

Q4 2018 Talent Acquisition Industry Insights

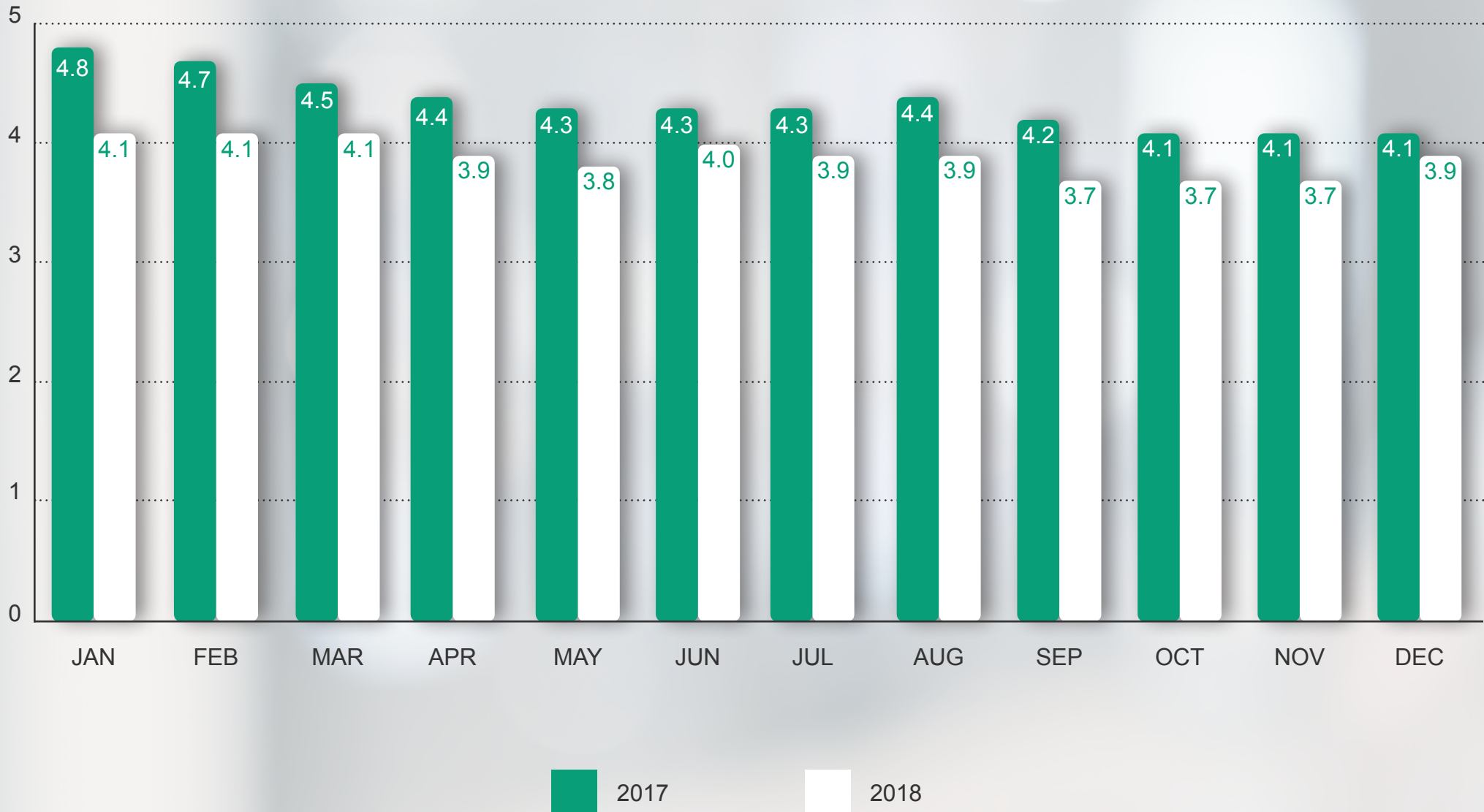


**Finding and hiring the right
talent is hard. We make it easier.**

The Advanced RPO quarterly digest of recently published news and reports is designed to be a resource for business leaders and executives managing talent acquisition.

