

TALENT ATTRACTION

STEVE YOULL
MANAGING DIRECTOR, TALENT ACQUISITION SERVICES
THE VIRGINIA TALENT ACCELERATOR PROGRAM

May 10, 2022

TALENT ATTRACTION

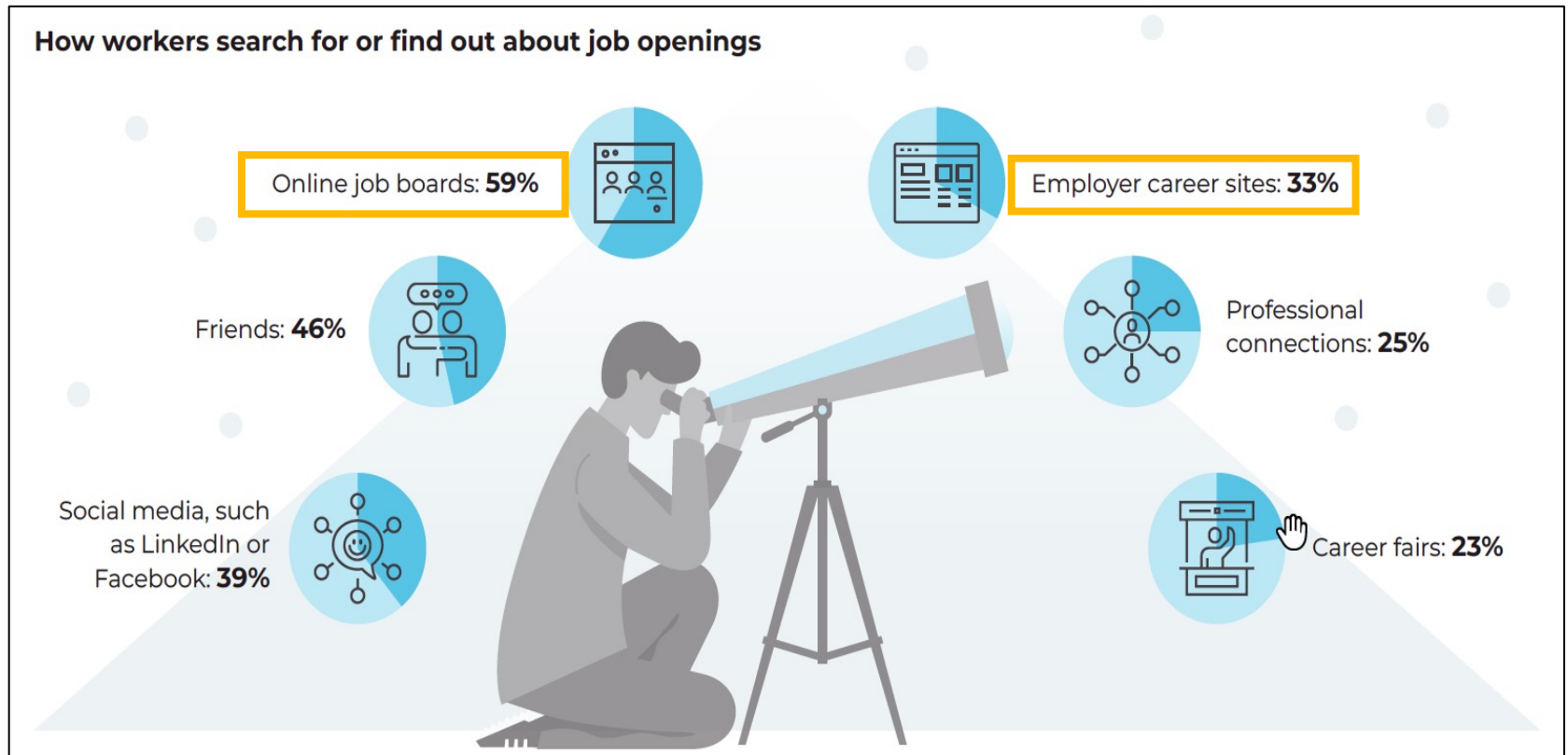
Pretty cool looking process, eh?



We'll come back to this...

TALENT ATTRACTION

Set the Table



Note: Use of Online Job Boards (for Search) *Decreased* by 15% (2021-2022) and Employer Career Sites *Increased* 13%

TALENT ATTRACTION

Set the Table: Tips for Job Posts

- **Mention the Job Title - Often**

Why: Job Boards + Aggregators (Monster & Indeed) Match Jobs to Candidates and Candidates to Jobs by Search Criteria.

