

Event: NACE 2012 – Employer Workshop

Date: March 1, 2012

Title: **Changing the Metrics Game: Focus on ROI**

Summary:

Many organizations create metrics backwards: They want to use certain metrics and design processes around them. Learn how to identify and use meaningful metrics—metrics that are derived from, and aligned with, business goals and strategies. Identify a systemic approach to understanding, developing, and implementing effective recruitment metrics that support specific business outcomes.

In this presentation, you will learn...

- To define recruitment metrics
- To explore why traditional recruitment metrics often do not support business objectives
- To identify critical success factors for their organizations and learn how to develop metrics that will support those factors
- To discover how to use metrics to drive recruiter behaviors in support of business objectives
- To build and deliver an executive metrics dashboard that represents the true ROI of the recruitment function