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Focus: RECRUITING TECHNOLOGY

A \$300,000 investment in great recruiters and a new recruiting system returned \$6 million (page 7). Now Great-West is tackling quality of hire.

SOAPBOX

In Search of Innovation

3

Raghav Singh of the [Minnesota Human Resource Planning Society](#)

Extreme Makeover: Renovating Recruiting at Great-West Life & Annuity

7

Tony D. Blake of [Great-West Life](#)

Building a World-Class Talent Acquisition Program

13

Jason Buss of [Allianz Life](#)

Reporting and Analytics Capabilities of Applicant Tracking Systems

17

Elizabeth Saperstein of [ERE Media](#)

Also in this issue:

Increasing Workforce Diversity the Right Way

22

Ron Chapman Jr. and Wendell E. Washington of [Ogletree Deakins](#)

DASHBOARD

Skills Shortage • Compensation • Retention • Hot Employers HR Management

26