



THE HIRING TREE

LAWS OF APPLICANT ATTRACTION

Hiring Framework for Success



Applicant **PRO**

• • ABOUT STEVE • •



State Director

Volunteer



Chief Hiring Expert

2008



Author

The Hiring Tree



Applicant **PRO**



11,000+ Companies



Close to 300
Employees



Recruitment
Marketing since 2008





Employees don't want their professional lives to be static – they want a chance to move up within the organization. As hiring managers continue to struggle with the tight labor market, internal hires and promotions can fill vacant positions and reduce turnover at the same time.

While companies face strong headwinds in their efforts to build and sustain their workforces, the past two years have

FORCED THEM **TO MAKE LONG OVERDUE CHANGES**



By embracing remote work, diversity, and internal mobility, companies will be capable of adapting to whatever new workforce challenges the next several years may bring.

Why are there less applicants?

There are 2x fewer applicants than pre-COVID levels



Painfully Real



You're Under
Pressure



You've Tried
Everything



Can't Fill Open
Positions



Mistakes we're making

These might include:

- Using same tactics as before
- Throwing more \$\$\$ at issue
- Making small adjustments
- Refresh phenomenon



OVERDUE CHANGES



Story of The Hiring Tree

SHRM CHALLENGE

The challenge came to write a book that outlined the framework for the analogy.

Murray Market

This is the Fall of 2015 where the Smith girls started to sell apples for Pyne Farms





