

# ADDRESSING TALENT

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## AND SKILLS SHORTAGES



## BUSINESS IMPERATIVE - THE WAR FOR TALENT

Strategically aligning a company's business strategy, technology roadmap and workforce capabilities is critical to realizing growth goals, making it a C-Suite priority. Talent and skills shortages is a top risk factor, leaving business leaders feeling unprepared to address the escalating future risk. CEOs are working to immunize their companies from disruption by becoming nimble and adaptive to fast-changing technologies, warranting creative solutions to bridge the capabilities gap in today's digital workplace.

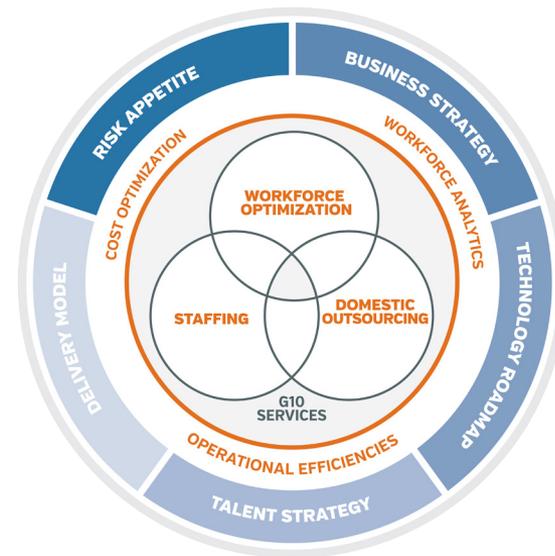
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*"If Iowa's population is growing... at 2 or 3 percent and **our company is growing at 8%**, I think you can figure out what the implications are."*

**- LARRY ZIMPLEMAN | CEO OF THE PRINCIPAL**

## GENESIS10 POINT OF VIEW

We recognize the need for a single talent partner to be able to provide a breadth of services to solve for today's ever-changing talent needs while focused on optimizing cost, delivering operational efficiencies and gaining situational awareness through improved workforce analytics.



*“As providers have ramped up their global delivery models over the past decade, low-cost/offshore delivery dominated. Today, we see change as buyers adopt onshore delivery options. Strategic planners must prioritize IT skill development utilizing creative nontraditional methods to cultivate and grow IT talent to meet demands and to capitalize on the growing onshore market opportunity as clients reconsider their location strategy. Nontraditional recruitment and work practices should be examined and business unit leaders must increase their focus on developing the U.S. talent pipeline now to meet demand.”*

– GARTNER MARKET INSIGHTS

### 3 PRONGED APPROACH GENESIS10 ADDRESSES TALENT AND SKILLS SHORTAGES



#### RELY ON STAFFING SERVICES

**Staffing** and general recruiting services are an ideal solution to fill contract and contract-to-hire positions in high-demand and niche Business and IT roles.



#### DEVELOP YOUR NEXT-GENERATION WORKFORCE

**Workforce Optimization** is critical for the development of a next-generation workforce. Genesis10 can create a talent pool aligned with your business goals and technology roadmap by improving workforce analytics, developing training and reskilling programs and strategically integrating the underemployed (e.g., recent college graduates and military veterans).



#### DIVERSIFY ACCESS TO TALENT

**Domestic Outsourcing** presents an attractive solution to enhance capability and capacity by diversifying access to talent through an onshore model and positioning the delivery model to drive business growth, optimize cost of labor and mitigate business risk.



## 6 WAYS GENESIS10 STRATEGICALLY PARTNERS TO ADDRESS TALENT SCARCITY

### OUR SERVICES

### EXAMPLES OF OUR WORK

#### 1 STAFFING

*Genesis10 Staffing drives innovation through talent with general recruiting services for contract and contract-to-hire positions for high-demand technology and business roles.*

Since 1999, Genesis10 has provided staffing services that meet our clients' ever-changing resourcing needs. Our staffing services are aligned to their flex/staff ratio and optimize their cost of contingent labor. Genesis10 has consistently met and exceeded client recruiting effectiveness metrics and in 2015 our staffing division placed over 1600 consultants.

#### 2 WORKFORCE OPTIMIZATION FOR DIRECT HIRE

*Build a strong workforce of full-time business and technology employees.*

Genesis10 provides contingent and retained search capabilities for full time experienced professionals and provides a performance placement guarantee. By leveraging our staffing experience, market insight and national network of talent, Genesis10 clients benefit from improved candidate quality, streamlined communications and reduced placement costs. For two global clients with revenues in excess of \$1 billion, Genesis10 tailored programs to hire over 140 specialized software developers on a full time basis in 2015.

