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What will my TA function look like in 5 years?

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What will my TA function look like in 5 years?



Chris Pidgeon



Undeniable Value



Ben Rutter



Future Op Model



Cheryl White



Talent Clouds

TedTalks



Popp *Teamtaylor*



Workshop session

RESIDENT TALK:

How TA functions create and demonstrate value

Chris Pidgeon | **IHG**
HOTELS & RESORTS



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“TA should have a seat at the table”



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A red folding chair is positioned against a green wall. The wall is made of bricks and has some peeling paint. The chair is made of metal and has a slatted seat. The floor is dark and appears to be concrete or asphalt. The overall scene is brightly lit, suggesting an outdoor setting.

**"IF YOU DON'T HAVE A SEAT AT THE
TABLE, BRING YOUR OWN CHAIR."**

SHIRLEY CHISHOLM - FIRST AFRICAN-AMERICAN WOMAN ELECTED TO CONGRESS



**Know the business
need in advance.**

**Deliver quality
options before
need.**





As Head of Talent Acquisition - top 5 strategic priorities to take TA into the future?

GOAL = Find Quality talent that fits the business need, fast.

Agency

In house

ENABLED BY...
Simplicity & agility
Lazer focus on goals

DISENABLED BY...
Slow decision making,
Complicated processes & systems.



TA IN CORPORATIONS

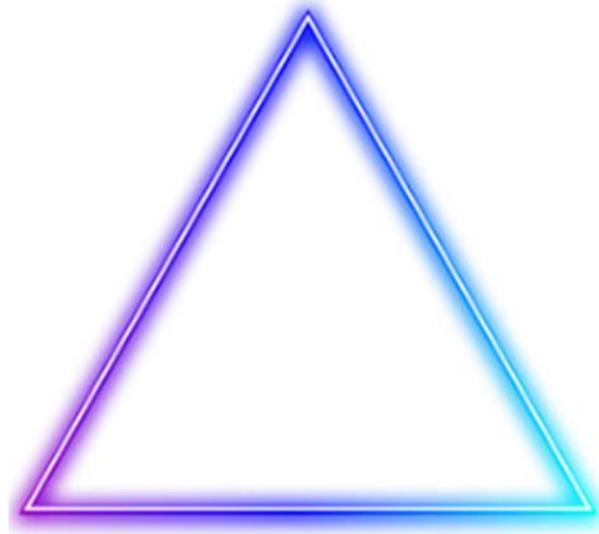
ACCESS

ALL AREAS

Take Recruitment off the HR bottom line & be held 100% accountable

Chargeable
service to the
business

1,000 @ 2,000 = £2m



Enabled through...

Strong, influential TA Leader

Understand the business need

Exceptional People (70:30)

