Move your recruitment strategy forward

A five-step guide to bringing your strategy up to date

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Reinvigorate your hiring strategy

We are all acutely aware that our lives and work have turned upside down over the past two years. As focus shifts to getting back to normal, discussions move to what 'normal' is, and what do we want and need 'normal' to be?

In Talent Acquisition there is now great opportunity to reinvigorate old tools and approaches, to ensure you capitalize on the opportunity our new ways of working create to attract, select and onboard diverse and talented people in record time. As we enter a candidate-led market, power has shifted to the individual, and recruiters simply must find new and compelling ways to compete.

This guide presents five steps to help you get in position to move your recruiting strategy forward.

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Step ①

Start broad, narrow later

Talent shortages and other shifts in the labor market are making quality candidates harder to find. On top of this, the pace of change and our capability to transform through technology mean roles and organizational priorities constantly move. Recruiters find it increasingly challenging to define roles as well as the exact skills and experiences essential to success.

It's time to reconsider your definition of great talent. The secret to success lies in keeping recruitment broad to start, and narrowing once individual fit is clear. Focusing on groups of roles and broader measures of capability and potential can help tackle this, as well as uncover talent you might have previously overlooked.

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Step ②

Resist the urge to revert back to old recruitment processes

Return to old methods and you run the risk of failure — don't forget that these approaches were designed for a different world of work. As we continue to move so many aspects of our lives online, and in a world where we look for instant results, candidates also expect their recruitment experience to follow suit. Where you might once have screened candidates over the phone or arranged face-to-face interviews with hiring managers, technology now enables you to automate a lot of your process, giving candidates a way to instantly progress their application.

We now have need and capability to work in synchronous ways, to create the optimal blend of virtual and in-person to enable speedier hiring decisions and empower individuals to make decisions that are right for them. These shifts create great opportunity to reinvent hiring processes.

Create the optimal blend of virtual and in-person to enable speedier hiring decisions.

Step ③

Don't compromise on objectivity

In today's job market individuals have seemingly unlimited opportunities to explore. Open vacancies are at an all-time high and it can feel tempting to remove stages of a hiring process to reduce time to offer, but there are other ways to speed things up (see our next tip on using technology). Balance short-term decision making with the long-term impacts — especially when dealing with your broadened and less familiar talent pool.

Assess candidates to build an objective understanding of their capabilities today and potential to succeed in the future. Make your process robust by relying on scientifically proven measures and enable fair comparisons of candidates from different backgrounds. Ramp up the power of prediction in your hiring process and hire for potential not just past experience, by using fast, objective people insight.

Step ④

Empower individuals and accelerate time to offer

As a recruiter you need to skillfully balance several factors — from communicating a compelling EVP to ensuring you progress the right candidates — all while keeping the hiring process as efficient as possible to get into the hands of top candidates ahead of the competition.

Make recruiting experiences as fast and easy as possible by meeting candidates where they are, through use of virtual tools. The advances in assessments and virtual technology mean you can very quickly reach offer stage and then provide individuals with options to further engage with and explore your organization either in person or via virtual meetings, so that they feel equipped and in control of their decision making.

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Step ⑤

Build authentic connection and make hiring personal

No two candidates are the same, and personalizing experiences at key moments in recruitment can help you stand out from a crowded marketplace and ease the transition to employee.

Individuals are weighing up job offers very differently to how they used to. They want to understand more than what they'll earn, how they can progress, or where they'll be working. Individuals are striving for meaningful work, opportunities to learn and grow and to collaborate with colleagues.

Build time into your hiring process for individuals to explore your company and build connection. Including opportunities for candidates to hear employee perspectives and giving them a realistic preview of the role can help them feel more connected to your

organization, speed up onboarding, and build a solid foundation for longer-term employee relationships. Making use of assessment insight through personalized feedback will ensure candidates feel valued, no matter what the hiring outcome, and reusing that data can enable managers to pinpoint development and onboarding plans to accelerate performance on the job.

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