

**IS YOUR RECRUITMENT PROCESS  
READY FOR THE NEW WORKFORCE?**





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# IS YOUR RECRUITMENT PROCESS READY FOR THE NEW WORKFORCE?

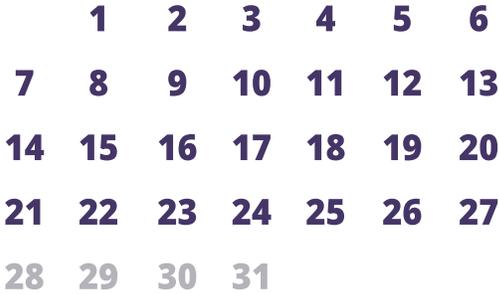
Attracting and retaining exceptional talent is becoming more challenging in the workplace than ever before. Employees are seeking flexible work options, a company brand they can relate to, and a culture that aligns to their own values. Due to these new higher standards of job seekers, companies must adapt and modify their recruiting and hiring process to compete in a competitive job market.

“Employees are seeking **flexible work options, a company brand they can relate to, and a culture** that aligns to their own values”

## FINDING TOP TALENT TAKES **TIME**

It takes five long weeks to commit to locating, verifying, interviewing, and hiring potential candidates. Do you really have the time to go through this grueling process? Not to mention the amount of time wasted when the candidate ghosts you or doesn't work out from missed red flags during the screening process.

Almost three quarters of employers are having a difficult time finding skilled candidates for their vacant positions. Office managers, HR personnel, and other in-house hiring associates are spending more of their already stretched time trying to locate qualified candidates in addition to their daily responsibilities.



It takes an average of **27** business days to hire a new employee.



# CANDIDATES ARE MORE PASSIVE THAN EVER BEFORE

More than three quarters of U.S. workers are passive candidates. These candidates aren't looking for you. But when they are aware of your company, they are more likely to keep an eye out for open positions where their skills match up. This is where the engagement process begins - long before the interview. Your company brand helps you engage with potential candidates. When candidates are already engaged with your company brand, not only are they more likely to see when your company posts a job, but they are more likely to apply.

**>3/4** of U.S. Workers are passive candidates.

Job seekers have changed the way they apply to jobs in today's world. In fact, they don't apply at all – job seekers wait for jobs or other opportunities to come to them. This results in a drastic downturn and the decrease in the number of quality applicants applying to open positions posted on traditional job boards.

In today's candidate driven market, fewer are actively looking in the job market for open positions... but there are many who are passively listening. Putting the right job in front of the right passive candidate will turn that passive candidate into an active one.

# CORE FUNCTIONS OF HR

The core function of your HR department is to recruit and retain top talent. According to Gallup,

**75%** of workers are disengaged at work.



Resignations are increasing and more than half of U.S. workers are willing to leave their current employer for new employment, if the right opportunity presented itself. These are all risks an HR department faces when attempting to recruit and retain top talent within their organization. If the department doesn't act quickly and effectively, they run the risk of losing those professionals who are passively listening for other opportunities, causing additional stress and expense to the organization.

Today's workforce places greater demands on employers, and it all starts with the hiring process. Recruiters are aware of this challenge and take the time to source, work leads, and develop company engagement before the hiring manager reviews a resume on their desk.

Recruiters also know that finding the best talent takes time and your full attention. This is why their primary focus is on engagement and development through a multi-channel approach, utilizing numerous platforms. They leave no stone unturned and work tirelessly to find the best talent, at the right time, and at the right price.

## EXPLAIN **WHY** YOU DO WHAT YOU DO

Company branding is not just about explaining what your company does but more about explaining why your company does what it does. When candidates understand the why, they feel more connected to your brand, are more likely to work harder to get the job and, if they do, they are more engaged from day-one.

These employees also become your company's endorsers. Engaged employees are more likely to recommend your company to friends and family for your products and future employer. Building and nourishing your company brand creates a snowball effect which can serve you well in future hiring endeavors.

When Nike overtook Reebok for NFL licensing, Nike had to fill several hundred jobs nearly overnight. Instead of posting those jobs on numerous job portals, Nike decided to launch a new website, co-branded with the NFL, for those specific jobs. The new job website was heavily marketed and was live in six weeks with all jobs filled in six months. If it weren't for the right creativity and agile nature, Nike would have missed out on great talent and would have taken much longer to fill the open jobs. Staying agile and flexible is critical to your success and imperative to competing for the best talent.

## CANDIDATE INTERACTION VIA **SOCIAL MEDIA**

Building a talent focused culture where recruiting is at the forefront of every employee's mind is difficult.

Many job seekers today engage with your organization before they become potential candidates.

They do this on social media, primarily on their smartphones. It is crucial to upkeep social media platforms and the overall mobile experience; otherwise the result can be missing out on top talent. Thanks to social media, it's now easier to excite potential candidates about your business and what you have to offer.

