

# How to Start a Skills-Based Project

The path to becoming a dynamic, skills-based organization may seem daunting—but it doesn't have to be.

You won't get traction (or buy-in) trying to boil the ocean, so start where you can make an immediate impact: with a smaller project focused on a specific challenge. Global analyst and thought leader Josh Bersin calls this "falling in love with the problem."

## Step 1: Identify your talent challenge

Wherever you answer "yes" is a great place to start.

<p>Are you struggling to fill roles due to strict requirements that make ideal candidates impossible to find?</p> <p><b>Yes      No</b></p> <p>Are you hiring for roles with specialized skills that are in short supply in the market?</p> <p><b>Yes      No</b></p> <p>Do you want more diversity in your candidate pools but can't seem to build diverse pipelines of qualified talent?</p> <p><b>Yes      No</b></p>	<p>Do you have a department that's underperforming because of a broad lack of certain skills?</p> <p><b>Yes      No</b></p> <p>Are you at risk of losing skills and institutional knowledge due to a restructure or employees retiring?</p> <p><b>Yes      No</b></p> <p>Are you anticipating a business transformation such as entering a new market, or a merger or acquisition?</p> <p><b>Yes      No</b></p>	<p>Do employees cite a lack of career development as a driver of low engagement or high attrition?</p> <p><b>Yes      No</b></p> <p>Do your managers struggle to have effective career growth conversations with their employees?</p> <p><b>Yes      No</b></p> <p>Do you want to increase retention through internal mobility to retain top talent and critical skills?</p> <p><b>Yes      No</b></p>
<p>↓</p> <p>Address a talent shortage or hard-to-fill roles with <b>skills-based hiring</b>.</p>	<p>↓</p> <p>Overcome a skills gap with internal talent through <b>redeployment or upskilling</b>.</p>	<p>↓</p> <p>Empower employees with <b>personalized career development</b>.</p>
<p>Expand your talent pool by identifying critical skills. Shed the unnecessary pedigree-based requirements that limit the candidates you bring into your recruiting funnel.</p>	<p>Close your skills gap without relying entirely on hiring. Identify employees with transferable or adjacent skills.</p>	<p>Increase engagement and retention by providing personalized growth recommendations for new connections, learning, and internal roles.</p>

## Step 2: Prepare your business case

How is your current challenge impacting the business?

Which metrics will you use to demonstrate impact? (E.g. time-to-hire, furlough costs, attrition, employee engagement)

Who are your key stakeholders and teams to partner with for your skills project?

Exec sponsor:

Functional leader:

HR (TA, TM, L&D):

IT/Operations:

CFO/FP&A:

Others:

## Step 3: Start on your path to success

### Skills-based hiring next steps:

Speak to hiring managers and the most successful people in the job(s) to learn which skills are critical and which requirements you can relax.

#### How SeekOut can help:

1. Paste a job description and SeekOut's AI builds a targeted candidate search with relevant and related skills.
2. Adjust the search criteria—you have full control! In a matter of seconds, you get a list of qualified candidates.
3. Generative AI drafts personalized, relevant outreach messages to each candidate.

### Redeployment or upskilling next steps:

Connect with managers and employees to discover which skills are most needed. Elect a domain expert to help drive skills development.

#### How SeekOut can help:

1. Integrate SeekOut with your HR systems to combine internal and external talent data.
2. SeekOut's AI will populate employee profiles in an internal talent marketplace—no data entry required.
3. Analyze skills across your organization to inform decisions for training, development, reskilling, and redeployment.

### Personalized career development next steps:

Choose one functional team or department to pilot an internal talent marketplace. Determine priorities and rollout plans for internal jobs, gigs/projects, learning content, and people connections.

#### How SeekOut can help:

1. Integrate SeekOut with your HR systems to combine internal and external talent data.
2. SeekOut's AI will populate employee profiles in an internal talent marketplace—no data entry required.
3. Employees can explore learning and career paths, while managers are enabled to have meaningful career conversations.

**Ready to get started with skills?** Thousands of leading companies trust SeekOut for finding and growing diverse, specialized talent. Our talent intelligence platform unifies data from your siloed HR systems and external sources to offer a complete picture of talent with actionable insights.



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