TALENT ACQUISITION:

AN END TO END

ENGAGEMENT GUIDE

A SUCCESSFUL RECRUITMENT PROGRAM

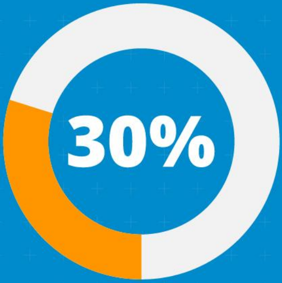
recognizes that hiring is more than just filling positions. Organizations that can effectively recruit and retain talent see 18% higher revenues and 30% higher profitability over those that aren’t as adept, yet hiring strategies that worked years ago aren’t as effective in today’s gig economy.

Here’s how to design an effective contingent talent acquisition strategy.

JOB DESCRIPTIONS

INDEED LISTS OVER 20 MILLION JOBS.

Make yours stand out!



of job descriptions that are kept between 700 and 2,000 characters receive more applications.

Go beyond core qualifications!

Desired industry **Must haves and** **Level of**

experience **nice to have skills** **education**

Aside from requirements, what can you offer?

Skills that will be learned on the job

Growth opportunities

New technologies that will be used

Location

Flexible work or remote work options

STAY AWAY FROM NON-CONVENTIONAL TITLES!

Non-traditional job titles like “ninja” or “rock star” will confuse Applicant Tracking Systems and significantly lessen your talent pool; they're also potentially discriminatory to women and diverse workers.

SOURCING

USE A COMBINATION OF TECHNOLOGIES

Technology has disrupted the way organizations acquire and manage talent!

Keep up with tech like:

- Artificial Intelligence
- Predictive Data Analytics
- Robotics
- Machine Learning
- Other Technology Tools

Successful hiring teams are 6x more likely to engage in a data-driven decision making process over lower performing teams.

Leverage social media and non-traditional sources like:

LinkedIn **Twitter** **Facebook**

Reddit **StackOverFlow**

Deloitte finds 60%+ of successful hiring teams actively search non-traditional sources compared with 10% of lower performing organizations.

QUALIFYING

BE TRANSPARENT

It’s important to understand gatekeepers and how to get around them.

Identify and proactively address negative factors like:

Is there a use of older technologies?

Any vacation time black out

Excessive overtime is required

Location is hard to get to

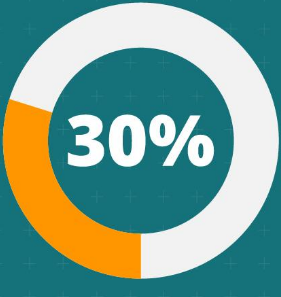
Organization forces time off without pay

These considerations need to be addressed at the beginning stage of qualifying.

SCREENING

CONDUCT A THOROUGH INTERVIEW PROCESS

The effects of a bad hire will cost an organization

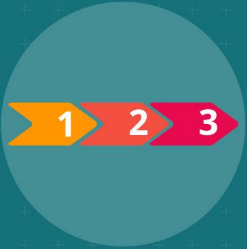


of that worker's first year salary.

Important considerations when screening include:

What kind of interview are you conducting?

How many people does the candidate need to meet and what is your time to hire?



How many interviews can you schedule in a single day?

Are you doing any type of internal testing with hiring team(s) before or after the interview?

Conducting internal research with your organization’s top performers will provide you with a benchmark for interview skills and behaviours of a successful hiring team.

CLOSING

UNDERSTAND THE MOTIVATION FACTORS

It’s not all about money! Understand what other factors motivate that candidate. Are they interested in career growth, flexible hours, technologies being used, project length, location, remote work options or the company culture?

ONBOARDING

DELIVER A SUPERIOR CANDIDATE EXPERIENCE

Candidates who experience poor onboarding are 8x more likely to be disengaged after three months.

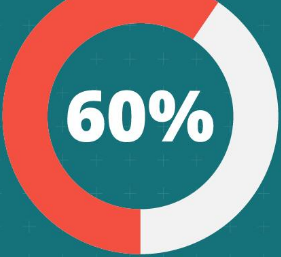
Onboarding should include things like:

Being prepared with IT and office resources.

Giving a tour of the office and introducing the new hire to each member on the team.

Giving background on the company, its business strategy and set day-to-day job expectations.

Organizations with structured or formalized onboarding programs can see a



year-over-year improvement in revenue and a 63% increase in overall customer satisfaction.

IDENTIFYING AND UNDERSTANDING GAPS in your current recruitment program is critical to designing a talent acquisition strategy that will effectively source, screen, onboard and redeploy contingent workers.

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