Springtime Pyne Farms



Analogy

The Taproot System



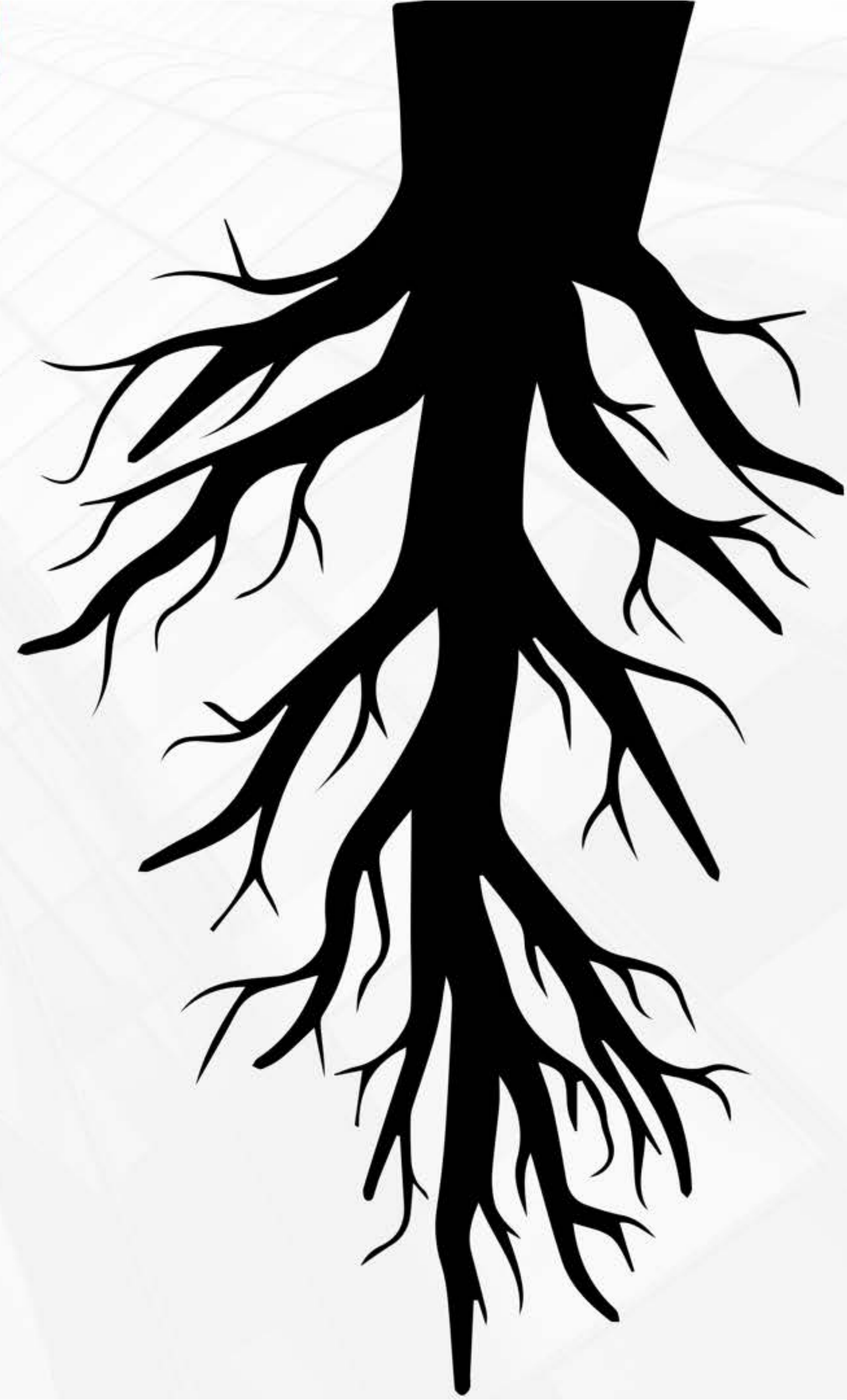
Executives



Managers



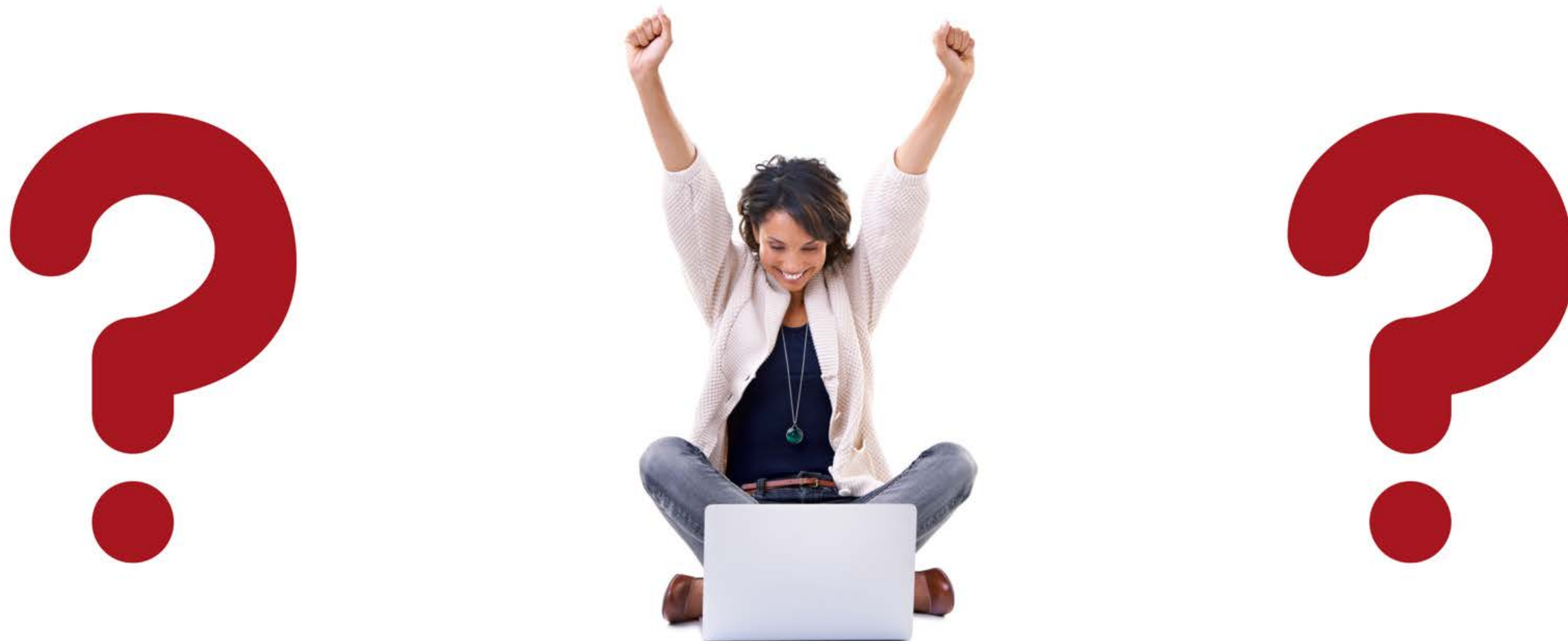
Employees



BACK IN TIME...



SIMPLIFY EVERYTHING



EMPLOYER DEMAND ...



We never
list
salary!



If they really want it,
they will be willing
to fill out
everything!



Let's get
the whole
app up front



CANDIDATE DEMAND ...



Why do they
need my SSN
and
DoB up front?

It's not
mobile
friendly!



It's too
long!



TUG OF WAR



COMPROMISE





**Nourishment
from the trunk
will feed the
branches of
The Hiring Tree**



• ◦ 2-Stage Application ◦ •



MOBILE USAGE

You can see the usage by industry to the right. Overall percentage is increasing exponentially.

