

CHROs / HR**TA****EB****Who are they?**

Trained HR professionals typically progress from a junior to management role. They tend to be either strategic or hands-on

Most of them have a background in recruitment agencies, while others come from the industry and transition into executive search consulting for the same industry. They tend to be either strategic or hands-on

Come from diverse backgrounds such as creative and media agencies, talent acquisition, talent operations, communications, marketing, or HR who oversees employee experience. They strike both a strategic vision and hands-on involvement

What are their mindsets and priorities?

Nurture company culture, and fostering long-term employee growth (internal-focused)

Focus on getting applications and successful hires with urgency (external-focused, downstream of the funnel)

Emphasise the importance of employer brand reputation to attract top talent and engage employees (inside-out approach, top of the funnel)

What are the critical metrics or KPIs that drive their success?

Focus on implementing cost-effective strategies to enhance productivity, engagement, and retention. Leverage insights from employee surveys and qualitative feedback provided by leaders and employees to make decisions

Emphasise the attainment of recruitment KPIs while minimising costs, encompassing time-to-fill, cost-per-hire, hiring manager satisfaction, and candidate/new hire satisfaction. Focusing on efficiency and cost-per-hire KPI

Focus on improving employee experience, employee referrals and internal mobility, managing ratings and reviews, optimising candidate and hire quality, and increasing conversion rates through strategic investments with clearly defined ROI. Harnessing the power of analytics and a holistic data-driven approach to make informed decisions

Why do they feel the need to communicate?

Consider communication as announcements to be shared sparingly, using a corporate tone that echoes the messaging of leaders

Inclined to foster meaningful conversations instead of relying on communication across various media platforms. Emphasise precise messaging and focus on delivering a clear call-to-action that drives applications

Keen to elevate employer brand perception through the strategic implementation of omni-channel tactics and compelling content strategies

How do they communicate?

Employ a diplomatic and respectful tone to adeptly manage internal stakeholders, including leaders and employees. They aim to foster trust and collaboration, leading to more effective outcomes and a positive work culture

Engage in dynamic sales pitches to effectively sell the roles. Adopt a proactive one-way communication approach for maximum efficiency in reaching and engaging with a wide range of candidates

Exhibit a solution-oriented approach, and meticulous attention to detail while effectively collaborating with a wide array of external and internal stakeholders, including creative and media agencies, HR, TA, Communications, Marketing, and business teams

How do they work?

Prefer to take a cautious action aligned with the current approach and compliance-driven. Considering AI and HR innovations with skepticism, some may fear that these advancements might lead to job losses

Process-driven but embrace AI and HR innovations with automation which help driving efficiency

Making impacts with creativity and a "Test and Learn" mindset. Embracing AI and HR innovations early in making their work more impactful