

## The New World of Recruiting: 3 Winning Strategies

The mainstreaming of digital and mobile technology, connectivity, and the evolving demographics of the workforce have had a profound impact on talent acquisition. Companies that have learned to adapt will continue to win in the talent marketplace. Below are three winning strategies being used by our clients.



1. Build a strong employer brand. The character and even “nobility” of the employee brand is becoming increasingly important to candidates. Our studies have shown that candidate connection with the brand “story” is often the biggest attractor for new entrants and college graduates when selecting a place to work and spend their career.

Creating a contemporary employer brand should be one of the top objectives for a business as it forms the basis of a robust talent acquisition strategy – attracting new talent while increasing employee engagement.

To get to this stage, an organization needs to do know their identity, and who will fit and not fit that identify/culture. You want to be attractive to candidates who resonate with your story and brand.

2. Engage them on their favorite channels. Once a company has defined its brand, this will help to navigate where it is best to be visible to potential candidates, encouraging engagement on their favorite channels.

Moreover, having clear brand values will ensure the language used is appropriate for both the platform and the audience. This is more relevant than ever in the digital world we live in and employers must be sure to meet candidates where they spend the majority of their time – on their smartphones.

With [86 percent](#) of active candidates using their smartphone to begin a job search, social media plays a significant role here. [Recent research](#) has highlighted that employers who use social channels to hire found a 49 percent improvement in candidate quality over candidates sourced only through traditional recruiting channels. Businesses need to adapt accordingly, integrating social media into their acquisition strategies while ensuring channels from LinkedIn to Facebook are marketing the brand in its best light.

Additionally, a mobile friendly career site, where candidates can upload their resumes and apply for openings with the touch of a button, is critical. Investing in job search apps for mobile, to attract both active and passive job seekers, is worth consideration too.

Whatever methods fits best, businesses need to evolve their digital initiatives to engage an increasingly digital-first audience.

3. Show them their future. Once an organization's employer brand has been established and a complimentary recruitment strategy put in place now is the time to show future employees what working for the business would look like.

Effective employee engagement is about so much more than salary. Paint a picture of their typical week and first years at the company. Emphasize aspects that are consistent with your brand, culture and their actual work experience such as innovative work spaces to flexible working policies, play an important part when attracting and engaging talent.

A recent [study](#) found that 83 percent of people who joined a company in the last two years said flexibility was an important factor when considering whether to accept a role. Implementing effective career development programs will also add appeal, providing candidates visibility of their place within the organization and allowing them to map their progression.

There is a finite (and in some cases ever diminishing) supply of highly skilled workers across key disciplines. To be fully effective in today's competitive recruitment landscape, businesses must respond to the new world of work, refreshing their talent acquisition strategies to best target talent across all generations.

Doing so will not only help to secure high quality candidates, but also effectively engage and retain them to future-proof the organization.

**Maryanne Piña** | Director of Research

**Joe Frodsham** | President CMP

CMP is a talent and transition firm in the business of developing people and organizations across the full talent life cycle – from talent acquisition and leadership development, to organization development and career transition support.