US Unemployment Rates in 2017 and 2018

Current Unemployment Rate = 3.7%²



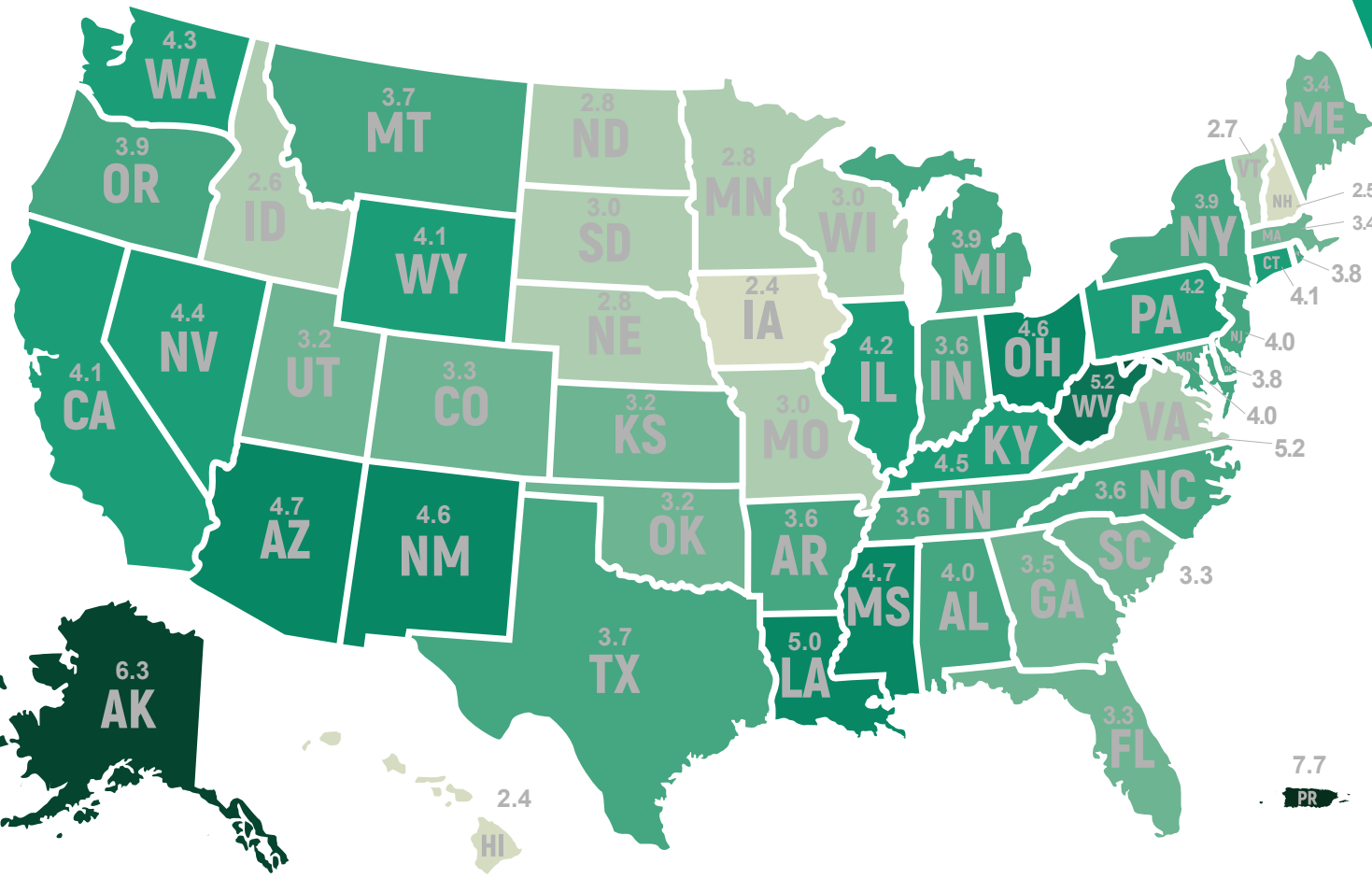
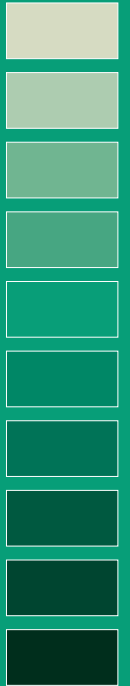
US Unemployment Rate

