

Strategic Advantage Locates Talent for the Energy Industry

Approaches to worker recruitment in the 21st century are changing, but with the right information, an effective strategy, and expert execution, the opportunities for success are abundant. By using detailed national and local data, one talent management consulting firm increased its client's pool of qualified applicants by 400% in two weeks.

Scenario: Oil exploration company partners with consulting company to tap new sources of talent

As the oil and gas industry continues its boom, its talent pool is drying up. The problem of the aging workforce is nowhere as glaring as in this sector, where projected demand for skilled workers far outpaces supply.

When a talent management consulting firm was developing an innovative talent sourcing program for an oil exploration company, they knew they had to quickly and effectively locate a skilled workforce outside the traditional Gulf Coast locations. For a foundational market profile, they collaborated with Brian Kelsey, founder and president at [Civic Analytics](#), a budding economics research and consulting firm. As Brian states, "Labor supply in Energy is really tight right now. This was a great opportunity to partner with expert consultants and provide a primary component of their talent management strategy for their client."

Challenge: Identify top locations of labor pools that match consultants' profile

The consultants provided Brian with a candidate profile – a set of criteria based on age, education, travel, earnings - and examples of possible industries (like mining) employing workers with transferable skills. The challenge for Brian was clear-cut: Using the profile, find regions likely to have a supply of workers with similar occupational profiles and provide suggestions about how consultants could work with local economic development agencies to support their talent sourcing efforts.

Even with a profile, it was a difficult task with a short timeline. Brian needed a national data-set with enough detail and flexibility to analyze individual metro areas according to past, current, and projected industry and occupation profiles.

Solution: Use EMSI's Strategic Advantage to identify locations matching the profile

Brian began his research using EMSI's web-based data tool, **Strategic Advantage (SA)**. Brian has been using Strategic Advantage for over two years, and he used it to develop an innovative workflow that led to a fast, focused solution for his clients. With an integrated database based on over 80 sources (including jobs and earnings by industry and occupation, as well as O*NET occupational competency data), SA was exactly what Brian needed to quickly locate and analyze regions across the U.S. to find pockets of skilled workers that best fit the consultants' profile of a potential candidate.

He used Strategic Advantage's intuitive database to answer the following questions:

1. What are the skill profiles for the target occupations in the oil and gas industry?

2. What other occupations, across all industries, have the most similar competencies (skills, knowledge, and abilities) to the target occupation?
3. What are the top industries that employ these occupations?
4. In what U.S. cities are these industries declining most rapidly?

With the answers from SA, Brian identified fifteen metro areas in the U.S. where workers with similar profiles for the oil industry were employed in declining industries. Several of these areas, such as Long Beach, California, would have been unlikely candidates for worker recruitment by the oil industry's traditional standards, but SA provided the in-depth picture needed to support a surprising (and profitable) conclusion.

Outcome: Consultants execute a marketing campaign in target locations - with a 400% increase in the number of qualified candidates

Brian presented his findings to the consulting firm, and they integrated it into an aggressive marketing campaign for their industry client. The client manager at the consulting firm remarks on Brian's data-driven solution: "Civic Analytics provided a key component to confidently design and execute our project in half the time with better-than-expected results. Within ten days, Civic Analytics provided detailed analysis and recommendations for the top locations that met our criteria for age, experience, travel, and wages. We integrated this information into a focused marketing strategy that generated a 400 percent increase in the number of qualified candidates—in just two weeks of marketing."

Brian's focused and innovative use of Strategic Advantage was worth the effort. Through SA's combination of worker competency data, nationwide industry and occupation data, flexible workflow, and fast output, Brian was able to deliver coherent analysis and results without wasting any time or resources. This factual analysis can be a valuable component of an innovative talent sourcing program, providing decision-makers with an important piece of the "talent puzzle." Approaches to worker recruitment in the 21st century are changing, but with the right information, an effective strategy, and expert execution, the opportunities for success are abundant.

Links

To find out more about Civic Analytics or read Brian Kelsey's blog posts on the US economy, regional trends, and economic and workforce development strategies, see www.civicanalytics.com

About EMSI

Economic Modeling Specialists Inc. (EMSI) is a professional services firm that offers integrated regional data, web-based analysis tools, data-driven reports, and custom consulting services. EMSI has served thousands of workforce, education, economic development, and other policy professionals in the U.S., Canada, and the United Kingdom, and the company's web-based **Strategic Advantage** research and analysis suite is used by over 2,500 professionals across the U.S. For more information, call (866) 999-3674 or visit www.economicmodeling.com.