

Five Recruiting Tips for the Age of The Great Resignation*



With more than half of workers looking for new jobs in the wake of the pandemic, staffing professionals are scrambling to keep and retain top talent. It's not easy. Prospective and current employees have been through a lot. They've endured quarantines, schooling their kids at home, and the mental impact of an international health crisis. They've had plenty of time and reasons to reflect on their work lives. And it's not surprising they're considering all their options.

Here are some tips on how to make sure you keep your company continues to hire and keep the highly skilled people you need in the post-Covid world.



Take a Good Hard Look at Your Process

Now is the time to do some housecleaning. Consider all facets of your recruitment efforts and decide what needs to go, what can stay, and what could use a bit of sprucing up. Ask your staff what's working and what isn't. Reevaluate everything. For example, update your interview feedback forms and partner tools, and then explore new integrations to augment the evaluation process. Identify potential bottlenecks and biases in your teams and processes. Above all, take the time to decide what changes need to be made. And make them.

Clean Up Your Act

Look back at all the records and resumes you've accumulated during peak hiring seasons, and then practice some good data hygiene. Archive candidates who simply won't be good hires at the moment, if ever. Take a long hard look at prospects who have not yet received a message from your team. Use a tool that sorts contact information by last interaction. Then, if you want, you can send emails to evaluate the current status.

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* "10 Best Practices to Supercharge Your Recruiting," Lever™



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Get Everyone in The Pool

Despite today's challenges, there's a lot of talent entering the workforce. And you likely have a backlog of applicants in your database (hence the need for good data hygiene). To ensure you can find the right people when you need them, create pools of talent now. Get a pool of new prospects by launching campaigns to engage candidates on a personal level, then introduce these active prospects to you and your company, and communicate with each of them in a way that feels personal, down-to-earth, and human. Another pool could include prospects who previously lacked experience; they may have gotten that experience in the time since you last talked with them. And a third pool could include candidates who didn't respond to previous communications or withdrew from consideration. In any case, this is a great time to follow up.

Rewrite Your Playbook

A recruitment playbook captures the steps your team will take in delivering all of your recruitment services. It sets expectations with your hiring teams and managers, fosters greater hiring team engagement, drives consistency, and leads to more predictable hiring.

Now that we've been through a globe-altering event, this would be the ideal moment to refresh and revise your playbook. And if you don't have one, it's time to write one. To do so, ask your recruiters to document their individual processes. Spotlight similarities and differences from recruiter to recruiter. Make sure you distill your own best practices for all roles. Create a strong, easy-to-read playbook that sums up the details of all your services. It should serve as a foundation for new recruiter onboarding and help you drive consistency when recruiters are working across departments and role types.

Make The Candidate Experience World-Class

In today's recruitment marketplace, the candidate experience is a critical component of your organization's ability to attract and hire top people. Commit the time and resources now to analyze every inch of a candidate's journey through your organization. This is vital to differentiate yourself from competing companies. Start with a storyboard that offers a clear view of the candidate journey. Collect feedback from new hires or candidates who were not hired, even if that means talking to them on the phone or by video call. Look at the experience from the candidate's view. Then develop a recruiting culture that connects the company more intimately to each new hire.

About EG Workforce Solutions

We've been in this business for decades and have developed a deep network of professional connections. Whether they're companies looking for talent, job seekers looking for work, or an up-and-coming store in need of some temporary help, we know the right people to bridge the gap between the hiring and the hired.

But what's more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we're able to facilitate lasting relationships between businesses and people.



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