

# 3 TAKEAWAYS FOR RECRUITERS

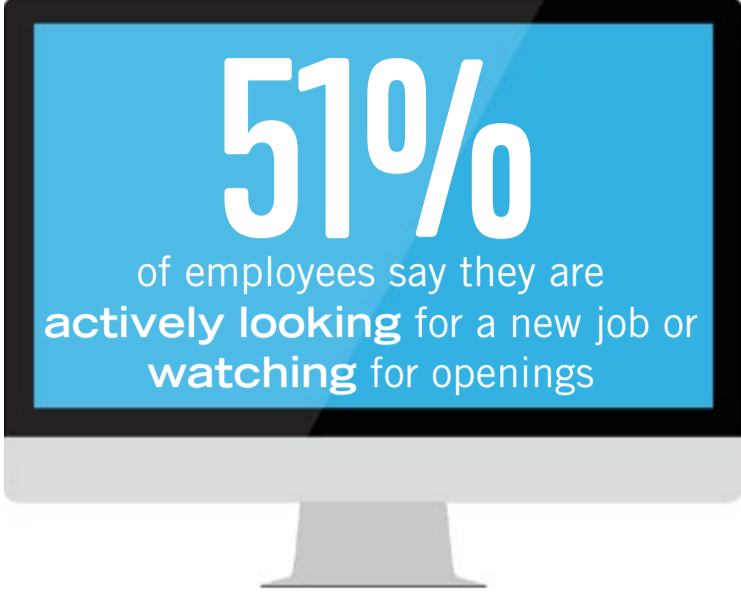
From Gallup's *State of the American Workplace* Report

## 1. THE WORKPLACE HAS CHANGED

*Therefore, recruitment strategy has changed*

Out with the old, in with the new! Emerging technologies are transforming the way we "work" - proving old business models can no longer withstand the modern workforce.

### IMPACT OF TECHNOLOGY IN THE WORKPLACE



**01** Advancements in online communication  
*No need for face-to-face!*

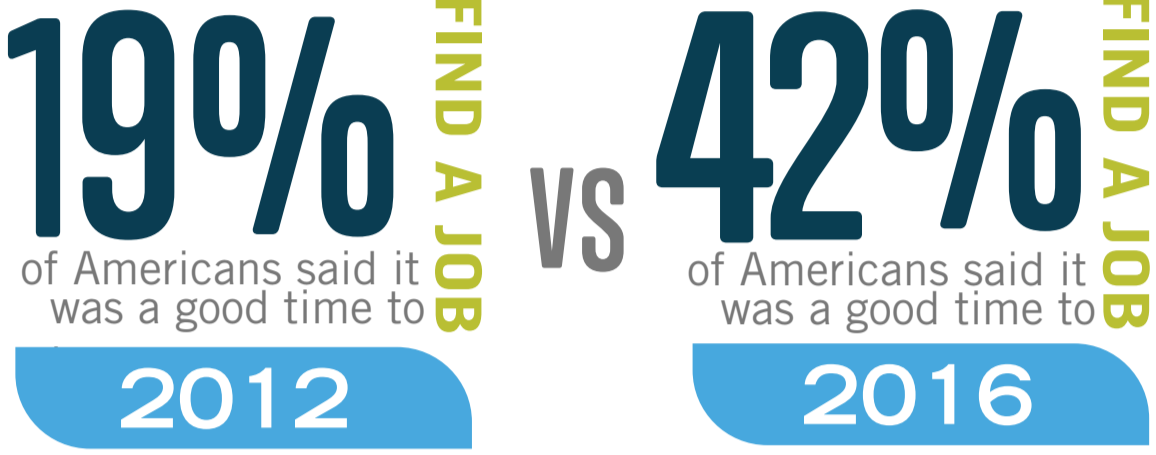
**02** The ability to work virtually or remote  
*No more long days in the office!*