#### 3 WORKFORCE OPTIMIZATION FOR NEXT GENERATION TALENT

*The G10 Associates Program offers college hire recruitment, training, ongoing mentoring and right-to-hire services to right size a company's resource mix and groom future leaders for tomorrow.*

Through our G10 Associates program, Genesis10 worked with a mid-sized transportation provider who had trouble attracting technology resources due to local competition. The G10 Associates program diversified the resource mix by engaging graduates, reducing the cost of labor by an average of \$10K per resource and addressed an aging workforce issue. Overall, our G10 Associates program employed over 90 recent graduates in 2015.

## 6 WAYS GENESIS10 STRATEGICALLY PARTNERS TO ADDRESS TALENT SCARCITY

OUR SERVICES	EXAMPLES OF OUR WORK
<p><b>4</b> <b>WORKFORCE OPTIMIZATION FOR MILITARY AND DIVERSITY HIRING</b>  <i>The Genesis10 Veterans Program facilitates identifying and transitioning military talent from deployed to employed in support of Corporate Diversity and/or Veteran hiring goals.</i></p>	<p>The Genesis10 Veterans program leveraged underutilized talent to provide ideal support for high accuracy Benefits Plan QA work. We created a talent pipeline to address skills gaps and alleviated capacity constraints resulting from increased business volumes and seasonality. Our Veterans program increased team performance and reduced labor costs by 30%, while demonstrating a commitment to community and helping to meet diversity goals.</p>
<p><b>5</b> <b>WORKFORCE OPTIMIZATION FOR ENTERPRISE DATA MANAGEMENT STRATEGIC PARTNERSHIP WITH TERADATA</b>  <i>to build data management capabilities.</i></p>	<p>U.S. business leaders want to leverage business intelligence (BI) and enhanced data analytics to improve decision-making, resulting in a competitive advantage. The challenge is they cannot easily – or affordably – find talent that possesses the right combination of analytical reasoning, technical acumen, and industry/client specific knowledge (e.g., tools and processes). Recognizing the talent gap, Genesis10 and Teradata have partnered to address the critical shortage by building a platform-agnostic workforce on a contract-to-hire basis.</p>
<p><b>6</b> <b>DOMESTIC OUTSOURCING</b>  <i>Genesis10 Domestic Outsourcing services help our clients diversify access to talent through an onshore talent and delivery model.</i></p>	<p>Genesis10 helped a Fortune 200 Financial Services Institution balance quality, capability, cost and risk by establishing the Strategic Workforce Delivery Center (SWDC). The SWDC became a key enabler of the CIO's vision, helping to address capacity and capability constraints by accessing and co-locating teams in different geographies and strategically integrating veterans and junior talent to rebalance their resource mix, optimize total cost of labor and improve overall project throughput. With 6 Delivery Centers across the U.S., Genesis10 employed over 450 consultants in 2015 to provide domestic outsourcing managed services for our clients.</p>

## WHAT MAKES GENESIS10 UNIQUE

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**PEOPLE.** Recruiting is a core competency. We identify and hire only the highest caliber talent to support Genesis10 and to provide services to our clients – be it for talent solutions development, client relationship management, direct placement, contract assignments or outsourced managed services positions.

**EXPERIENCE.** Genesis10 has been providing talent solutions since 1999. We have built our service lines organically based on deep insights gleaned over the years. We understand and recognize the importance of tailoring solutions that align with your business objectives, address market complexities, and promote innovation and growth.

**FOCUS.** Your focus is our focus. We maintain a pulse on the business landscape and U.S. labor markets, which enables us to develop and deliver services that are always relevant to our clients' evolving needs – both in terms of services offered and in the way we serve clients. Our account and delivery teams focus exclusively on your objectives and what we can do to deliver.

**SCALE.** Our onsite/onshore delivery approach gives you the flexibility that you need to scale delivery capabilities to support both growth and business-as-usual initiatives with the right capabilities, capacities, and caliber of talent.

**VALUE.** Our clients consistently say we deliver the best market value. We make it easy to do business with us and create visibility and transparency in our partnerships and supporting processes. We focus on managing costs and maintain a risk-first, delivery-first mindset. As a single provider with a breadth of services to address workforce needs, you avoid the costs and complexities of managing multiple partners and enable an enterprise approach to talent strategy that controls costs at a macro level, while managing where and how work is delivered and by whom.



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