



We learned a lot about success over the years,  
being traditional is not one of them—Our consultative approach  
means when you succeed we succeed.  
+  
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Forging a relationship together means co-owning your challenges and successes.  
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It's Not An RPO...  
It's Not A BPO...



WORKFORCE  
SOLUTIONS



## It's Workforce Solutions At Its Best

It's your personal talent guru working side-by-side with you to conquer your talent needs

RPO has been around for years. Industry leaders see RPO as a competitive advantage and rely on their providers to recruit and hire their much needed talent. Karen Browne, President and COO of EG Workforce Solutions, sees the relationship between companies and vendors evolving constantly. Karen's insights on the new landscape follow:

**Karen Browne**  
President and  
Chief Operating Officer  
**EG Workforce Solutions**  
[www.egnow.com](http://www.egnow.com)

**Q: What do you see on the horizon?**

**A:** The talent landscape is getting more complex and the ability to find top talent when you need it is getting more difficult. It's no longer enough for an RPO provider to just handle the hiring of full-time employees for certain segments of their customers' workforce. If you ask large employers what keeps them up at night from a people perspective, top on their list is their ability to attract and retain "A" level talent. This is not a new issue – it just needs to be looked at differently.

**Q: Do you see yourself as an RPO provider?**

**A:** EG Workforce Solutions is more than a traditional RPO provider. Just as important as it is to fill positions, is the consulting we provide as part of the whole talent solution we build for our clients. That starts with a complimentary evaluation of their current talent landscape, including our appreciation of what's important to them and a thorough understanding of the challenges we need to solve together. We "co-own" those challenges as part of the strategic partnership we forge. If they succeed, we succeed.

**Q: Give us an example of the consulting you provide.**

**A:** In many cases, what we find is that companies are great at branding their products and services but struggle with creating an effective employment brand. With our in-house expertise, we help build that bridge and

can quantify the value add through performance analytics that we collect and share with our clients.

**Q: You said earlier that EG Workforce Solutions goes beyond what a typical RPO company provides. What makes you different?**

**A:** We focus on providing a whole talent solution. What we have learned over the years is that to build a successful talent management and acquisition model, you need to address other factors, typically considered outside the realm of mainstream recruiting. We work with our clients to tackle their workforce needs in totality. Examples of the non-traditional services we provide include employment branding, employee value proposition development, retention programs to materially reduce voluntary turnover, conduct orientation and/or training programs to quickly assimilate new hires into the company's workforce, and build new hire care programs to reduce attrition in the first 90 days. We "co-own" our clients' challenges and help develop successful interventions for their unique needs.

**Q: You hear a lot about scarcity of talent. Do you believe it's a problem?**

**A:** Thousands of skilled workers are retiring and there isn't enough available talent to fill all of the positions needed. There are some skill gaps that can't be filled through traditional recruiting methods. In some cases, especially companies with large technical or semi-skilled workforces, their ability

to fill those positions externally is not realistic. Part of our evaluation process begins with identifying the external labor landscape for our clients to help determine if there is a "real" shortage of available workers in some areas. In those cases, we will work with our clients to evaluate alternatives. In one such case, we explored the viability of building an in-house academy to train workers using a stepped progression methodology. Having clients "manufacture" their own applicants has a positive downstream effect. Retention is greater when workers see the possibility of promotion and/or development opportunities - that builds loyalty and the desire to progress where they are.

**Q: Last question – if you could provide our readers with one tidbit that could help their recruiting efforts immensely, what would that be?**

**A:** Focus on the employee and candidate experience and be bold. With the advent of social media, and the availability of unvarnished information about your company and culture, it's important to treat your employees and candidates as if they are your most important hire. Engaged workers thrive in a collaborative culture and enjoy the challenge of being the best and doing what hasn't been done before. Provide them with those opportunities. The biggest compliment we get is when our client partners enjoy the successes achieved from our collective "thinking out of the box" and tell us they wouldn't have achieved those successes without us, their strategic partner, working by their side.