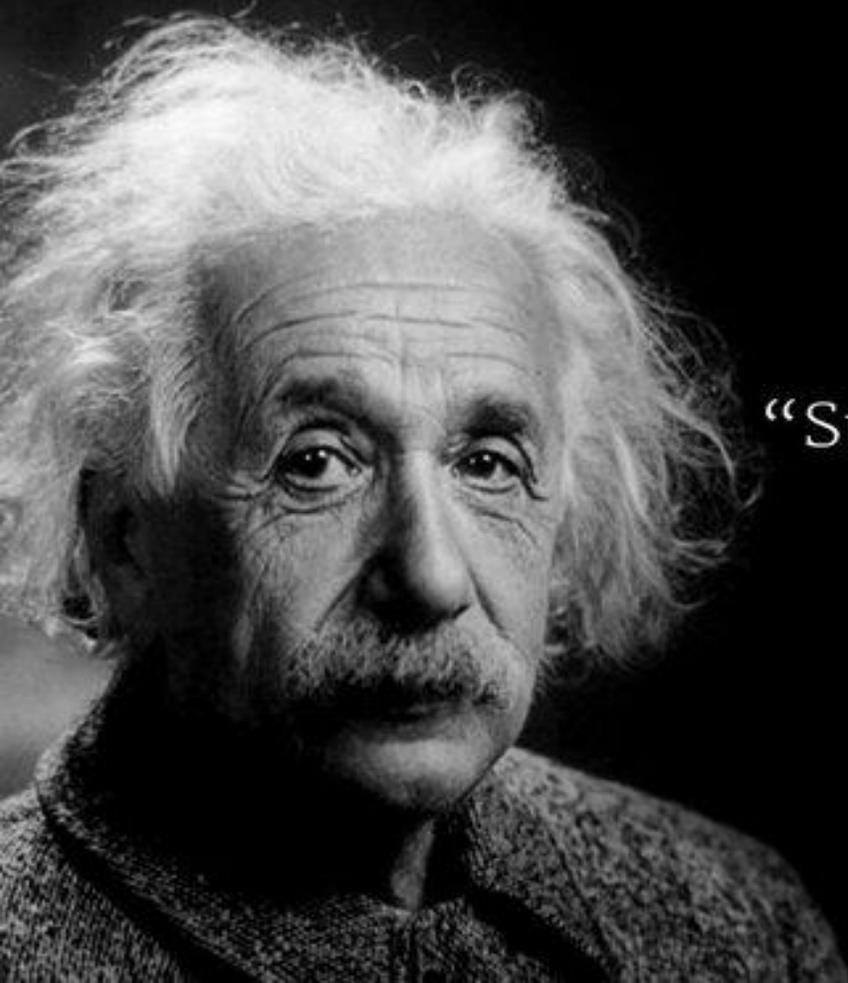
Marketeers not Administrators

Scale & Nurture a digital black book

Deliver talent before need

Sell the value created

Cover costs (profit, a bonus) - Re-invest into agile systems & further AI to unlock the capacity to excel.



“Strive not to be a success,
but rather to be of value”

