



The Difference Between Recruitment and Talent Acquisition

Recruitment	Talent Acquisition
Recruitment is about filling vacancies.	Talent acquisition is an ongoing strategy to find specialists, leaders, or future executives for your company.
Recruitment is a short-term, quick fix	Talent acquisition tends to focus on long-term human resources planning and finding appropriate candidates for positions that require a very specific skill set. The best organizations are projecting future needs and are always scouting the best talent.
Attracting the best and brightest employees to your company is a one-time only event.	Attracting the best and brightest employees to your company is a continuous process.
Recruitment is position-focused.	Talent acquisition builds a stronger company, fosters teamwork, and boosts productivity.
Recruitment remains an important activity to fill immediate vacancies and addressing a momentary need.	A talent acquisition strategy can save your organization a great deal of time finding people to lead that growth forward.
	Organizations with the greatest skills shortages are those that most need a talent acquisition strategy.
Always Be Cultivating (ABC) by thinking of recruitment as a sales process.	Talent acquisition should be run like a marketing campaign for a product.

