

Talent acquisition: Take note, start with TA and Tackle the rest in Tandem

We talk a lot about talent acquisition at HRO Today; it tends to be a common thread for managers, service and technology providers, candidates, and, of course, HR. Really anyone over the age of 16 has a stake in the game on this topic. We've been hearing people say, "It's all about the people," or use the phrase "the candidate experience" or "employees are your biggest asset" for many, many years now. And I don't disagree; people are at the heart of so much that is important in the world of HUMAN resources. But as processes, protocols, life, people, and technology continue to evolve business and HR, the HRO Today Association must evolve as well.

From a TA perspective, we will ask questions like: "What types of jobs will be available to people in the future?" or "Which jobs or processes can we automate first?" However, from a talent management perspective, what we should be asking is: "How will this impact company culture?" From a compliance standpoint, we may ask: "Will HR need to add a new question on the job requisition that asks hiring managers if they would like a human or a robot?" and "Are there specific criteria or required job competencies that that will dictate whether or not you can use a robot in place of a human?" And from a development standpoint, we may ask: "How does AI and robotics in the workforce impact our overall training plan and our ability to assess performance to job expectations?"

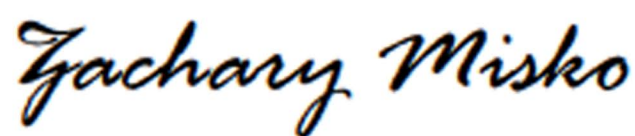
There are a lot of things to consider as we work to improve and streamline HR processes to hire, retain, and train our talent—not to mention the impact this will have on workforce planning. While TA is an easy place to start the robot conversation, the impact technology makes will create a ripple effect of challenges, questions, and more throughout the organization. We've been hearing about artificial intelligence, robotics, and even virtual reality for a while now, so this is not something new. As a matter of fact, the Stanford Research Institute (SRI) created a 6-foot tall robot named Shaky in the 1960s that paved the way for what we know AI to be today, 50 years later. So, it's no surprise that a McKinsey report from 2017 predicts that robots will take over 800 million jobs by 2030, affecting one-fifth of the global workforce!

The point is that all of this technological advancement was bound to catch up with HR sooner or later, impacting the workforce and, ultimately, the world we live in. How will you adapt? What resources will you use to confirm your understanding and adjust your plans? There is a lot to think, talk, and learn about as we all work to keep up. Stay tuned as HRO Today embraces the topic of AI, chatbots, robotics, and the continued impact of technology on HR—as well as ongoing conversations about talent management, employee relations and services, and outsourcing. These areas will all be impacted and will need to evolve, creating greater efficiency and helping us better manage the workforce of the future.

We already have plans in place for the 2020 Association Conference, our HRO Today Forum events, monthly Thought Leadership Councils (TLCs), panel discussions in our global HR Association, and committees that will evaluate and discuss how robots and AI, among so many other things, may impact HR standards and practices. From an outsourcing standpoint, the potential is limitless in how service and technology providers can partner with organizations to evolve, gain speed to market, and move profitably and proudly into the decade ahead. HR managers will have some tough decisions to make in this regard, and HRO Today's HR Procurement Center has launched the first of several tools and resources to help: a Provider Certification program to make the selection and partnering process less painful. This program is an encyclopedia of potential service and technology providers who have been evaluated against industry standards and benchmarks, and vetted by HRO Today to ensure ethical standards of operation and customer satisfaction. Some may say this is a virtual consumers' report for corporations and the technology and services that help them run.

Technology is an industry that has disrupted HR many times before—by the creation of an ATS, the rise of social media in recruiting and marketing, video interviewing, mobile phone interfaces, and so much more—and has always managed to remake itself, even when the critics were most skeptical. So how will it work out this time? Who will be the survivors, who will lead the pack, and what will the next technology twist reveal? Join the HRO Today Association and learn, share, network, develop new tools, and gain access to resources above and beyond those in your organization. Plan to attend our Association Conference in Philadelphia next year in November 2020 by marking your calendars now. We're all living it. We might as well take a driver's seat in this together to share ideas, build, grow, and learn!

Sincerely,



President, HRO Today Member Services