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## Newsline

### HR Professionals Actively Preparing for Other Side of the Recession

July 2, 2009 — While no one is sure if the recession has hit bottom, a new economic recovery survey found that half of HR professionals are actively preparing for the return of hiring and “the other side” of the recession.

TalentDrive’s survey, *What Steps Are you Taking to Leverage This Recession*, found that 60% of respondents think IT talent will be the toughest positions to fill because of high demand, followed by sales and operations (30%). While 50% said they are proactively preparing for the hiring return, only half said they are prepared for future hiring needs.

The survey asked in what areas HR plans to spend the largest portion of its budget when the recession turns:

- 100% of those surveyed said they would invest in implementing new marketing tactics to help recruit new talent
- 50% said they would be investing directly in re-hiring full-time employees.

Other key findings:

- 50% of HR professionals are proactively preparing for employment recovery
- 60% anticipate IT talent to be the most in demand
- 50% of HR departments feel confident they are adequately prepared for the influx of hiring; 50 percent said “maybe”
- 100% of HR departments plan to invest in implementing new marketing tactics to recruit, while 50% plan to invest directly in re-hiring full-time employees.

#### About the survey

More than 8,000 Fortune 1000 companies and HR professionals were surveyed between April and June 2009.

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