



Talent Acquisition 2023

INTRODUCTION



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Talent Acquisition Trends

Finding Great Talent Isn't Going to Get Easier

- If every unemployed person in the country found a job, we would still have more than 4 million open jobs
- By 2030, 25% of the workforce (Baby Boomers) will be of retirement age (65 or Older)
- The U.S. birth rate has fallen by 20% since 2007

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Scenario 1 – Industry impacted by layoffs and downsizing

Colleagues are more risk-averse

- Attrition subsides
 - Hiring needs subside
 - Opportunity to focus on internal mobility
 - Strengthen Succession Planning
 - Opportunity to hire exceptional talent that was previously scarce

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Scenario 1 – Industry impacted by layoffs and downsizing

Colleagues are more risk-averse

- Financial concerns impact work results
 - Offer financial literacy programs
 - Review financial benefits
 - and utilization

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Scenario 1 – Industry impacted by layoffs and downsizing

Colleagues are more risk-averse

- Decreased feelings of security
 - Battle uncertainty with opportunities for team members to connect

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Scenario 2 – Your industry is growing and hiring demands are steady or increasing

Colleagues are proactively looking for professional and financial growth opportunities inside and outside your company

- Attrition is steady or increasing
 - Hiring needs increase
 - Opportunity to review/revise Employee Value Proposition
 - Strengthen Succession Planning / Promote from within = retention

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Scenario 2 – Your industry is growing and hiring demands are steady or increasing

- Creating a sense of purpose is more important than ever
 - Help your teams see how their contributions serve your mission – regardless of their role
 - Review financial benefits and utilization

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Scenario 2 – Your industry is growing and hiring demands are steady or increasing

- Save money on leadership hiring by implementing performance and behavioral interview techniques
 - Hire for what they have done before, but also what they're capable of in the future

Why Does Branding Matter?

78% of job candidates say the overall candidate experience they get is an indicator of how a company values its people.

(Talent Adore)

80% of talent acquisition managers believe that employer branding has a significant impact on the ability to hire great talent.

(LinkedIn)

92% of people would consider changing jobs if offered a role with a company with an excellent corporate reputation.

(CR Magazine)

68% of Millennials (ages 27-42) visit employer's social media properties specifically to evaluate the employer's brand, 12% more than Gen-Xers and 20% more than Boomers.

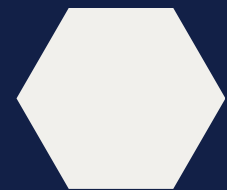
(CareerArc)

When making a decision on where to apply for a job, 84% of job seekers say the reputation of a company as an employer is important.

(TalentNow)



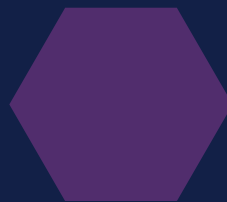
Employer Branding Framework



THINGS YOU CAN CONTROL



THINGS YOU CAN DIRECTLY INFLUENCE



THINGS YOU CAN INDIRECTLY INFLUENCE



Employee Value Proposition (EVP)

WHAT'S IN IT FOR ME?



Compensation

- Salary Satisfaction
- Compensation System
- Raises and Promotions
- Timeliness
- Fairness
- Evaluation System



Benefits

- Time off
- Holidays
- Insurance
- Retirement
- Education
- Flexibility
- Family



Career

- Opportunities for Professional Growth
- Stability
- Training and Education at Work
- Career Development
- Mentoring
- Evaluation and Feedback



Environment

- Recognition
- Autonomy
- Personal Achievements
- Work-life balance
- Clear roles and responsibilities



Culture

- Clear Company Goals and Plans
- Collaboration and Team Spirit
- Social Responsibility
- Trust

THANK YOU!

QUESTIONS?
CLARIFICATIONS?

