



September 23 and 25, 2025

*Advancing the Journey to
Resource Management
Excellence*



September 23 and 25

Skills - First Resourcing: A Strategic Competitive Advantage

Stacey Ball

Enablement Lead
ProFinda



Stacey Ball, RMCP®
Enablement Lead
ProFinda

With over 30 years of hands-on experience in resource management at Korn Ferry, Stacey has led RM technology initiatives and played a key role in Korn Ferry's shift toward skills-based resourcing.



ProFinda's mission is to transform the talent deployment lifecycle, creating a gold standard workforce optimization process to improve both operational efficiency and the employee experience - all underpinned by explainable AI.



Market Leader in Resource Management



1 Million live profiles & a curated skills ontology



Globally deployed - Europe, North America, APAC



Leading Industry Cloud Partner



Designed for Scale and high usage



Agenda



- 1** Introduction: What is Skills First Resourcing?
- 2** The Professional Services Landscape
- 3** The Cost of Traditional, Reactive Resourcing
- 4** Skills-First Resourcing: A Strategic Competitive Advantage
- 5** Skills AI: The Evolving Intelligence that Powers a Skills-First Strategy
- 6** Tangible Business Benefits & Future Outlook

Skills -first resourcing - Smart navigation for deploying Talent



The Professional Services Landscape

Project-based businesses are navigating a complex landscape - competition is fierce, finding and retaining top talent is harder than ever, and clients expect more.



• Intense Competition & Margin Pressure



• Talent Scarcity & Unchecked Attrition



• Evolving Client Demands (Faster, Better, Specialized)



Rapid Tech Change (Advent of AI and Agents)



Economic Uncertainty

The Cost of Traditional, Reactive Resourcing

Metric Category	The Impact	The Source
Lost utilization & billable hours	58.5% of professional services firms lack visibility into capacity, leading to inefficient resource utilization	Resource Management Institute
Vacancy driven productivity loss	A role earning £100K/year loses £274 per day in value when vacant; senior positions generating £250K/year lose £685 per day	Recruitmint
Poor bench management	A hypothetical firm with 250 consultants at a \$200/hour blended rate could recover \$3.1 million annually by reducing bench and non -billable hours	SPI
Eroded margins	Reactive resourcing can often cause project delays or staffing gaps, pushing companies to resort to using contractors to plug the gaps. These contractors typically cost 30% to 65% more than internal staff	ProFinda
Falling behind the competition	The financial penalty for lack of investment in employee development can be in excess of \$8k p/y. In a firm of 200 consultants, this equates to \$1.6m p/y	BCG
Burnout & attrition	Delays and understaffing are linked to 79% of businesses reporting stress -related absences	Chartered Institute of Personnel and Development (CIPD)



The Cost of Traditional, Reactive Resourcing

Relying on outdated resourcing methods creates significant, often underestimated and overlooked, costs that directly impact the bottom line and competitive positioning

Financial Impact

- Lower Billable Utilization
- Eroded Project Margins
- Lost Revenue Opportunities
- Increased Hiring Costs

Operational Impact

- Project Delays/Failures
- Decreased Client Satisfaction (CSAT)
- Scrambled Staffing
- Inability to Forecast

Talent Impact

- Employee Burnout (wrong projects)
- Skill Stagnation
- Higher Attrition
- Frustrated Resource Managers



Skills First Resourcing: A Strategic Competitive Advantage for Professional Services

Skills-First Resourcing is a strategic approach that prioritizes the precise skills and proficiencies of individuals when matching talent to project demands, business objectives, and growth opportunities.

Core Principles



Granular Skill Understanding

Beyond job title to specific skills & competencies



Data Driven Decisions

Objective matching, instead of availability & gut feel



Holistic Talent View

Internal (FTE), external, contingent, alumni



Proactive Planning

Don't just react, anticipate & forecast needs



Focus on Employee Growth

Aligning projects with skill development

Skills AI: The Evolving Intelligence that Powers a Skills -First Strategy

A skills-first resourcing initiative should start with a robust and versatile technology, curated and trained to understand the relationship of occupations, roles, capabilities, skills, and how everything varies by time, industry, and geography

ProFinda's Proprietary Ontology

24x7
Curated and trained
on services organizations
Constantly adapting & learning

Skills

Capabilities

Industries/Companies

Learnings

Accreditations

HR Data



90,000 Skills

2.7M Interconnections

900,000 Terms



Tangible Business Benefits of Skills First Resourcing

Improved Billable Utilization & Profitability

Faster, more accurate, skills -based matching of talent to projects minimizes unassigned time and maximizes revenue generation.

Increased Operational Efficiency & Scalability

Automating manual tasks frees up resource managers to focus on strategic activities, such as talent development, portfolio management, and stakeholder communication. Standardized processes also support easier scaling as the firm grows.

Reduced Attrition & Improved Employee Engagement

Matching consultants to projects that fit their skills and development goals, while managing workload more effectively, significantly boosts morale and retention.

Enhanced Project Outcomes & Client Satisfaction

Ensuring the right skills are deployed leads to higher quality work, fewer escalations, and more successful client engagements, fostering repeat business and referrals.

Data -Driven Strategic Insights

Provides leadership with a clearer picture of organizational capabilities, capacity, and future needs, enabling more informed decisions about market expansion, service offerings, and strategic investments.

Thank You!

Questions?