HOLLISTER STAFFING

Are You Ahead of the Talent Curve?

Talent acquisition is no longer a Human Resources issue but has become much more of a business strategy issue. How are you attracting your talent?

In a recent article written by Dr. John Sullivan, "***The Top 10 'Bleeding Edge' Recruiting Trends to Watch in 2015***" he shares: "Most articles that cover recruiting trends highlight what I consider to be obvious approaches that many firms have already adopted. But my perspective is focused on what I call the "bleeding-edge trends." These trends are unique and rare because they have been adopted by less than 5 percent of the major firms. However, they are still important for all recruiting leaders to know and watch because they signal the path that all progressive firms will eventually have to follow. The top bleeding-edge trends are listed below in an easy to scan format."

1. **"The shift in power to the candidate means current approaches will stop working** – 83 percent of recruiters report that the power has shifted from you, the employer, toward the candidate. Now that top candidates are in the driver's seat, the best have multiple options, recruiting must dramatically increase hiring speed, and offer a great candidate experience."

   What is your value proposition towards new candidates?

2. **"The mobile platform begins to dominate every aspect of recruiting** – most firms have finally figured out that individuals should be able to apply for a job directly from their mobile phones. The mobile platform should be the primary mechanism for communicating with prospects/candidates."

   Are your recruiting efforts mobile friendly?

3. **"Shifting to compelling offers becomes essential** – in today's marketplace where top candidates get multiple offers, the offer generation process must be radically updated. That means that sign-on bonuses, exploding offers, and identifying and meeting an individual candidate's job acceptance criteria will become essential once again."

   How do you differentiate yourself from competitors so that the right talent says "yes" to your offer?

4. **"Perhaps the biggest surprise will be the shortage of top recruiters** – as recruiting volume and difficulty both ramp up, firms will begin to realize that there is a significant shortage of talented and currently up-to-date recruiters. Expect a bidding war over the few available top corporate recruiters."

   Do you have a network of recruiters that meets your needs?

5. **"Videos begin dominating recruiting messaging** – Online video now accounts for 50% percent of all mobile traffic. If you're not already using video job descriptions, videos for employer branding, video employee profiles, video job postings and video job offers, you need to realize that authentic videos are an essential supplement to all traditionally print messaging."

   Are you implementing the latest technologies and trends when looking for talent?

6. **"Turnover issues dramatically impact recruiting** – turnover rates continue to spiral upward (they went up 44 percent last year). Given the high impact of new hire turnover, firms will need to begin assessing candidates on their likelihood of an early departure."

   What is your retention rate? How are you managing expectations from your teams?

7. **"Learning to hire whenever scarce talent becomes available** — during periods when top talent is extremely scarce, the best targets enter and exit the job market over a matter of days. That means that recruiting functions must shift from their traditional recruiting model, to hiring whenever top talent applies to your company. This means that you will hire some talent a few weeks before you need them."

   Is your hiring process working in today's agile market?

8. **"Deemphasizing resumes and accepting online profiles** — resumes have many weaknesses, but the primary reason that they need to be made optional is hiring speed. This is because few employed candidates have any interest in, nor do they have the time required, to update their resumes. Firms must learn to eliminate the "resume update wait" by instead accepting LinkedIn profiles."

   How flexible are you when it comes to receiving a candidate's historical information?

9. *"Sourcing will add a "find-their-work" component* – some of the most competent professionals have weak resumes. Recruiters need to focus on discovering the great ideas and the writing, the pictures, the video representations, the actual work samples of professionals."

   Are you able to look at the "big picture", beyond the resume, when looking for talent?

10. **"Boomerangs return as a primary source** – boomerang rehires of previous high-performing employees have proven to be one of the highest sources of quality hires. Because of their speed, low cost, and high quality of hire, expect boomerang rehires to reach 15 percent of all hires at major firms."

    Do you have a program that helps you stay in touch and communicate with ex-employees?

"Many industries are finally experiencing dramatic growth, and as a result, their executives are clamoring for the talent that is required in order to continue that growth. And as the world moves faster, these executives are also expecting a continuing increase in corporate speed.

If the goal of your firm is to go the next step and to dominate your industry, you will need to be on the bleeding edge of recruiting practices. This is because you can't expect to provide your firm with a competitive advantage if you simply copy the recruiting practices of your talent competitors.

Capturing the lion's share of top talent and becoming an elite recruiting leader in a highly competitive talent marketplace requires the foresight and the courage to implement the bleeding-edge approaches that are listed here."

WHERE OPPORTUNITY MEETS *Talent*