**03** Greater flexibility in work hours  
*No longer a strictly 9-5 schedule!*

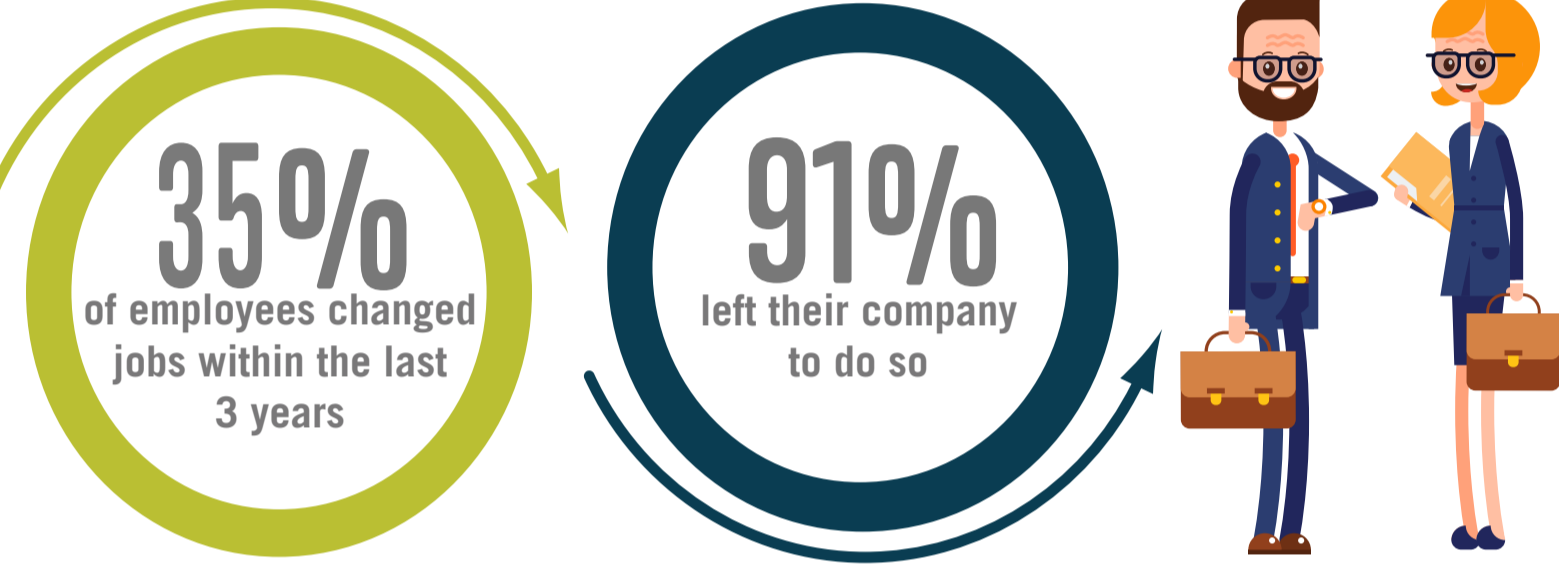
**RECRUITER TIP:** Use your company's technological advancements in your attraction strategy to draw in the most sought after candidates!

## 2. THE EVOLVING EMPLOYEE ATTITUDE

*Expectations about what a job should and should not be*



### NEW EXPECTATIONS, NEW VALUES



New expectations have led to new work values. Employee's aren't afraid to leave their current roles to seek a better fit. What do candidates want most out of a new role or organization? Here are the top five things employees are looking for:

- THE ABILITY TO DO WHAT THEY DO BEST
- GREATER WORK-LIFE BALANCE AND BETTER PERSONAL WELL-BEING
- GREATER STABILITY AND JOB SECURITY
- SIGNIFICANT INCREASE IN PAY
- OPPORTUNITY TO WORK FOR A GOOD BRAND/REPUTATION