Current Unemployment Rate = 3.7%²

Unemployment Rate

2.4%

7.7%



Market Intel

In November 2018, 155,000 jobs were added to the U.S. market, compared to economists' estimation of 190,000.³ The unemployment rate has fallen to the lowest point in 49 years, but there are still about one million more job openings than there are workers.⁴ However, rates are expected to stabilize in 2019, and salaries are expected to rise at 3.5%.⁵

In fact, odds are, the U.S. won't face a recession in 2019. On the flipside, economists are forecasting that global growth will be slower this year.⁶ And according to Forbes, "more investment spending [will raise] productivity" and the growth of a labor force could allow for the economy to thrive without spiraling through inflation issues.⁷



+20%

in recruiting confidence and double-digit % hiring outlooks from U.S. employers across the country.⁹

2018 tax cuts that generated economic growth
will not be repeated
in 2019, paving a difficult path for some companies.⁷

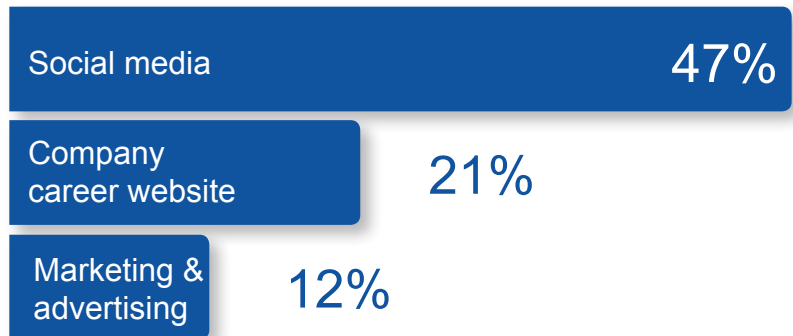
+34,000

net change in jobs
in the healthcare and
education field.⁸

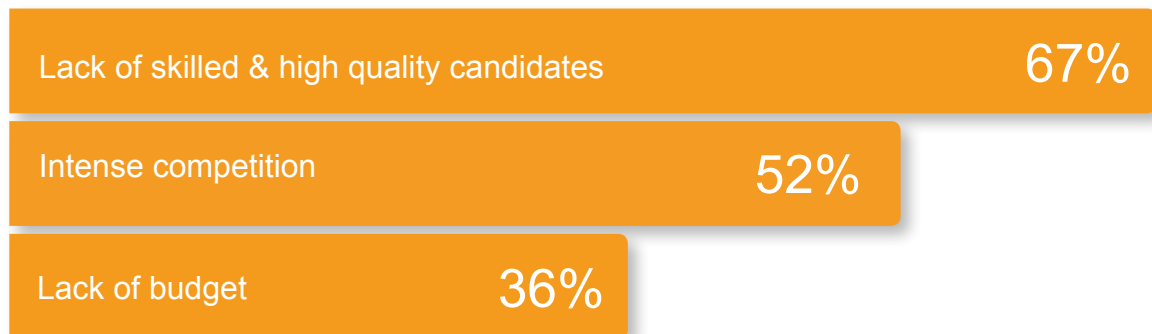
Trending — Talent Acquisition Intel

It has been noticeably difficult to attract and retain talent. Some Chicago companies even reported that employees quit without any type of notice. Aside from raising wages, companies are also increasing the amount of benefits they offer, like bonuses and vacation days.

TOP INVESTMENTS FOR GROWING AN EMPLOYER BRAND



BIGGEST CHALLENGES IN HIRING



74% of recruiters believe **hiring will become more competitive** in the next 12 months.¹⁰

3

With average turnover among millennials (the biggest demographic in today's workforce) at 33%, **you're effectively hiring an entirely new company every 3 years...** Marketing tactics remain king in hiring."¹¹

Trending — The Candidate Experience

According to a Candidate Experience Study by CareerArc and Future Workplace¹²:



Candidates who are NOT informed of the status of their application are 3.5x less likely to re-apply to a company that declined them



72% of candidates who have had a poor candidate experience report having shared that experience online on an employer review site or social site, or directly with a professional or personal contact.



