

3 EASY WAYS TO ELEVATE YOUR TA STRATEGY

Solutions for a New Retail Industry



LANA DALE

leaphr@hansonwade.com

Join a community of talent acquisition professionals working in the largest retail brands in the US and uncover: how AI is completely changing both the Retail talent requirement market and how the process of TA is evolving at a rapid pace; how to attract next-gen talent using future-focused marketing tools; how to optimize the TA team and much more.



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The retail industry has faced a huge amount of turbulence over the last few years: a pandemic, shifting consumer demands and shopping preferences, inflation and financial downturns.

A recent study found that 63% of frontline retail managers are thinking about quitting in the near future and many of them do not want to work in retail anymore. 90% of retailers are struggling to recruit for their stores.

Retailers need to secure quality talent. With the state of the economy and lay-offs across industries across the US, for the first time in years, there is an influx of talent on the market searching for jobs. However, with the convenience of e-commerce, brick-and-mortar retail now must offer an experiential, great customer experience in order to attract customers into stores. Future focused TA leaders are on a critical mission in 2024 to find, attract and onboard the quality talent needed to ensure a

quality customer experience in-store. With tight restrictions on budget and an increased pressure to optimize efficiencies both in store and at the depot warehouses, TA leaders must earn their place at the executive table to deliver the 'who' behind the brand that can make it happen.

So what should you do about it?

Optimize Your Employer Branding to Attract Top Retail Talent

It is becoming ever more important to focus on how you market for talent, and retailers must find and adopt a real marketing strategy. Rather than desperately posting for jobs, retailers need to market their successes in order to differentiate themselves yourself in a highly competitive retail market to gain the best talent. Look to companies like Loves Travel Centers as an example of this.

Master Mass Volume Hiring to Balance Demand with Costs

Where a sudden influx of talent is required, TA leaders must refrain from utilizing RPOs and instead build your own caliber of long-term staff from the get-go, enabling your retailer to manage costs and create stability down the line.

Streamline Your Onboarding for Efficient Staff Hire

This is one of the best levers you can pull. As we compete closely with other retailers for applicants, we absolutely must speed up our onboarding process so that applicants we desire, who often also apply to our competitor retailers, are not snatched up before you are able to confirm them.

Useful Resources:

Of course, implementing these switches are not easy, otherwise we all would have done them, so here are some resources we know can help:

Attend Educational Industry-Specific Conferences such as LEAP TA: Retail

Learning from your peers in a case study format is one of the most valuable resources you can utilize. Learn from their mistakes and successes, challenge your own thinking and make connections that you can lean on in the future.

Utilize Online Resources

There is a plethora of online masterclasses, articles and webinars – explore what is out there – free of charge! However, if you do decide to spend, check out the SHRM Human Resource Vendor Directory: <https://vendordirectory.shrm.org/>

Network with Industry Experts

Industry experts have been through it all, they have faced the challenges for you. Befriend experienced people in the space utilizing platforms such as LinkedIn (don't forget the groups feature!). Thought leaders love to share their wisdom, having one on speed dial is a must.

PROFESSIONAL DEVELOPMENT

We recommend that you only attend conferences that are accredited by SHRM and HRCI. Your time is extremely valuable, so time spent out of the office should go towards your own professional development.

LEAP TA: Retail is valid for 18 PDCs for the SHRM CPSM or SHRM SCPSM. Please contact leaphr@hansonwade.com for further information regarding certification partners.

