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Talent Retriever Advises Companies on How to Tap into Stay-at-Home Labor Market

May 24, 2006, Burlington, Mass. -- Labor economists predict that by the year 2010, the exodus of baby boomers from the labor market will create a skilled labor shortage that will paralyze many businesses. Over the next few years, companies will need to be smart about attracting and retaining talent to remain competitive, and be much more broad-minded about tapping into segments of the labor market that have unrealized potential.

Enter, stay-at-home mothers.

US Labor statistics show that the percentage of mothers in the labor force has been declining every year since 2000. The pool of stay-at-home mothers represents an enormous source of untapped talent for businesses willing to work with them. Companies that cannot or will not offer flexibility are facing the loss of good people who either look for new jobs in a more flexible environment, or, as the trend shows, drop out of the work force altogether.

What are smart companies doing to win them back?

Recruitment process outsourcing firm, Talent Retriever of Burlington, Mass., helps companies find the high-impact people they need to run their companies every day. When it comes to finding workable solutions for stay-at-home moms, Talent Retriever offers companies the following tips.

- 1. Review your needs and determine if this type of flexible setup will work for your firm as a whole, or in parts of your firm.**

Not all jobs lend themselves to a remote worker set up. Realize that there are areas of the company where being present day-to-day is critical.

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2. Once decided, commit and convey wholehearted support.

Mixed messages from upper management will foster confusion about the program's goals, and possible resentment from full-time, in-house staff.

3. Start slow, learn and adapt.

Let the program build momentum – as detractors see the success they will begin to buy in. Take time to learn what works, and adjust as necessary as you grow the program.

4. Set realistic expectations and have contingency plans.

Communicate the specifics of the job and outline the results expected from the team. One non-negotiable that Talent Retriever requires of remote employees to have is a “dedicated office space that is free from distraction while they are working”. It is understood that things happen – kids get sick and can't go to school, nannies get sick and can't work, etc. The best companies plan for such contingencies and communicate strategies for dealing with them in advance.

5. Invest in technology that makes a remote worker program work.

Talent Retriever's remote employees are setup with a VoIP phone, Laptop, and VPN access to the firm's network and internal IM server. For someone calling externally into Talent Retriever, it is seamless to them as to where the recruiter is actually sitting. The recruiter can communicate with anyone else on the team with ease.

6. Align your compensation model to support the success of teams.

The compensation plan should reward teamwork and the willingness to proactively pick up the slack when an employee has a conflict. Each recruiter at Talent Retriever works on a project team so that when they are not available and a candidate is trying to contact them another recruiter on their team can handle the call.

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7. Plan for face time.

Having plug-and-play “hotel” stations makes it easy for remote workers to work from the office from time to time, and meeting with colleagues is critical to making remote workers feel part of the team. Face-to-face meetings foster strong morale, encourage collaboration and ensure that good ideas are being shared.

8. Dedicate the firm to continuous improvement.

Get ahead of the curve early, but then keep your competitive edge by continuously looking for ways to improve. Technology will continue to progress, and flexible working models will continue to grow in effectiveness. It is not enough to set up a system and let it stagnate.

9. Keep your eye on the prize.

For the right kind of company, success in the stay at home talent market will reap significant long-term benefits. All employees benefit when a company’s workforce is at its strongest. It will take adjustment, but it is a mission well worth pursuing.

About Talent Retriever

Talent Retriever LLC is a recruitment process outsourcing firm whose innovative service delivery model takes the best of contract and retained search recruiting services to help clients hire more effectively at a lower cost. Working closely alongside clients, essentially serving as an extension of the in-house staff, Talent Retriever brings its focus and expertise to help clients streamline their hiring processes in order to find and attract a pool of optimal candidates for review, enabling the client to spend more time on more important priorities -- interviewing the best candidates and onboarding new hires. The result is a stronger employment relationship for better long term retention success at a fraction of the cost of traditional recruiting models. www.talentretriever.com.