

Podcast Name: *HR Bartender*

Episode: Jim Stroud

Welcome to the *HR Bartender* show - a casual place to talk about all things work and get practical advice to work responsibly. The podcast is hosted by Sharlyn Lauby, author of the *HR Bartender* [blog](#), and this premier season of the show centers on the future of work. Today's episode is the first in the series, and features an interview with guest Jim Stroud, Vice President of Marketing for [Proactive Talent](#), on the future of talent acquisition. Jim is a blogger, author of five books, and podcaster who focuses on helping organizations and job-seekers find better ways to connect. Outside of work, he enjoys spending time with his family and hunting for the best chocolate chip cookie (for his current favorite, check out [Great American Cookies](#)!)

After getting an update on how Jim and his family have been doing in the midst of the ongoing COVID-19 pandemic, Sharlyn turns attention to the main topic of the conversation: talent acquisition. More specifically, she notes that finding talent requires sourcing, which is more complex than many people realize. Sharlyn and Jim discuss the art and science of sourcing, highlighting such things as the strategy behind it. Jim then answers the question of whether companies should hire designating sourcing professionals or delegate sourcing tasks to talent acquisition workers. The question, he says, ultimately hinges on how a company thinks about time. One major consideration is the fact that talent acquisition professionals have many tasks on their plates, and being responsible for sourcing will complicate and slow their ability to accomplish other things.

Continuing along the vein of saving time, Sharlyn introduces the topic of technology. Technological advances need to be part of the talent acquisition process, and Jim offers concrete advice for companies looking to select a recruiting technology solution. In addition to explaining performance factors to bear in mind, Jim mentions a free tool that listeners can use to help choose technology. As the conversation moves toward a close, Sharlyn asks Jim about ways to go about recruiting for a diverse workforce, and requests one piece of advice for listeners looking to pursue talent acquisition success in 2021. Jim tackles the diversity question from both a sourcing and a talent acquisition angle, and advises listeners to figure out how to best pay remote workers. After wrapping up the interview, Sharlyn leaves readers with her own takeaways from her talk with Jim.

Links:

Learn more about [Sharlyn Lauby](#) and [HR Bartender](#).

Learn more about [Jim Stroud](#) and [Proactive Talent](#).

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Check out Jim's [blog](#) and [podcasts](#).

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