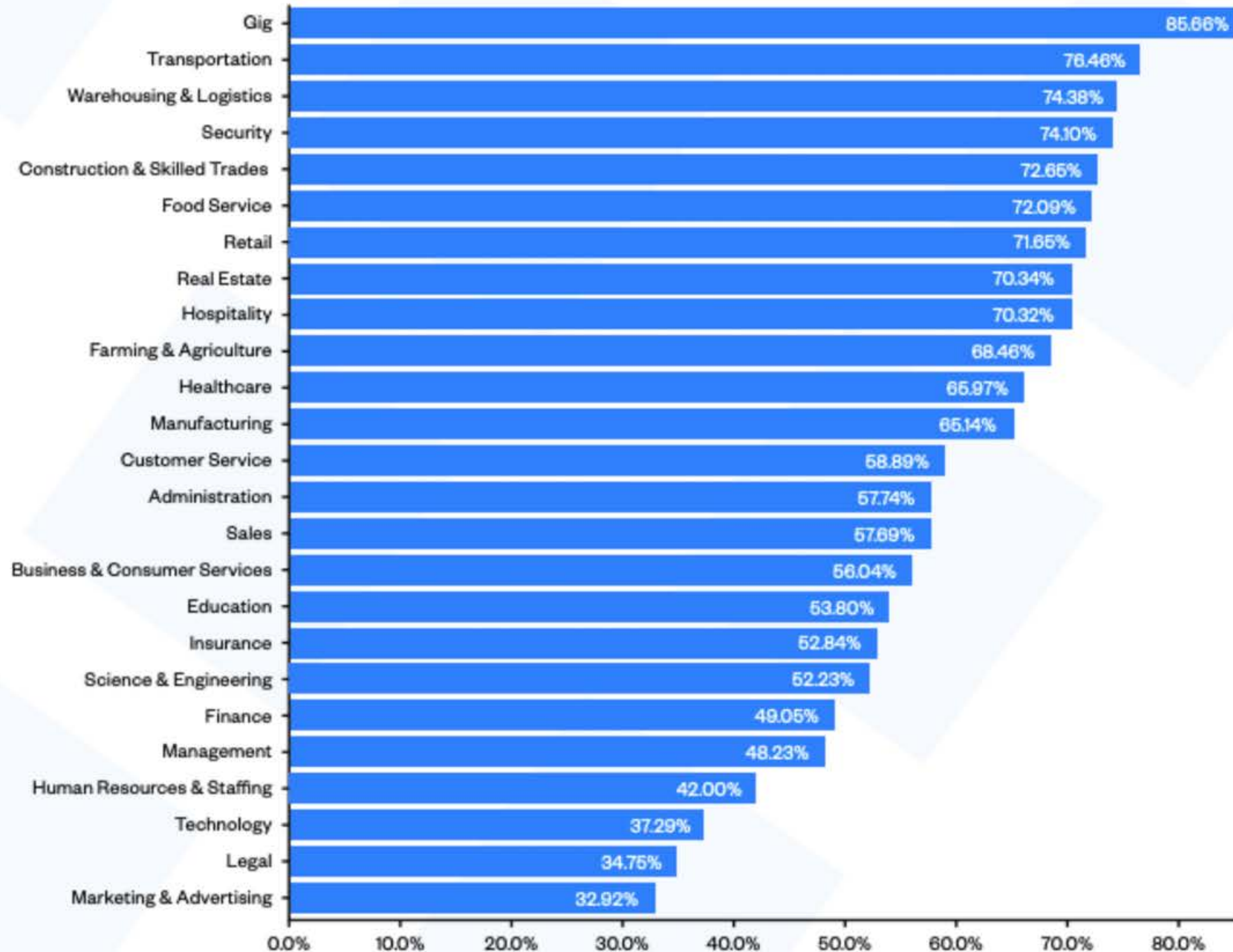
PARSING



Resume Parsing



Profile Parsing



OVER 80%

JOB DESCRIPTIONS

AS THEIR
JOB ADS



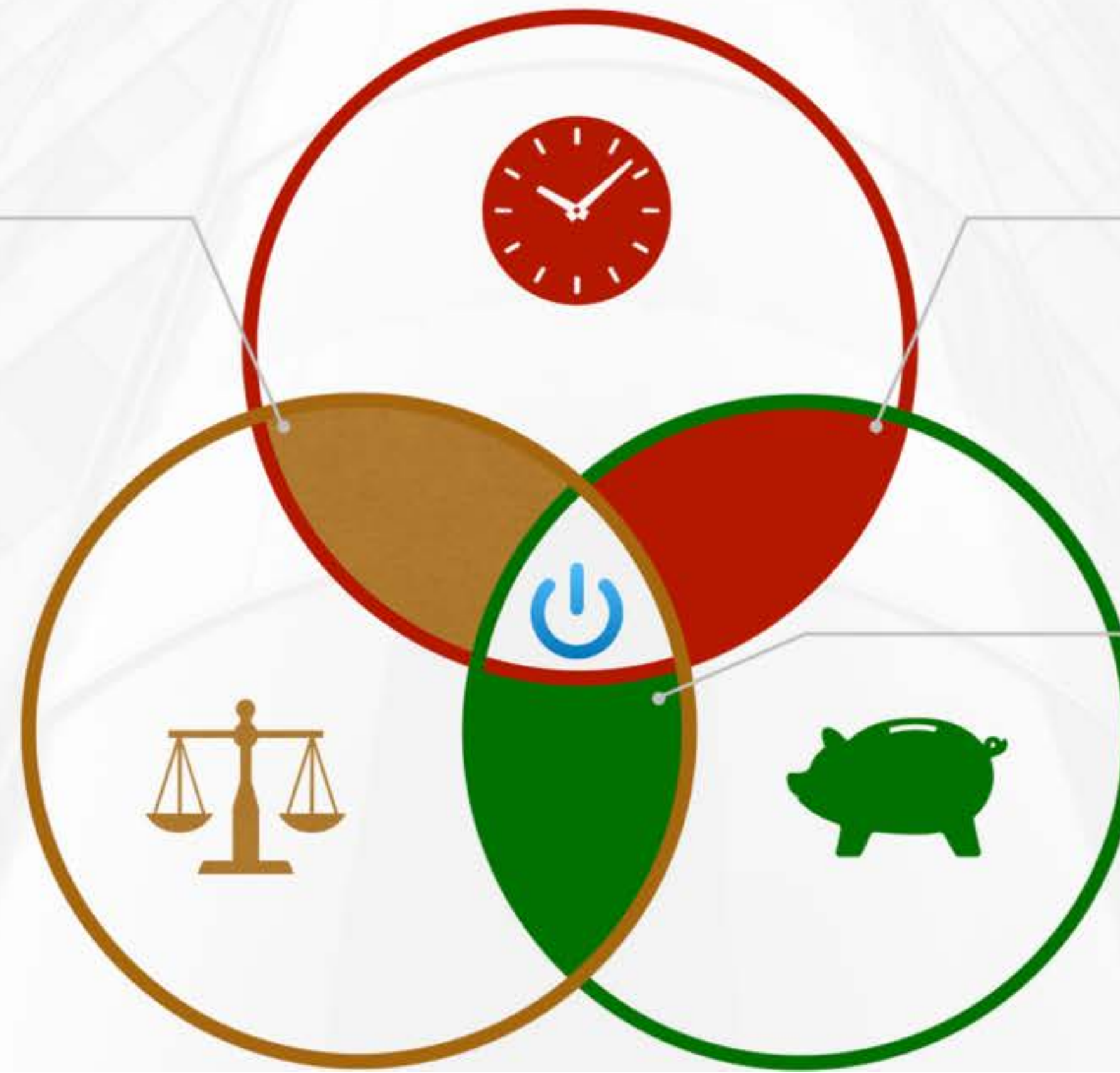
Applicant **PRO**

Take time to write a job ad



Remote/Hybrid Work