**"If more than 1/2 of all job seekers are looking at your company on a mobile device, what impression are you giving them if you **don't have an optimized mobile experience?**"**

Companies now must master and maintain a social media presence in order to attract top talent. Potential candidates will engage with a brand before they apply for an open position and utilize social media as a tool to investigate reviews and their company culture. Your company culture and career opportunities need to show the genuine employee experience and set proper expectations of the company through your various social media platforms.

70 percent of job seekers look for job information on a mobile device. There is a clear advantage to becoming an adopter of the mobile career site experience. This gives potential candidates a better experience, better collaboration with your team, and a consistent message about your company.

A strong mobile optimized hiring experience says your company is willing to adopt new technologies. Understanding the marketing impact of these decisions is crucial to ensuring top talent doesn't pass you by.

## APPLICANTS GRADE YOUR PROCESS

Candidates are looking everywhere for information about what it's like to work at your company. That includes grading your application process. If you don't respond to inquiries in a timely manner, a candidate might be put off by your process and not continue to move forward with your open position.

Your company needs to be actively monitoring all third-party company review websites for negative reviews. Candidates browse these sites and often put more weight to negative reviews than positive meaning you need to have ten positive reviews to outweigh every negative review.

When a negative review has been published about your organization, your team needs to have response plan ready to execute. It's best not to be combative, but it is important you show engagement and address the negative review. Not only are potential candidates reading these reviews and the responses, but so are the existing employees.

A great opportunity to address negative reviews is by asking current employees to leave positive reviews online. Don't blanket your company page with lots of reviews on one day as this will create suspicion. Allow your employees to be honest as this helps enforce your company culture and show your company's embrace of their opinions and concerns.

Treat your candidates like customers and clients. Their experience can determine their level of engagement with your company.

**66%** of job seekers

believe interactions with a company during the application process is the best way to get insight into what it's like to work at the company.

A slim 36% of applicants decide not to share a negative application experience with others, leaving a greater chance to the spreading of negative impressions about the company inquired.

## RECRUITING EXCELLENCE

Recruiting is more competitive today than ever before and is a value add to your company; one which warrants investment. In this competitive world of finding the right talent, you get what you pay for.

Winning at recruiting means having the right people. Attracting the right people might mean making some changes within your organization. Great employees know great employees. Hiring one or two key employees in a leadership capacity can have a trickle-down effect which brings in more great talent. This process takes time to build, so be prepared for a well-worth investment.

Your company's focus on retaining top talent is more crucial than ever.



of new employees are disengaged 6 months after they are hired.

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This is a result of employees feeling like they're just a number, their work doesn't matter, and not having regular and effective contact with their managers.

Once an employee is hired, the work is just beginning. Managers and executives must meet with all employees, including top performers, on a regular basis to help keep employees engaged and retained. HR is an important component to difficult discussions with employees, but direct managers need to play an integral role in keeping their direct reports happy.

## USING **SKILLED RECRUITERS** GIVES YOU ACCESS TO **MORE**

What happens when you simply don't receive qualified applicants for the job you have open? You get frustrated and think that there must be better applicants out there somewhere, and the fact of the matter is that you're right.

When you post a job online, you're only seeing applications from active job seekers, or just a quarter of the potential applicant pool. When you work with the right recruiting firm, you open up access

Recruiters already know these applicants and have experiences with them. A skilled recruiter won't send you an applicant who wouldn't be a good fit for your company culture or the vacant position. As recruiters have access to tremendously more applicants, they are able to speed up hiring processes and discover exceptional talent faster.

When you post a job online, you're only seeing applications from

**25%** of the potential pool.

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Having access to a larger applicant pool increases the chances that you'll be able to hire someone who is a cultural fit with your company and who checks off the "must-haves" for your open position. To get access to all of these additional candidates and take your company to the next level, your company needs to meet with an expert recruiter. Their goal is to find specific candidates who fit your exact job needs that will match your company culture. Recruiters specialize in distinct areas of hire which means they already have a pool of highly skilled candidates at their disposal, ready to send your way. Don't get frustrated when you aren't seeing great applicants apply to your job posting. You just simply haven't seen the right applicants.

## CONCLUSION

Businesses are trying to transform and become agile in the ever-changing talent marketplace. This means continuous, iterative optimization of core processes and responding quickly to market changes, opportunities, and threats.

Finding and keeping top talent isn't easy and gets more competitive every day. Recruiting functions must be adaptable within an organization.

A skilled recruiter is your partner. They recruit passive candidates and present them with your job opportunity. They give you access to three times more candidates than you have alone. And they only present you with the best of the best, cutting down on your time required to staff your positions while reducing stress and saving costs as a result. If you're looking for top talent you didn't know existed, you need look no further.

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