-Albert Einstein-

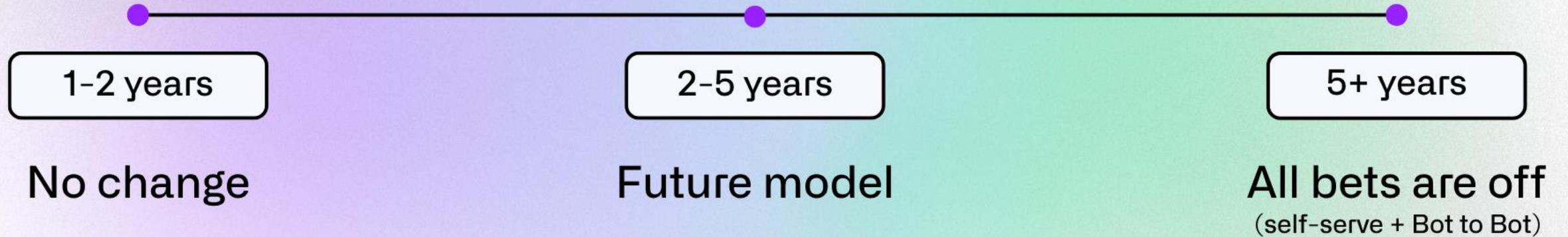
The future TA function

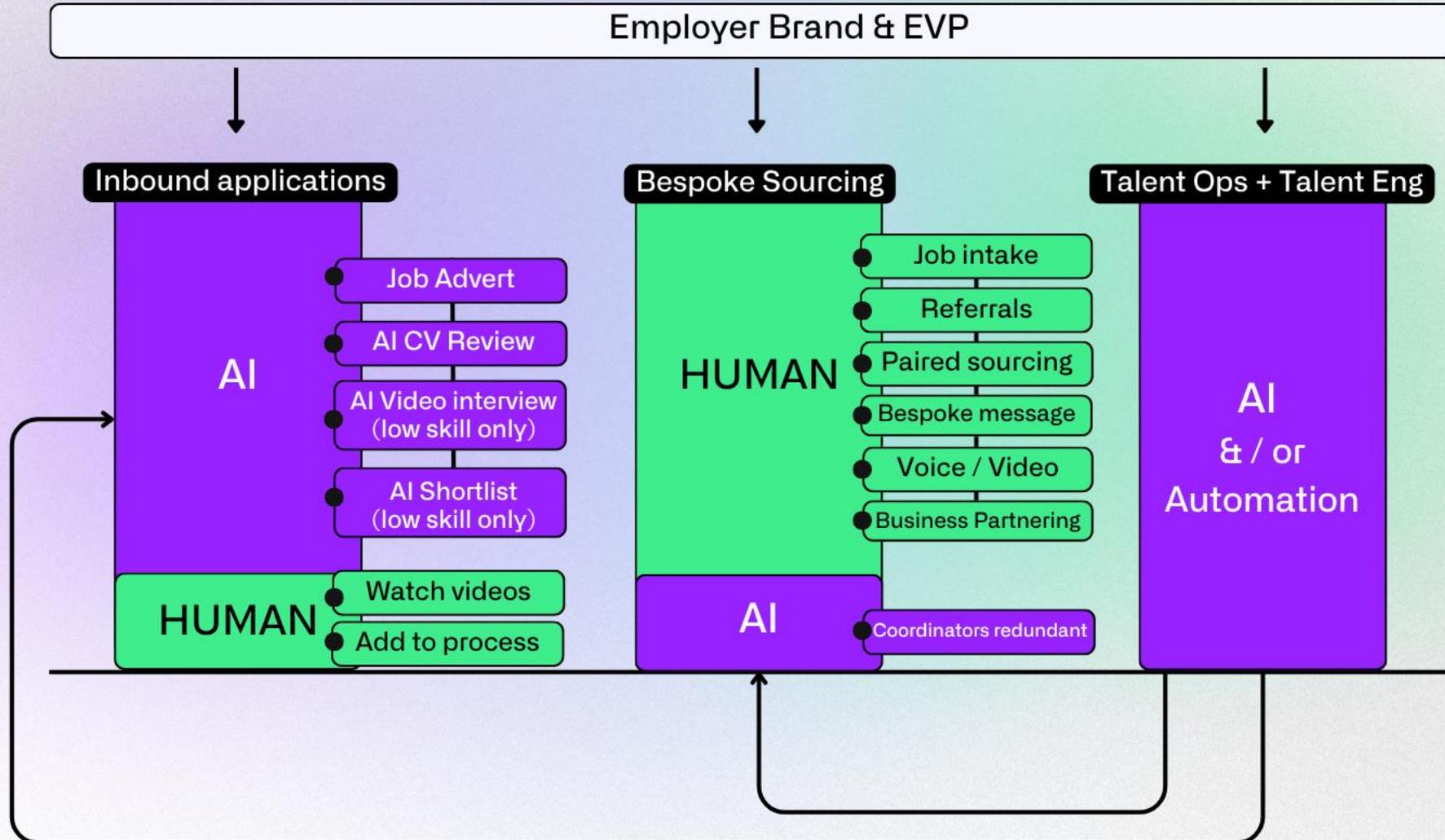
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The future TA function





RESIDENT TALK:

The End of Talent Pools: Welcome to the Talent Cloud Era

How Talent Acquisition will transform in the next 5 years

Cheryl White | **tide**



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Talent Clouds: Dynamic cloud ecosystem

Talent Pools = Static, outdated, reactive

Talent Clouds = Dynamic, boundary less, predictive



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What is a Talent Cloud?

- Real-time ecosystem of near misses, past employees & candidates, open source contributors
- Always-on, AI-curated, skill-based
- Informed by multiple data streams (GitHub, LMS, CRM, ATS, etc.)