Remote work or hybrid work is considered part of benefits but currently only about 42% of workers desire this



Full-Time / Part-Time

Part of the schedule is knowing what is considered full-time or part-time and if there are shifts that exist

Bonus/Incentives

What kind of bonuses and incentives does your organization offer? Think beyond traditional options.

Days of the Week

This can impact the visibility of your job ads leading to an increase of applicants

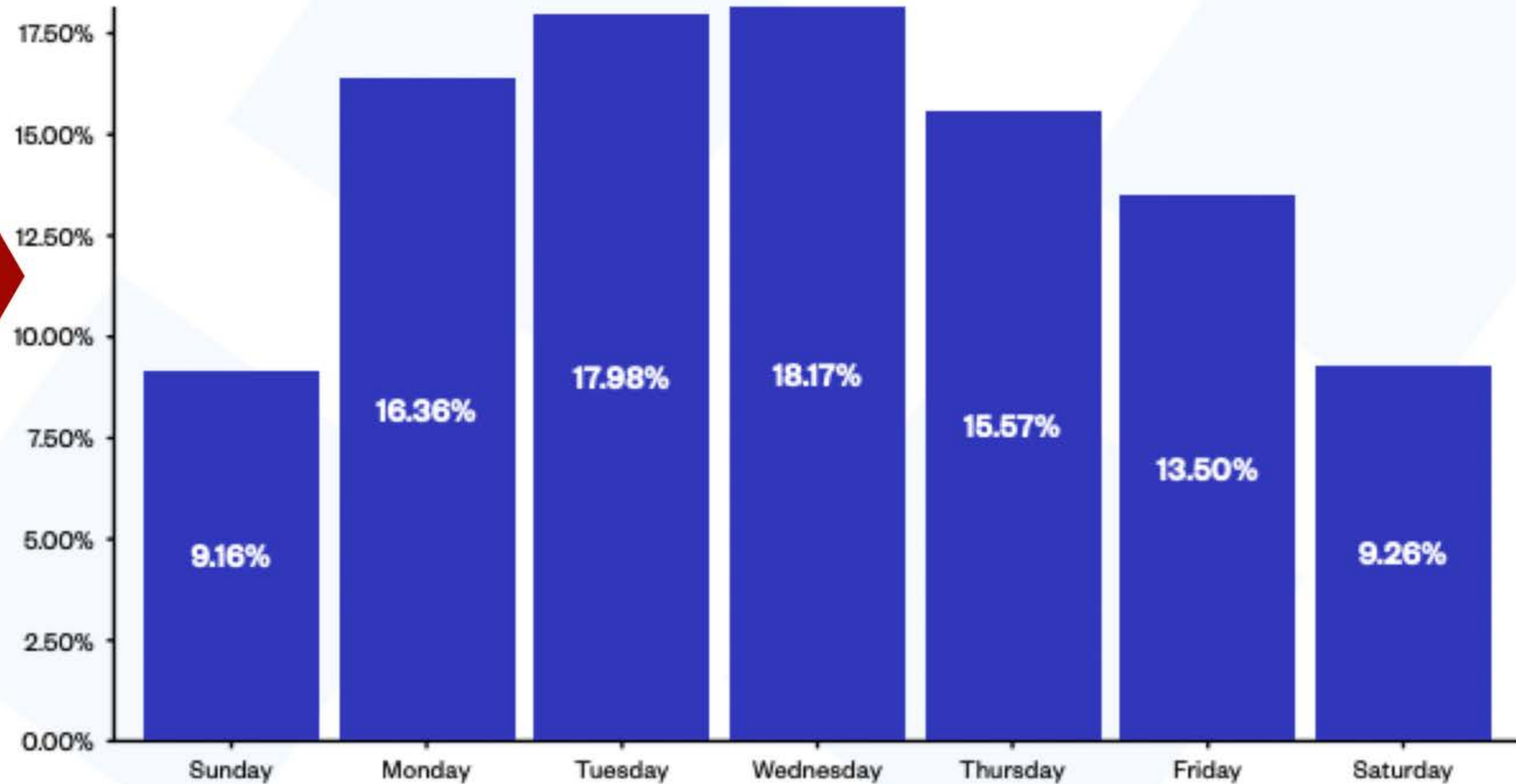
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Similar stats