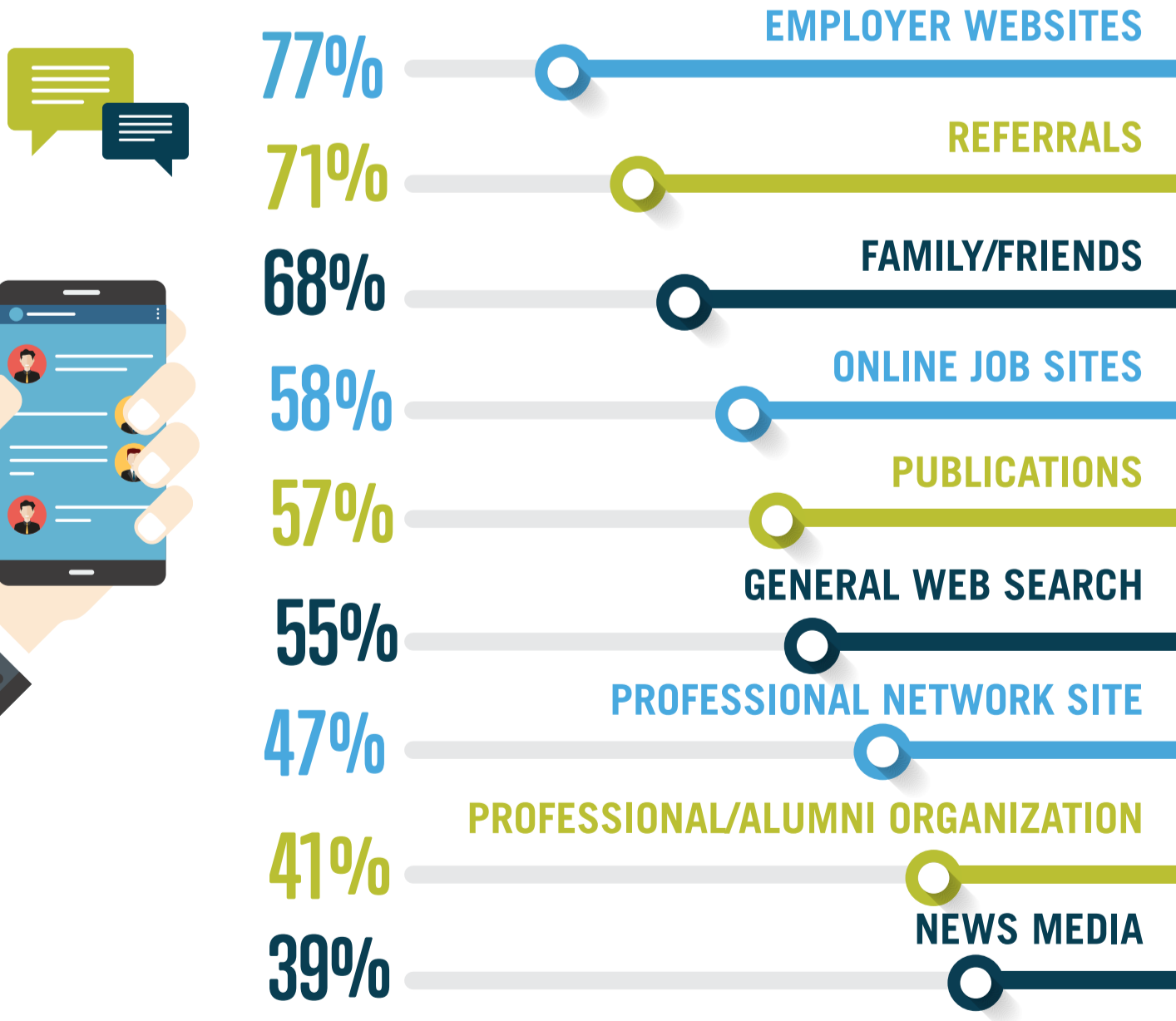
**RECRUITER TIP:** Understand what your candidates are looking for in a new position and organization. Use this knowledge to communicate how your organization will fulfill their wants and needs.

## 3. YOUR COMPANY IS ALWAYS RECRUITING

*In the digital age - there is nowhere for companies to hide*

Nowadays, candidates have unlimited resources for researching open positions and potential employers. It is extremely important to maintain a strong reputation across all mediums, to ensure your brand is impressive and widely understood to future employees.

### HOW CANDIDATES SEARCH FOR JOBS



### THE POWER OF...

#### BRAND AMBASSADORS

Maintaining a positive image starts with the satisfaction of those who currently work at your company. Existing employees have a first hand look at the day-to-day operations and form judgements and opinions based on their personal experiences.

**BRAND AMBASSADORS CAN BE YOUR MOST POWERFUL RECRUITMENT TOOL.**

By helping control what is being said about your organization, you can steer the conversation about your organization in a positive direction.

**TAKE PART IN THE CONVERSATION.**

**RECRUITER TIP:** Know where your ideal candidates are doing their job searching! That is where you should focus the bulk of your time and recruiting resources.