



Situation

71% of workers in the U.S. say training and development increases overall job satisfaction, and 61% of respondents say upskilling opportunities are an important reason to stay in their current company.

In 2022, EG Workforce Solutions looked at this data and determined what development opportunities our recruiters wanted and needed to upskill themselves for vertical and lateral growth within the company. To keep up with market demands, EG identified it needed to develop our recruiting team's skills to keep pace with long-term strategic goals.

Solution

57 percent of U.S. workers say they want to update their skills, and 48 percent would consider switching jobs. EG surveyed recruiters about what future roles and skills are necessary for success. We identified over 200 unique skills that will be critical for recruiting professionals to have by 2025.

Under Michelle Hoke, Director, Training & Operations Support, company leadership developed a comprehensive internal training program to ensure they are equipped to succeed in their role. EG invested in our team members to meet growing needs by providing access to cutting-edge training from top industry thought leaders and facilitated workshops. The company also leveraged technology by providing on-demand online courses team members are able to complete at any time. These initiatives enabled recruiters to keep up with operational demands while working on their skill sets.

Our strategy is to engage and support recruiters at every stage of their careers, helping them thrive in their roles. EG created three distinct learning paths for the following recruiter roles: entry-level, hire higher and recruiting lead. All training was formatted similarly, including business literacy, handling difficult conversations, client communication, employee value proposition building, and reverse selling.

A vital component of the program was practicing new concepts in a safe environment. They also role-played difficult conversations and tied quarterly metrics with the recruiters' direct support of business goals. This step helped solidify skills learned in training, allowing employees to apply them in real-life work settings.

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Results

Since providing these development opportunities, EG saw 72% of recruiters utilize the learning concepts within their roles, and 74% are motivated to complete training. These training initiatives allowed recruiters to source, interview, and onboard applicants more effectively as well as reverse sell great candidates to employers.

EG has trained 51 recruiters and developed a curriculum of nearly 30 courses for this training program. By making learning a priority, EG was able to achieve its talent-related goals while also creating a positive culture where learning and development are encouraged.

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.