Monday & Tuesday



Source: Appcast, 2023

MOST
POPULAR
BRANCH
AGGREGATORS &
SEARCH ENGINES



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WHAT IS INDEED?



what

job title, keywords or company name

where

city, state or zip *(optional)*

☒ Remember this location

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registered nurse jobs in Salt Lake City, UT

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Page 1 of 2,089 jobs [?](#)

Registered Nurse

Ear Nose & Throat Surgery Center
Salt Lake City, UT 84102 (East Central area)

 \$26 - \$36 an hour

[➤ Easily apply](#) [⚡ Responsive employer](#) [🕒 Urgently hiring](#)

- Proven experience as a **registered nurse**.
- Collaborate with physicians and **nurses** to devise individualized care plans for patients.

Active 5 days ago

Registered Nurse

Ear Nose & Throat Surgery Center
Salt Lake City, UT 84102
\$26 - \$36 an hour - Full-time, Part-time, PRN
Employer actively reviewed job 5 days ago

[⚡](#) Responded to 51-74% of applications in the past 30 days, typically within 10 days.

[Apply now](#)



[🕒 Urgently hiring](#)

Job details

Salary

\$26 - \$36 an hour

Medical Specialty

Surgery, Pediatrics, Perioperative Care

Optimization Practices



Ad Title

Research Job Title
Follow 1-2% Rule
Avoid Clickbait
6 Word Max
Avoid Acronyms

Quality Content

Provide Answers:
Schedule
Pay
Benefits
Define the WHY

Ad Rotation/Radius

25 Mile Radius Rule
Different Versions
75% Rule
Avoid Job Ad Fatigue
Increase Diversity

Percentage Rules

90% Rule
3-5 Bullet Points
Qualifications vs
Preferences
200-500 Words

Pay Equity

Equity & Transparency
Laws Impact Algorithm
Guessing Game
Ranking/Visibility

Ban The Box

Background Checks
Drug Screens
Blocked Ads
Exceptions

Job Board Rules

Applicant **PRO** .com / Tools

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Tools**



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