- **Include the Job Location a Few Times**

Why: Job Boards + Aggregators (CareerBuilder & Zip Recruiter) Match Jobs to Candidates and Candidates to Jobs by Location Criteria

- **Use Active Language**

Why: Who wants to read something boring/showcasing just how *'blah'* you are.

- **Do we have connections with local resources (free?) in the community/region?**

Candidate: "I might use a community organization to find a job, not my phone."

**** Don't underestimate the value of local: churches, Virginia Career Works Centers, schools, Goodwill and community-centric organizations, grassroots media, libraries, referrals, and your current employees. ****

- **How do we leverage "getting the word out" across multiple media? Partners?**

Candidate: "How can I interact with someone who can connect me to you?"

TALENT ATTRACTION

Set the Table: Tips for Career Sites

- **Do we have a dedicated career(s) website/page?**
Candidate: “If I can’t find you, I don’t know you exist.”
- **Is our career page seamless?**
Candidate: “Can I apply for a job in < 5 minutes?”
- **Do we demonstrate our organization realistically?**
Candidate: “Can I see myself working there and/or are there other people that *kind of look and seem* like me?”
- **Do we have quotes, photos, customer feedback, or other content that makes people want to apply, and feel good about it?**
Candidate: “Um, so what’s the ‘wow’ factor, for me, personally, as a candidate?”
- **How do we use social media, inexpensively?**
Candidate: “It doesn’t have to be perfect; I just want it to be authentic.”

TALENT ATTRACTION

Set the Table

Top reasons for a recent candidate experience that was positive

	2022	2020
 Easy to schedule interview:	52%	44%
 Easy job application process:	51%	49%
 Great communication, including prompt feedback and follow-ups:	47%	58%
 Short/quick hiring process:	35%	37%
 Right amount of personal conversation during interview:	34%	40%
 No cover letter requirement:	25%	No comparison available
 Great explanation of company values, vision, mission, and culture:	23%	28%

Employee Values

Company culture remains critical

Determining if a new organization is a good culture fit does not take long

65% of workers believe it takes less than one month

27% believe it takes less than one week

55% said they would leave a new job if the culture was not aligned with their expectations or values

Job seekers continue to acknowledge that company culture matters

52% of workers believe that, in an increasingly remote work environment, company culture is just as important as ever

36% believe it's more important

Only **12%** believe it is less important

TALENT ATTRACTION

Set the Table

Indeed Work Happiness Score

The Work Happiness Score is a new data set visible on Indeed Company Pages, similar to company reviews and ratings. Our hope is that these insights help lead people to better jobs and ultimately, better lives.

Survey Topics

- Belonging
- Appreciation
- Inclusion
- Support
- Purpose
- Energy
- Learning
- Achievement
- Trust
- Flexibility
- Compensation
- Stress-free
- Satisfaction
- Manager Support
- Happiness

5.5M Surveys Completed

The screenshot shows the Indeed website interface for finding great places to work. At the top, there are navigation links for 'Find jobs', 'Company reviews', and 'Find salaries'. The main heading is 'Find great places to work', followed by the subtext 'Get access to millions of company reviews'. Below this is a search form with two input fields: 'Company name or job title' and 'City, state, or zip (optional)', and a 'Find Companies' button. A link 'Do you want to search for salaries?' is also present. The 'Popular companies' section displays a grid of nine company cards, each with a logo, name, star rating, review count, and links for 'Salaries', 'Q&A', and 'Open jobs'. The companies listed are Macy's, ALDI, Nordstrom, Sam's Club, Pizza Hut, Dollar General, Liberty Mutual Insurance, Apple, and JCPenney. At the bottom, there is a prompt 'Rate your recent company:' with a star rating interface.

TALENT ATTRACTION

Running to Stand Still or Party like it's 2019!

