

Optimize Your Recruitment Strategy to Attract Top Talent

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Workforce Solutions

HELPING PEOPLE SUCCEED.

Today's Talent Strategists



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Why do you need a successful recruitment strategy?

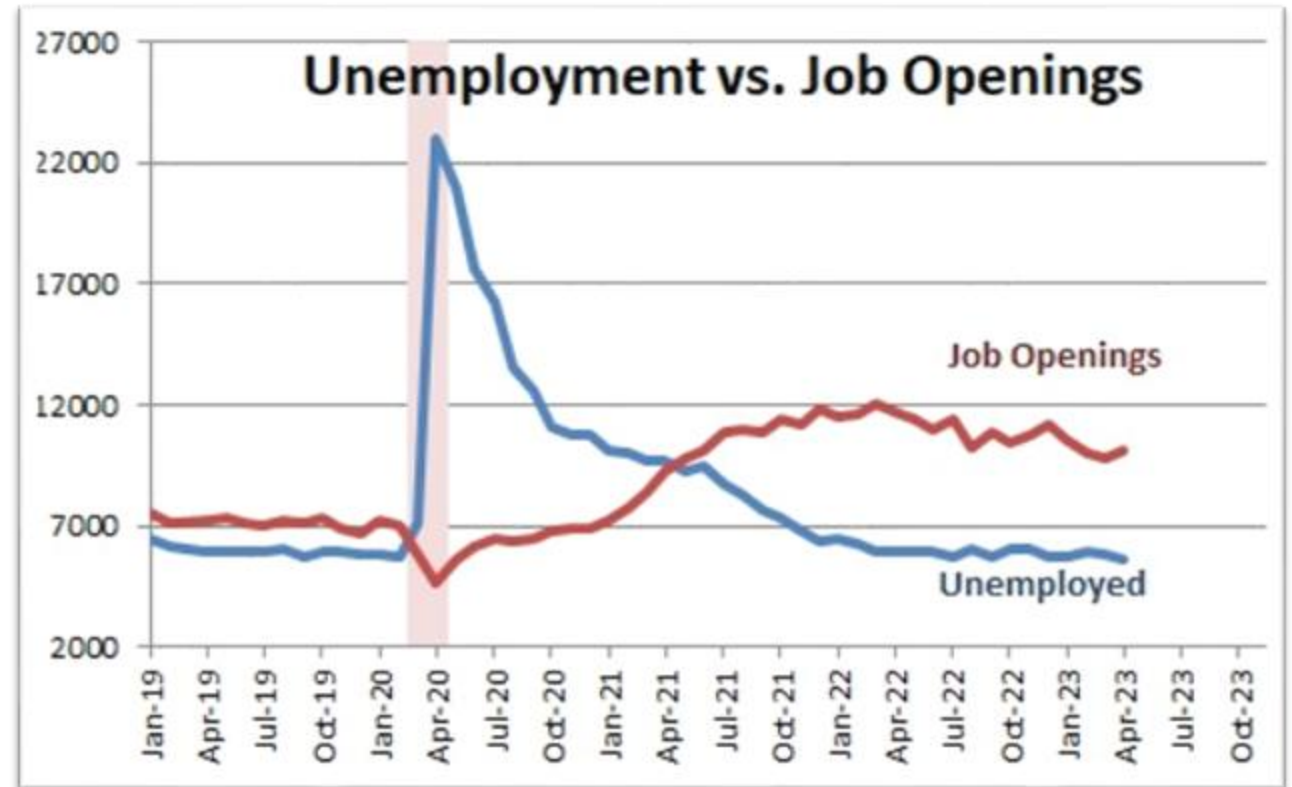
Recruiting talent is more difficult than pre-pandemic because candidates have more options.

1.6

**job openings for every
unemployed worker**

9.8M

total job openings (7/6 JOLTs)



The labor market will only continue to tighten in the future

These are the primary factors that contribute to our tight labor market and therefore make it harder to recruit and retain.



● **Labor Force Participation**



● **Education Level**



● **Immigration**



● **Generational Shift**

Four Tactics to Successful Recruitment

You need an effective recruitment strategy now more than ever.



**Strong Employer
Brand**



**Purposeful
Tech Stack**



**Candidate-Focused
Hiring Process**



**Human-Focused
Recruitment Team**

Is your brand as good as you think?

