Talent Acquisition 2023

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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

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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

Culture & Corporate Values

Candidate Communication

Job Listings

Website & Blog

Career Page

Employee Stories & Advocacy

Social Media Activity

Company Reviews

Public Perception

Awards & Accolades

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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

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THANK YOU!

QUESTIONS?
CLARIFICATIONS?

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