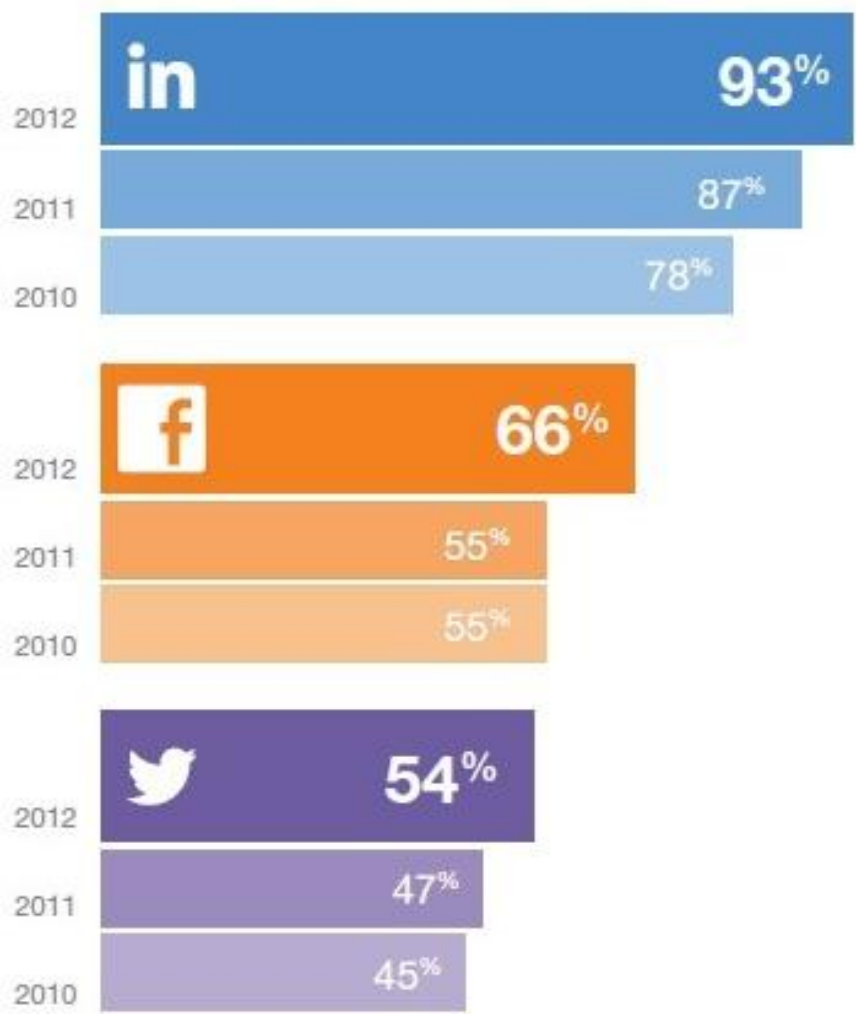


Sourcing Channels: Social Media





Most Popular Social Networks for Recruitment



Case Study: Adecco – Pioneer of Social Media for Recruitment



•Social Media :
FB, Twitter, LinkedIn
(SEO)

•Data Based System
•Website



2008



2009



2012



2011



2010

•Mobile
Application :
Window Phone



•Mobile
Application :
BB, Android

•Mobile Application :
Iphone



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Strategic Trends in Talent Acquisition

Technology :
Social Media,
Website,
Mobile
Application

**Proactive
Recruitment:**
Talent Pipeline
Management,
Expanding Your
Network

Marketing:
Employer
Branding
Candidate
Experience
Management



Key Takeaway

Process

Talent Pipeline Management

System

Technology



People

Traditional HR to Marketing HR



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Thank you



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