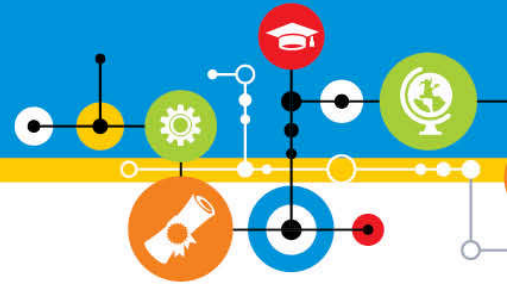


MANAGING THE TALENT PIPELINE:

A New Approach to Closing the Skills Gap



Case Study: Talent Pipeline Management

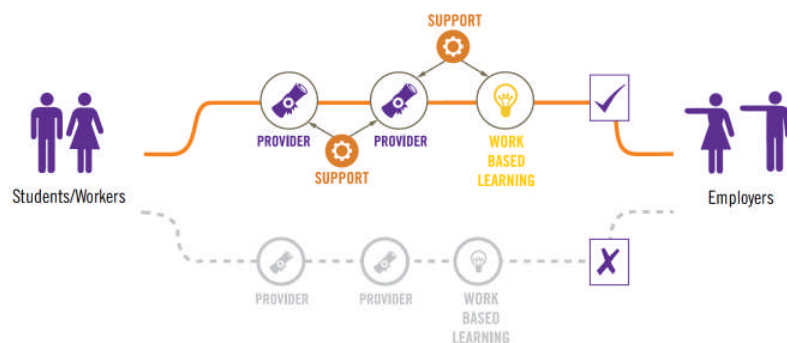
Profile: Backhaul Direct

Title: Promoting Preferred Partners

Backhaul Direct, a small logistics business in Indianapolis, differentiated itself from competitors by creating a distinct company culture that values and actively cultivates personal and professional growth by focusing its recruitment efforts exclusively on schools that yielded long-term employees.

Knowing that nearly 90% of its annual hires came directly out of four-year programs, Backhaul Direct began tracking its return on investment for each university from which it hired. To do this, the company measured the hours spent recruiting per school, calculated all associated costs, and compared the total investment to the number of interns and full-time hires produced. After identifying its top-tier talent providers – a handful of small universities located just miles from the company headquarters – Backhaul Direct sought to improve the recruit-to-hire ratio among the applicant pool. Recognizing its size as an advantage, the company began requiring applicants to participate in executive-led office tours prior to submitting their resume for consideration. As a result, both the applicant and the executive could quickly assess if the job and culture was the right fit, saving time and costs. This strategic approach to recruitment and hiring has not only improved Backhaul Direct’s retention rates, but also produced more applicants from their preferred providers through peer to peer networking.

This case study is part of the U.S. Chamber of Commerce Foundation’s Talent Pipeline Management initiative, an ongoing program aimed at closing America’s skills gap crisis through the use of lessons learned from supply chain management.



To learn more about this project, please visit www.TheTalentSupplyChain.org



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