Every brand needs a **strong Employer Value Proposition (EVP)**. Recognizing and communicating your EVP with candidates will passively increase your talent pipeline with qualified candidates.



- Define your brand's vision, values, and EVP.
- How will candidates learn about them?
- 86% of job seekers research company reviews and ratings. Is anyone handling your reviews?
- With a strong referral program, your current employees may grow your pipeline 35-45%.

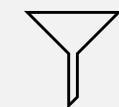
Employer Branding...



Reduces cost per hire by up to 43%



Up to 28% reduction in turnover



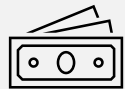
Generates up to 50% more qualified candidates

Is your technology stopping you from achieving your goals?

Few, if any, other orgs have the same exact tools and platforms in their talent acquisition tech stack that your business does. What is important to include in your **Purposeful Tech Stack** to achieve your goals and earn a positive ROI?



A Purposeful Tech Stack...



Reduces candidate acquisition costs by 30%



27% faster hiring cycles



Increases referral hiring by 18%

- Enhancing ATS vs HRIS Systems
- Effective communication and AI tools with candidates
- Job board integrations are vital
- Dashboards and Business Intelligence Tools

Is your talent acquisition streamlined for candidates?

You only have 72 hours to capture candidates' attention. Be efficient, communicate well, and adopt a **candidate-focused hiring process**.



Analyze your current state:

- Map your talent acquisition process
- Determine key stakeholders at each step
- Assess interview process
- Onboarding effectiveness and efficiency

Process Improvement...



Optimizes spend and cost savings



Increases productivity



Improves candidate and employee experiences

Is your recruitment team providing a first-class experience?

Your team must be focused on the quantity and quality of recruiting by having a **human-focused recruitment** mindset.



Recruitment Process Outsourcing...



Reduces cycle times



Optimizes spend and cost savings



Generates insights for informed decision-making

Measure the quantity and quality of recruiting with:

- Candidate reach outs
- Sourcing strategy
- Cycle time
- Candidate experience (NPS)

These four tactics will attract top talent.



**Employer Brand,
Strong EVP**



**Purposeful
Tech Stack**



**Candidate-Focused
Hiring Process**



**Human-Focused
Recruitment Team**

“Talent is the multiplier. The more energy and attention you invest in it, the greater the yield.” – Marcus Buckingham

You don't have to hire alone

**Talent
Strategy Partner**

**Process
Improvement**

EmBrand

**Talent
Solutions**



FIND

EG has a proven track-record for finding talent through our Talent Solutions offerings with over 20,000 placements in the past 18 months.



KEEP

EG's retention rates are 2x better than when our customers hire on their own.



GROW

We help create greater opportunities for internal mobility, improve employee engagement, and reduce turnover through growth programs.

Trusted by many...



Gerber

Kellogg's

True Value



Steelcase



DRIVELINE



Kroger



SeaWorld

meijer



Consumers Energy

Count on Us

zoetis

DENSO

HAGERTY

Are your talent acquisition processes optimized for results?

**Talent
Strategy Partner**

**Process
Improvement**

EmBrand

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Solutions**

Detect and solve for the friction in your current processes to drive results :

- Identify the **pain points** and impact on current process
- Evaluate the **key levers** for change
- Design **future state process(es)** to solve for pain points
- Conduct a **cost-benefit analysis**
- Develop **implementation plan**

**Roles &
Responsibilities**



Technology

KEY LEVERS

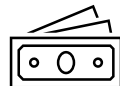


Partnerships



Data

Value



Optimizes spend and cost savings



Increases productivity/efficiency



Improves candidate and employee experience

Is your brand working for you or against you?

Talent
Strategy Partner

Process
Improvement

EmBrand


Talent
Solutions

92%

of job seekers look at Indeed or Glassdoor when applying for a job.