The problem with Talent Pools

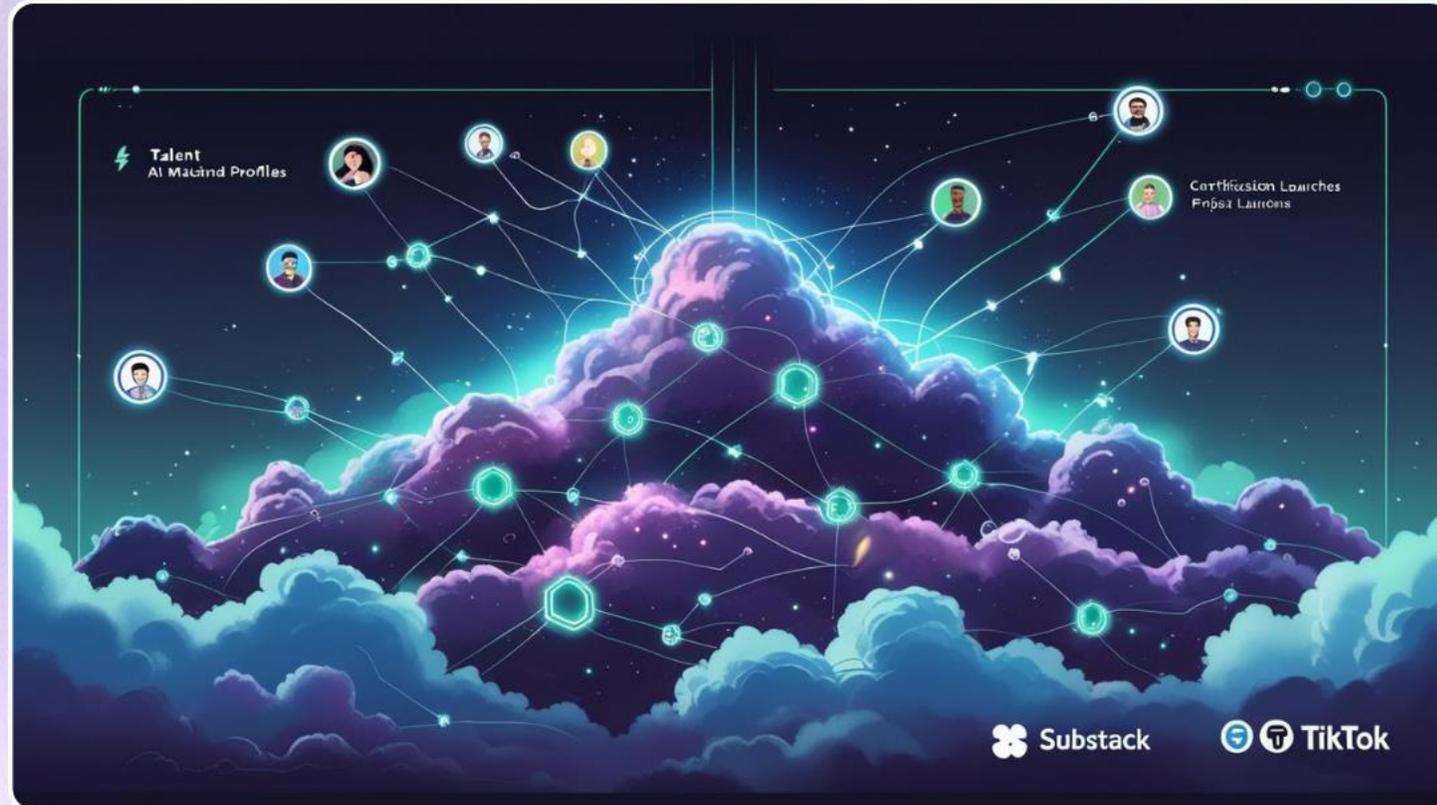
- Manual maintenance
- Passive candidates ignored
- One-directional communication
- Lacks current context (skills, availability, interests)