About 60% of employers have read at least one piece of online negative feedback about their applicant process.



While 12% have searched and never found negative reviews, the remaining, 28% have never checked to see if negative reviews exist.



1 out of 4 employers regularly request feedback from candidates on their experience.

According to Phenom People's 2018 report, Competition Results¹³:

Social Media Integration:

92% of career sites do not have a social media login for candidates to submit their credentials.

Content:

18% of companies have a very limited or non-existent quality of content, videos, and photos on their career site.

Geographical Location:

93% of career sites do not detect the job seeker's geographical location to suggest job openings close to them.

Personalization:

84% of companies lack personalization in their candidate experiences.

Apply Button:

30% of companies have an apply button that is visible and accessible to the candidate at all times.

Job Cart:

12% of companies provide a job cart for candidates to save their job searches.

Why Work with Us:

59% of companies do not include content on why candidates would want to work for them.

Intuitive Application:

84% of career sites do not have an intuitive application form.

Communication:

2% of companies are communicating the status of a candidate's application throughout the entire duration of the process.

Symptoms that your organization may be scaring candidates away¹⁴:

- Not enough applications for your open positions
- Not getting the right talent to apply
- High candidate drop-off
- Low offer acceptance rate
- High turnover



We asked candidates about the most discouraging aspects of the application process.

Following are their top five:



No Response from Employers: Lack of response was the most discouraging aspect to candidates. Unfortunately, one-third of respondents said they “rarely” or “never” heard back from employers with confirmation of their application receipt.



Missing Compensation: The next indiscretion noted by 28% of respondents was “no salary included” in the job description. Respondents said that salary was one of the most important aspects included in a job posting. A blank salary field may decrease a job posting’s performance.



Length/Complexity: The difficulty and extended time to apply followed closely as another discouraging aspect for 27% of respondents. Candidates also noted that employers’ requests for redundant information contributed to this irritation.



Multiple Processes: Some candidates experienced frustration with job postings that directed them to another site/system to apply, which also can relate to the length and complexity of the process. Job seekers 40-plus years of age were generally more discouraged by this.

