



AUGMENTING TALENT ATTRACTION & TALENT MANAGEMENT PRACTICES

Integrating support for Work-Life Balance with Talent Attraction and Talent Management will augment your organisation's existing strategy. In turbulent economic times retaining talent on flexible terms (such as reduced hours and job-share) reduces costs while enabling an employer to build capability and capacity – creating valuable Organisational Capital for the future.

Here are some examples of how my skills can support you in upgrading your activities:

Attracting Talent

Over the last few decades the nature of the workforce has changed rapidly and many attraction strategies have yet to catch up. Your best talent may be unable or unwilling to work standard hours. I provide advice on alternative recruitment strategies such as flexible resourcing agencies and ways to word in-house material to attract a wider response.

I can also provide training and coaching for in-house recruiters and recruiting managers – particularly where key roles are proving hard to fill; and work with teams to identify how a hard to fill vacancy might be offered more flexibly.

Talent Development

Working closely with your existing Leadership Development programmes I can provide coaching on flexible working to High Potential employees the organisation is currently at risk of losing because of their inability to work traditional patterns.

Managing Talent

Supporting flexible working enables the retention of valuable Organisational Capital that might otherwise be lost. Through workshops and one to one discussions I support managers of High Potential employees to implement changes to working practices and upgrade the skills need to ensure success.

Evaluating Success

I will agree targets and outputs with you at the outset – which might include: more visible role models, more High Potentials working flexibly, higher retention, better reputation as an Employer of Choice and closer links with Diversity and Inclusion programmes.

None of these activities are likely to add to costs, but all will give rise to changes in working practices that will both upgrade your employment proposition and positively impact your organisational culture.

Recruitment Masterclass: Attracting and Recruiting the Flexible Workforce

While the majority of employees now seek some sort of Work-Life Balance from their employer, few jobs – particularly at more senior levels – are advertised offering flexible working. And while around three quarters of employers consistently report recruitment difficulties due to skills shortages, highly trained mothers are routinely leaving the workforce because they struggle to combine career and parenthood. Disturbed by the disconnect – and building on my own extensive recruitment experience – I developed a training programme around how to attract and retain the flexible workforce.

Run successfully as a Working Families Masterclass, participants learnt:

- how to work with hiring managers to develop flexible job descriptions and person specifications;
- how to plan and manage a recruitment campaign to attract skilled employees seeking flexible working;
- how to identify who will make a successful flexible worker.

The Masterclass was well received with plenty of positive feedback from participants:

“Highly innovative and pioneering.”

“thought provoking and gives new angles to consider in arguments for flexible working”

“I’ve gained a better insight into how to strategically recruit a flexible workforce and have been given some food for thought regarding how to approach managers’ concerns”



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I’m a specialist HR Consultant with a passionate commitment to balanced working spanning more than twenty years. My early career in line HR roles and Masters Degree in Organisational Psychology provide the basis for pragmatic evidence based support to clients wishing to integrate support for Work Life Balance into broader HR initiatives.

For more information take a look at my website: www.sustainableworking.co.uk

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