



NACE 2011 Conference & Expo – Dallas – May 2011

***TITLE:* Changing the Metrics Game – A Focus on ROI**

Description: Everyone knows that metrics measure some type of effort or result. Effective recruiting metrics include both Key Performance Indicators (KPI) and Critical Success Factors (CSF). The problem is that most organizations create metrics backwards – they have metrics they want to see and design processes around them. The lesson is simple – metrics must derive from, and align with, business goals and strategies. Metric selection should occur only after understanding the needs the metric addresses, creating a measurable Return on Investment for the greater organization.

In this workshop we will identify a systemic approach to understanding, developing, and implementing effective recruitment metrics that support specific business outcomes.