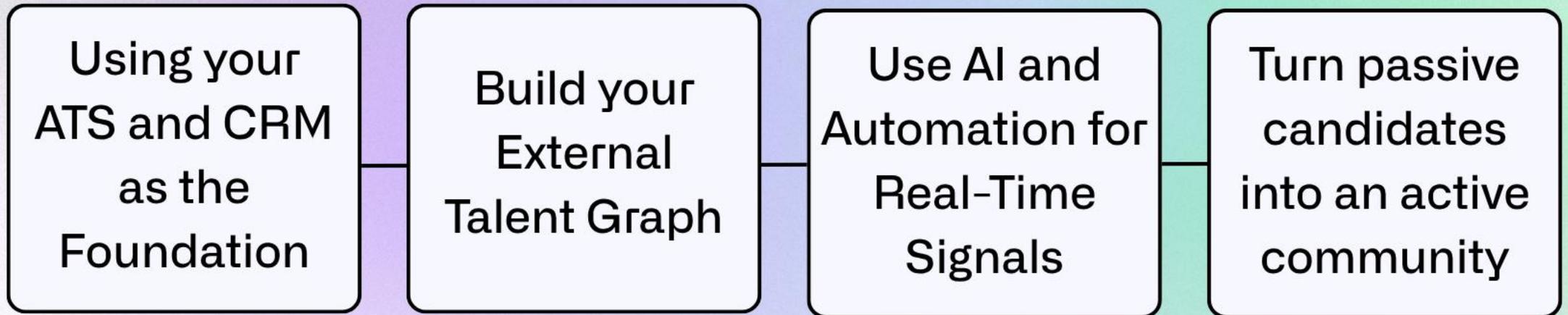
The Talent Cloud experience

- AI-matched profiles
- Live signals
(Certifications, project launches, availability)
- Source diversity
(LinkedIn, ATS, CRM, Social Media, GitHub, Substack etc.)

How to Power the Talent Cloud?



How to Power the Talent Cloud?



How to Power the Talent Cloud?

ATS and CRM

Tag & enrich candidate profiles

Re-engage past candidates and silver medalists

Use segmented pipelines

Build External Talent Graph

Monitor contributors in GitHub, StackOverflow, Dribbble, Substack, Discords, and niche Slack communities.

Use Scraping + Alerts

Assign sourcers or interns to curate talent nodes

AI +Automation

Set up LinkedIn alerts

Use AI summarization tools to screen GitHub readmes or design portfolios.

Passive candidates into active community

Launch a quarterly newsletter / podcast

Create invite-only events, coding challenges, or AMAs

Offer micro-mentoring

How to Power the Talent Cloud?

Talent Cloud Component

Use this today

AI Matching Engine	→	CRM + keyword tagging + filters
Dynamic Talent Signals	→	Alerts, scraping, content monitoring
Engagement Layer	→	Newsletters, events, community tools
External Talent Graph	→	GitHub, forums, social + tracking
Continuous Activation	→	Re-nurture past candidates

TA's New Role in the Cloud Era

Old Role

Sourcing resumes

Posting jobs

Screening CVs

Hiring reactively

New Role

Curating ecosystems

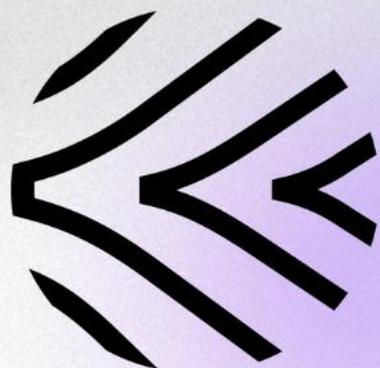
Designing signals & flows

Managing AI interactions

Orchestrating inflow



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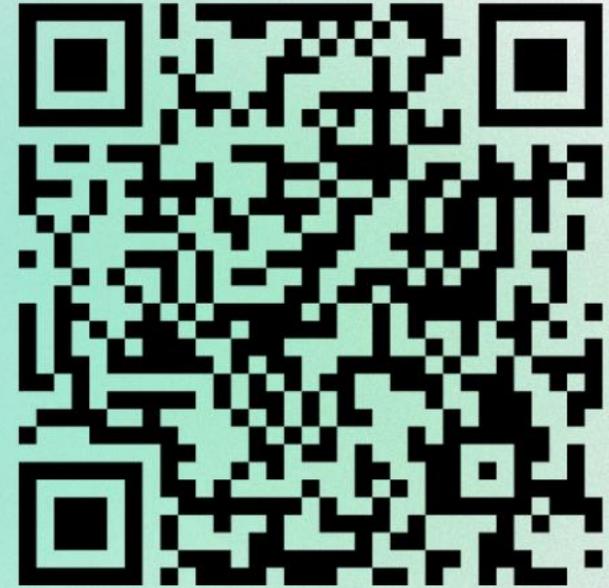
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Thank you!



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