Candidate Personas

Define your target candidate and understand what they care about

Target Candidate Persona			
 <p>Entry-Level Position Recruiter</p> <p>Demographics</p> <ul style="list-style-type: none"> Recent college graduate (20-25 years old) Based in Grand Rapids, MI Not yet married <p>Work Experience</p> <ul style="list-style-type: none"> Currently works in Customer Service Previous internship experience in HR/recruiting No recruiting experience to date 	<p>Skills</p> <ul style="list-style-type: none"> Communication Customer Service Time Management Recruiting Management Marketing <p>Goals</p> <ul style="list-style-type: none"> Find a career path to grow in Be successful in her new career Work for a company with a positive culture <p>Interests</p> <ul style="list-style-type: none"> Local art events Reading Volunteering Traveling Learning new things <p>Education Experience</p> <ul style="list-style-type: none"> Bachelor's degree in Communications 	<p>Channels</p> <ul style="list-style-type: none"> Indeed LinkedIn Social Media <p>Content & Resources</p> <ul style="list-style-type: none"> Company Career Sites Events Job Postings <p>Influencers</p> <ul style="list-style-type: none"> Family Members Friends Peers 	<p>Obstacles</p> <ul style="list-style-type: none"> Lack of training provided in current role Missing support from upper management Missing 90% monthly

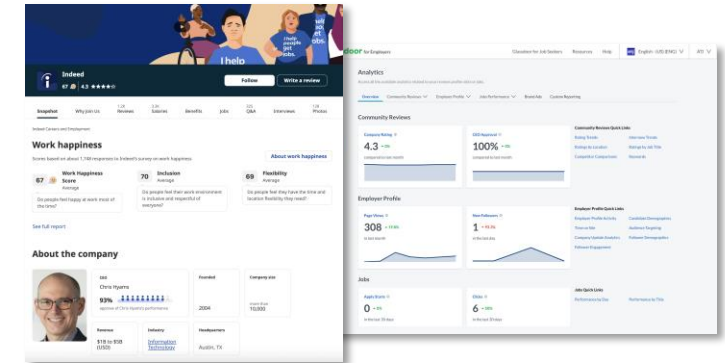
Brand Analysis & Strategy

Analyze your current employer brand, your competitors, and define the brand management strategy

[CLIENT] - glassdoor		
Company	Score	Details
Overall	4.3	The employer reputation score is based on the overall sentiment and quality of reviews for the company. This is a score out of 5.0. The score is based on the number of reviews and the quality of the reviews. The score is based on the number of reviews and the quality of the reviews.
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Work-Life Balance	4.3	The employer reputation score is based on the overall sentiment and quality of reviews for the company. This is a score out of 5.0. The score is based on the number of reviews and the quality of the reviews. The score is based on the number of reviews and the quality of the reviews.
Compensation & Benefits	4.3	The employer reputation score is based on the overall sentiment and quality of reviews for the company. This is a score out of 5.0. The score is based on the number of reviews and the quality of the reviews. The score is based on the number of reviews and the quality of the reviews.
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Brand Management

Actively manage your employer brand across platforms and compile monthly analytics

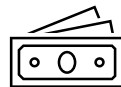


The dashboard displays various metrics including work happiness scores, company profile information, and job posting statistics. It features a clean, modern interface with clear data visualizations and actionable insights.

Value



Increase pipeline of quality candidates



Reduce cost per hire



Consistent candidate experience



We work with you to tailor services based on your needs.

**Talent Strategy
Partner**

**Process
Improvement**

EmBrand

**Talent
Solutions**

Sourcing

Grow your candidate pool

Strategic sourcing plan development to identify quality candidate pools

Market-by-market recruitment analysis

2X buying power on all major job boards

Creative campaign deployment

Screening

Identify top talent

Technology enabled pre-qualification screening

Custom behavioral interview

Multiple touchpoint reach out system

Selection

Hire the "A" Talent

Candidate interview

Candidate declination

Candidate selection

Onboarding

Human-focused onboarding

Pre-employment

Candidate management

Employee management

Retention

Keep and Grow Talent

Data driven retention Program

EG Cares proprietary data and insights



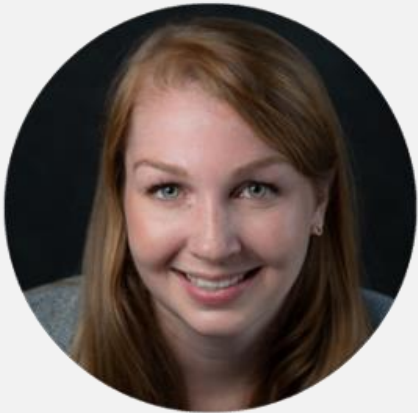
Q&A – Ask Our Talent Strategists

Join Us Next Time!

Watch your email for an invite to EG's next Talent Roundtable this fall!

Pathway to Success: The Interplay of Skilling, Career Pathing, and Succession Plans

Align your skills programs and career paths to empower your workforce to reach your strategic goals.



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