



# How to Manage Your Talent Acquisition Role and Function In a Time of Crisis

A crisis is often a defining moment. We can either falter or make it our finest hour. As a recruiter, talent acquisition leader, or employer brand professional, how you handle your role and guide your organization during this time can set the stage for your career, impact the lives of candidates and employees, and influence perceptions of your organization. This framework will help you serve key audiences during critical moments. Included are 10 top stakeholders and a starting point to develop your strategic plan.

| <b>KEY AUDIENCE:</b><br>Who do we need to communicate to? | <b>IMPORTANCE:</b><br>Why do we need to communicate to them? | <b>KEY MESSAGES:</b><br>What do we want the audience to know, feel, and do? | <b>OWNER:</b><br>Who is responsible for task? | <b>SENDER:</b><br>Who delivers it? | <b>CHANNEL:</b><br>How do we deliver it? | <b>TIMING:</b><br>When to send it? |
|---|--|---|---|------------------------------------|--|------------------------------------|
| 1-Recruiters  |  |   |   |                                    |  |                                    |
| 2-Hiring Managers   |  |   |   |                                    |  |                                    |
| 3-Partners (Agencies, RPO)                                |  |   |   |                                    |  |                                    |
| 4-Passive Candidates                                      |  |   |   |                                    |  |                                    |
| 5-Keep Warm Candidates                                    |  |   |   |                                    |  |                                    |
| 6-Pipeline Candidates                                     |  |   |   |                                    |  |                                    |
| 7-Offered Candidates                                      |  |   |   |                                    |  |                                    |
| 8-Current Employees/<br>Contractors                       |  |   |   |                                    |  |                                    |
| 9-New Hires   |  |   |   |                                    |  |                                    |
| 10-Furloughed/Laid-off<br>Employees                       |  |   |   |                                    |  |                                    |

**Anticipate the need. Plan for “what if” scenarios.**

[> Access Crisis Resources](#)

Every organization should have a strategic plan to manage its employer brand in times of crisis. We have the expertise to help you. Contact our CEO, **Susan LaMotte**, via [susan@exaqueo.com](mailto:susan@exaqueo.com) or (202) 276-1086 to get started.