

# Strategy 3: Align and Communicate Job Requirements



## Communicating Requirements

Strategy 2 addresses the quantity, location, and time in which talent needs to be ready for critical jobs identified by employers and employer collaboratives. Strategy 3 addresses the final missing piece—quality—by focusing on the competency, credential, and other hiring requirements for these jobs.

Employers need to work together to create a common language in describing skills, competencies, credentials, and other hiring requirements.

Through a shared language, employers and employer collaborative can better communicate similarities and differences in hiring requirements to education and workforce partners.

## The Problem

How employers accurately communicate their hiring requirements has important implications for how successful they will be in managing their talent pipelines. By setting hiring requirements too low, employers will spend increased amounts on job training and turnover costs. By setting hiring requirements too high, employers will significantly reduce the applicant pool by excluding otherwise qualified candidates, as well as impose higher education and training costs on prospective workers. Both can result in positions going unfilled for long periods of time with potentially high turnover costs.

## Through This Strategy, Employers Will:

- Create a common language in describing skills, competencies, experience, and credentials.
- Identify and prioritize hiring requirements.
- Help education and training providers better align curriculum and training.

### Example Report of Employer Responses by Competency

Requirement	Aggregate Employer Responses (Total Employers = 15) 1 = Not Important; 5 = Very Important				
	1	2	3	4	5
Work Task A	3	3	1	0	8
Employability Skill B	0	0	0	3	12
Other Hiring Requirement C	1	8	4	2	0



### Strategy 3 Takeaways

- Understand the importance of better communicating competency and credentialing requirements to fill critical positions
- Identify opportunities for employers to better communicate and prioritize hiring requirements
- Determine how to combine and share the results of employer demand planning and communicating hiring requirements

## What is Talent Pipeline Management® (TPM)?

A demand-driven, employer-led approach to close the skills gap. Built by business, for business, TPM provides employers and their education and workforce development partners with strategies and tools to co-design talent supply chains that connect learners and workers to jobs and career advancement opportunities. Supported by the TPM framework and delivered through the TPM Academy®, TPM facilitates change management to achieve better outcomes for all partners.



### TPM Orientation

Educate community and employer stakeholders on the TPM framework and assess if TPM is a good fit for your community.



### Strategy 1: Organize for Employer Leadership and Collaboration

Organize employers to identify the most promising opportunities for engagement around similar workforce needs.



### Strategy 2: Project Critical Job Demand

Develop projections for job openings to determine with accuracy the type of talent and how much of it employers need.



### Strategy 3: Align and Communicate Job Requirements

Create a shared language to better communicate competency, credentialing, and other hiring requirements of critical jobs in ways that allow employers to signal similarities and differences.



### Strategy 4: Analyze Talent Supply

Identify where employers historically source their most qualified talent and analyze the capacity of those sources—as well as untapped talent sources—to meet projected demand.



### Strategy 5: Build Talent Supply Chains

Build talent supply chains to create a positive return on investment for all partners.



### Strategy 6: Engage in Continuous Improvement and Resiliency Planning

Use data from your talent supply chain to identify the most promising improvement opportunities to generate a better return on investment. And plan for disruption to support a more agile talent pipeline.

## Contact Us

To learn more about TPM or to get started in the process and participate in a TPM Academy® training, join the movement using the form on our website or send us an email.

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