



## **Staffing Symposium – SMA of Greater Chicago – Chicago – May 2011**

### ***TITLE:* Recruiting Metrics – Are You Measuring the Right Results?**

***Description:*** Metrics are important in understanding the success of any function or organization. Today companies regularly look at measurements including revenue, profitability, market share, and customer experience to determine if their strategy is successful. Likewise, recruitment metrics are utilized to determine the success of the talent acquisition strategy and function. The real question is: What metrics measure the right indicators of success? Do we measure those items that drive that right behaviors or the wrong behaviors?

We will explore the following questions together:

- What is the correct definition of recruiting metrics and why are they important?
- What are the most common metrics and what do they really measure?
- How do you utilize the right metrics to drive the right recruitment behaviors?
- How do you begin measuring results in support of your organizations overall strategy?