

Frey & Associates

strategic talent acquisition



*click on
picture to meet
me*

The Talent Report

Summer 2010

For executives who are responsible for attracting top talent.

Cirque du Soleil: A study in attracting exceptional talent

If you're trying to find the best talent for your company, take a moment to marvel at the high-flying Cirque du Soleil. Their employees represent the best acrobatic talent from around the world. Every one of their performers is incredibly skilled.

Imagine what your company would be like if your key employees -- those who were most critical to developing and achieving your business goals -- were assembled from the best talent. Why can't they be? What sets Cirque du Soleil apart, and what best practices can be leveraged from their organization?

#1: Cirque du Soleil recruiters are proactive and creative. They search for people who love what they do and are the best at what they do.

To find their talent, Cirque du Soleil uses a combination of traditional recruiting methods and unique techniques. They do more than run ads. They hold talent auditions, attend athletic events, watch street actors, and proactively search the Internet. (To learn more about their outreach, check out this [Wall Street Journal article](#).)

But Cirque du Soleil doesn't stop there. They want to make sure that their recruits understand their business and expectations - inside and out. And they do it in a way that is tailored to their recruits' needs. For example, Cirque du Soleil recognizes that they have a "visual" workforce. As such, they've created a targeted, [visually-rich recruiting website](#) to answer their talents' key concerns.

#2: Cirque du Soleil tailors their recruiting communication and processes to the needs and motivations of their talent.

Recruits learn what to expect, such as what their hiring and onboarding experience will be like. The website walks potential candidates through life at Cirque du Soleil, as well as a clear description of life after Cirque du Soleil.

Some of the key strengths of the Cirque du Soleil website include:

.....

Know your audience - and tailor your recruiting efforts accordingly

Whether you're attracting new top talent or luring high performers back, you make a difference when you present a message that is clear and concise, and speaks the language of your candidates.

Home Depot intentionally targets older workers as a critical labor source for their stores. This talent acquisition strategy has helped the company create better performance, raise retention

- section of the website.
2. Clearly illustrating what they do and what the environment is like.
 3. Telling the story of what they look for in their people in an interesting way.
 4. Sharing pictures of who the Talent Scouts are, their backgrounds and what specific skills they will be looking for.
 5. Sharing who the mentors are and their experience.

And perhaps, most interestingly, the website for Cirque du Soleil offers career transition advice for employees who are leaving them. The company recognizes that their performers will only be with them for a finite amount of time. When age, injury or other transitions come into play, they want their recruits and employees to understand that the company looks out for them from beginning to end.

#3: Cirque du Soleil sends a clear message that they have their employees' best interests in mind, and they walk the talk.

The result for Cirque du Soleil? They're able to attract a targeted audience with the desired skills and cultural fit for their organization.

levels, and connect more effectively with their customers.

Thomson Reuters uses an alumni website to engage former employees. The website enables the company's "alumni" to stay connected with each other and encourages them to consider coming back to what's familiar.

© Frey&Associates, LLC 2010 All Rights Reserved

Karen Frey is the president of Frey & Associates, an engagement-based, executive search firm. She's been delivering strategic talent within Human Resources and Corporate Counsel since 1999. Contact Karen at (303) 400-6271 or visit www.freyassociates.com.



(303) 400-6271

karen@freyassociates.com