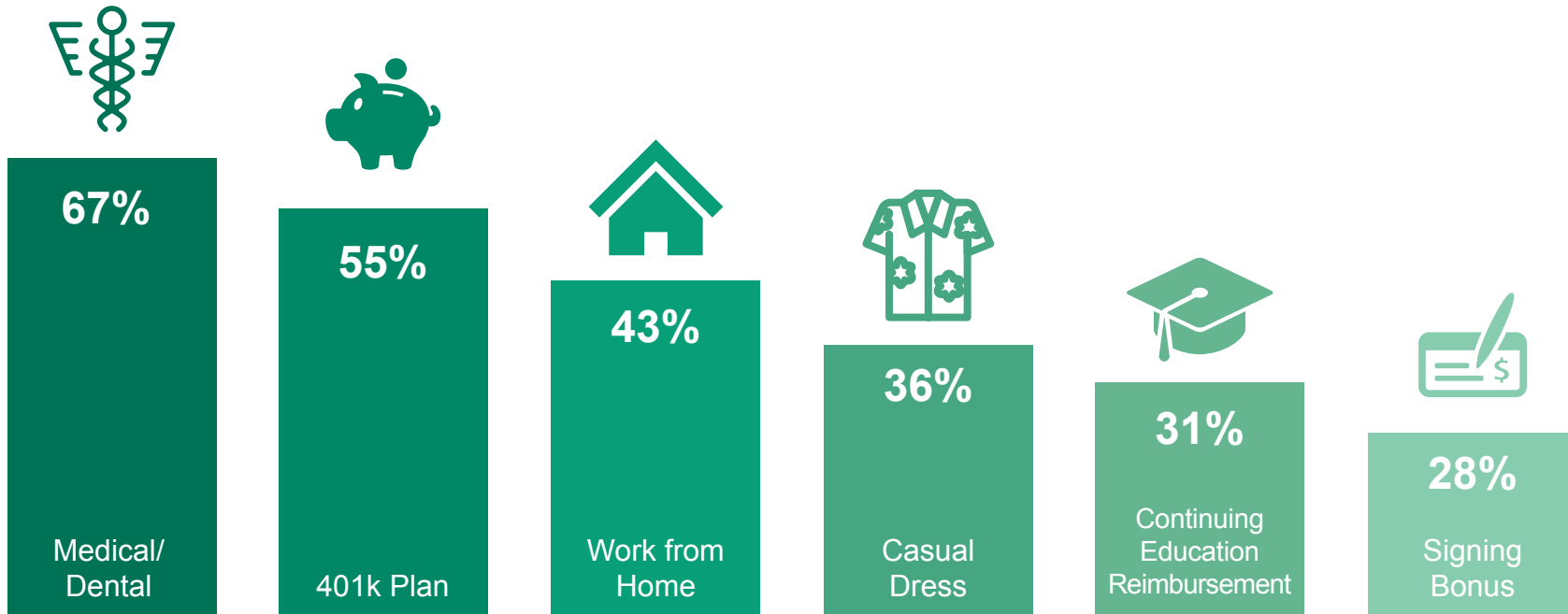


Short/Non-Descriptive: Candidates want to know more! Even though they want a smooth, quick application process, they are quickly discouraged by short job descriptions and job postings that were non-descriptive. The description must accurately reflect the position and properly align with the actual job.”

Trending — Attracting Talent

To attract talent, recruiters must offer the full package. Job seekers today expect high-quality benefits if they're going to jump ship.

Recruiters state that in the past 12 months, these are the benefits that capture talent's attention¹⁵:



Trending — HIPOs

HIPOs (High-Potential Employees) are more likely than non-HIPOs to be actively looking for a job with another organization.¹⁶

The labor market has been tightening, and unemployment in most G20 countries is below or very close to pre-recession levels. In addition, external hires — for whom companies must pay market price — take time to onboard and build internal networks before they can truly make an impact. In light of all this, the importance of retaining high-potential employees (HIPOs) can't be overstated.






HIPOs are more likely than non-HIPOs to be actively looking for a job with another organization (39% vs. 30%, respectively). Apps and professional networks have made it easier for HIPOs to find other opportunities — and to be found. With so many companies in dire need of future leaders, the competition for top talent is bound to intensify.

Keeping HIPOs with your company means maintaining the employment value that attracted them to the enterprise in the first place.

4 factors you may not have considered can prompt HIPOs to head for the exits:

- 1 Protect HIPOs from collaboration overload
- 2 Firmly address harassment
- 3 Be sensitive toward changing personal circumstances
- 4 Don't give the impression you are favoring external hires

Top 5 Attributes that Attract HIPOs

-  Competitiveness of the compensation package
-  Extent to which the job allows balance of work and other interests
-  Level of stability of the organization and job
-  Degree of respect the organization shows employees
-  Future career opportunities provided by the organization



We know that finding and hiring the right talent is hard. At Advanced RPO, we make it easier.

With 20+ years of experience, our trusted experts partner with companies of all sizes to design and deliver a results-driven talent acquisition program. You receive an optimized recruitment solution that can quickly adapt to varying business needs so you are prepared to conquer any hiring challenge.

Connect with us today to discuss your talent acquisition strategy.



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312-263-0400

Some challenges we help solve:



Recruiting Costs are Too High and Unpredictable: We help you gain control of recruiting costs and become a trusted advisor helping you forecast future hiring needs.



We Cannot Hire Fast Enough to Meet Growth Goals: Our scalable, on-demand solution gives you the power to handle hiring spikes with flexibility to adapt to changing business initiatives.



We Don't Have the Recruitment Expertise to Meet the Specialized Hiring Needs: Recruiting is our core competency, therefore we employ a large team of experienced recruiters with expertise within niche skill sets.



We do not have a passive sourcing strategy: Over 70% of the candidates we source that are hired are passive. We have dedicated experts who focus on passive sourcing for our clients.



I only have a short-term hiring need: Our project solution is designed with the same value adds as our RPO solution but only utilizes our team for a program.

Other resources:



THE BUSINESS CASE FOR INVESTING IN TALENT ACQUISITION

On-Demand Webinar



THE PRACTICAL GUIDE TO HIRING SOLUTIONS

eBook



RPO 101

Infographic

Sources



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