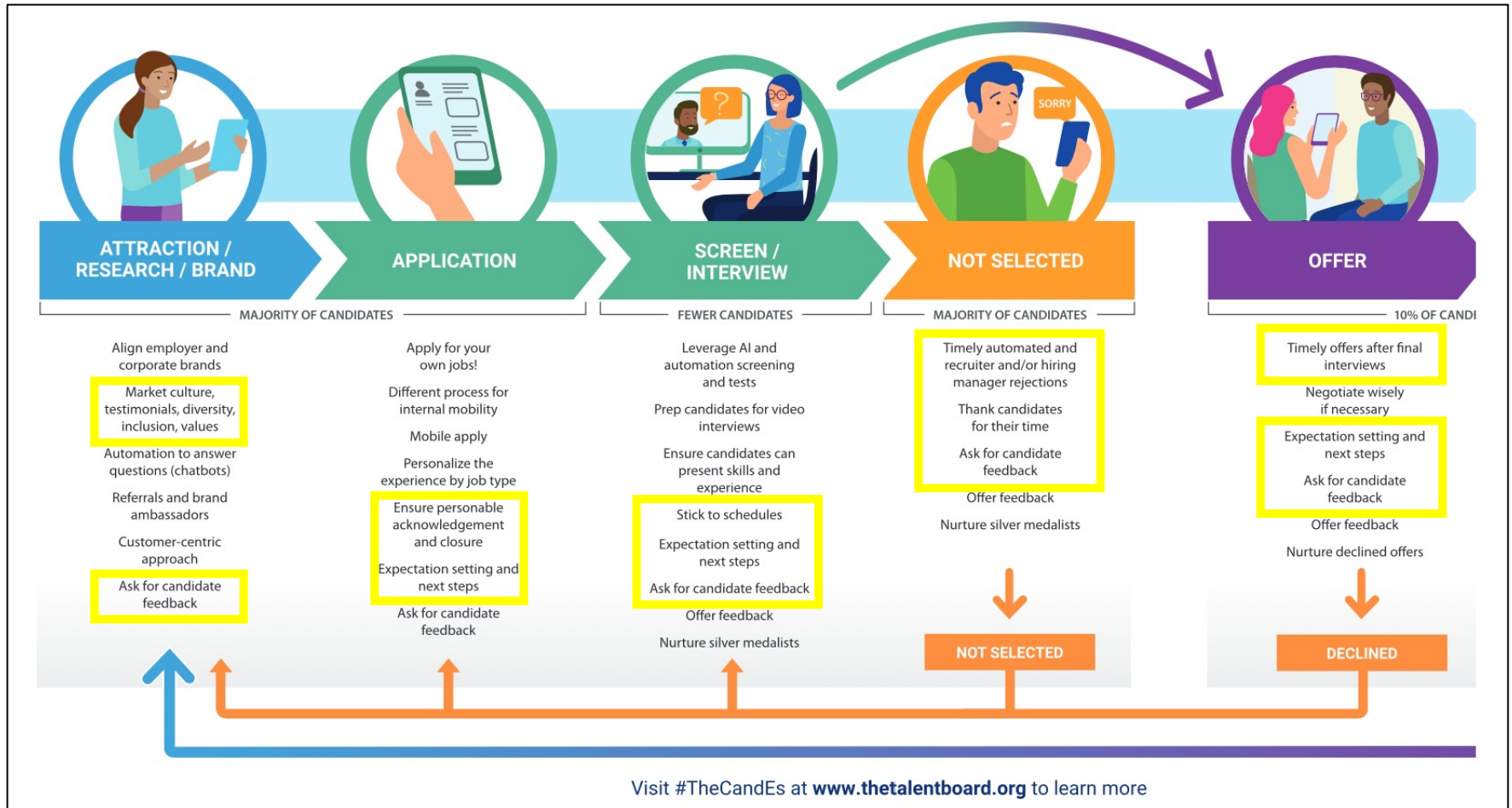
Chances are, the hiring process could be ruining an employer's brand.

Consider these stats:

- 70 - 80% of All Candidates are Screened Out of the Hiring Process at the First Step
- 72% of Job Seekers Report Sharing Negative Candidate Experiences Online
- 70% of Candidates NEVER Hear Back after Applying
- 61% Report Recruiters who “Vanish” after Initiating Contact
- 60% of Job Seekers Report a Negative Candidate Experience with Employers (Generally)
- 55% of Candidates will Avoid Certain Companies after Reading Negative Online Reviews

Sources: <https://www.hci.org/blog/statistics-rethink-your-candidate-experience-or-ruin-your-brand> ;“2019 Human Resource Certification Institute: Report on Talent Attraction,” *ibid.*
<https://www.pwc.com/us/en/library/workforce-of-the-future/hr-recruiting.html>

TALENT ATTRACTION



In 2022, the best technology is human connectivity.