RIZING

The Step-by-Step Guide to Recruiting Top Talent

Your blueprint to transform your talent acquisition practices
to attract the people you need.

Table of Contents

BOOKMARKS
Click on the title to to be directed to that page.

The Race for Talent

01

It's a job seeker's market.

High employment rates, an aging workforce, and skills gaps in both technical and soft skills have put employees in the driver's seat.

What this means for you is that you're going to have to fight harder than ever to recruit and retain the people you need.

You're going to have to leverage technology, lean into your values, improve your employer branding, and in some cases take a sledgehammer to your current talent acquisition strategies to create engaging and responsive recruitment experiences that not only attract candidates to your company but compel them to choose you over the competition.

It can be a daunting task... but we've got you covered -as HCM consultants and SAP® SuccessFactors® specialists, we've helped countless businesses do exactly this.

This eBook is the first step in the process. It includes the step-by-step guide to recruiting the best talent. Use it to evaluate where you stand and build a talent acquisition process that gives you the workforce you need for a successful future.

Let's get started.

69%

An overwhelming majority of candidates **(69%)** refuse to re-apply to a company if they have a poor experience during the application process.

1   2016 Talent Board NAM CandE Research Report FINAL 170202.pdf
link: http://www.thetalentboard.org/wp-content/uploads/2017/02/2016_Talent_Board_NAM_Can-dE_Research_Report_FINAL_170202.pdf

Does Your Talent Acquisition Process Need a Tune-up?

Let's look under the hood at your talent acquisition strategy and see what's really there. Here are five key questions that you need to answer to identify the roadblocks between where you are, and where you want to be.

01

Is your recruiting based on current best practices?

HR trends are evolving more rapidly now than ever before. Make sure you're not falling behind the competition when it comes to implementing best practices.

02

Do you have buy-in from your team?

Is your team aligned internally? Do they share a common lens? Great candidate experiences depend on the interactions candidates have with your team during the various stages of the acquisition process. Buy-in from your team is vital.

03

Is your technology up to date and fully cloud capable?

If you haven't moved to the cloud yet, it is never too late. If you've migrated but aren't satisfied with your current system, it can be salvaged. The right tech really does make a difference.

04

Are you always looking for ways to innovate your recruiting approach?

Technology is playing an increasingly crucial role in the talent acquisition process. You need to always have an eye on the horizon, ear to the ground, and willingness to adapt and innovate your approach. Remember: good ideas can come from anywhere.

05

Is your recruitment management system (RCM) making your job easier?

The right tools should help to increase efficiency. But sometimes, the tool itself sucks up your time. And that's frustrating. Make sure your system and processes make your job easier. That's the most valuable success metric.

5 Factors That Affect
Your Talent Acquisition Efforts

03

The first step to building an effective acquisition strategy is to know what internal and external factors affect your recruitment efforts.

Based on our experience and a study of current market conditions, here's 5 factors that you need to be aware of when building your strategy.

You need to determine how you'll adapt, counter, and respond to each of these.

01 GROWING DEMAND & DWINDLING SUPPLY

With just about every major industry facing staffing shortages, the candidates are now in the driver's seat with the option of picking an employer that responds to their needs in a location of their choosing. While talent acquisition and human resources teams can't change the growing supply/demand imbalance, they need to be aware of how this affects their acquisition strategy and take active steps to attract Gen X, Millennials, and pretty soon Gen Z before the competition does.

02 TURNOVER & BURNOUT

The staffing shortage also has an adverse effect on current professionals who have to work longer hours leading to burnout and turnover – which leads to a dangerous loop of an exhausted workforce, an ever-growing pile of work, and more turnover. Furthermore, an organization with a reputation for high turnover and burnout creates additional challenges for recruitment teams when it comes to hiring the best talent.

03 INCONSISTENT HIRING PROCESSES

Modern businesses often have complex org charts, siloed branches, and evolving parts. This creates inconsistent hiring processes that vary from department to department, region to region, and result in poor candidate experiences that negatively affect the organization's brand image. While the HR team can't control everything, cloud-based comprehensive talent solutions such as SAP SuccessFactors can help companies centralize their processes and bring visibility to internal teams and candidates.

04 INTENSE FOCUS ON COST MANAGEMENT

Companies are always under pressure to control costs. Up against this mentality, HR managers struggle to secure funding for talent management initiatives and, as a result, end up using disparate, on premise or outdated recruitment technologies. This leads to error prone processes due to the doubling of data across systems, labor intensive and slow hiring steps, and a disconnected candidate experience.

05 EVOLVING EXPECTATIONS

The largest generation in the workforce today is tech-savvy and socially aware Millennials. As candidates, Millennials look for companies that align with their values, offer training and development, and deliver opportunities for career growth. They expect their future employers to be digitally connected with an intuitive website that showcases its brand and culture. They want a simple, mobile friendly job application process, transparent and timely communication, and an active social media presence so they can interact with the company during the hiring process.

The Step-by-Step Guide to Recruiting Top Candidates

04

Building an amazing team is just as important as building a great customer base. But, hiring the cream of the crop isn't as easy as it used to be. In the race for talent, the candidate experience matters more now than ever before! This step-by-step guide is the blueprint you need to transform your recruitment processes to meet the expectations of a truly multigenerational digital workforce.

1

EVALUATE YOUR HIRING PROCESS FROM START TO FINISH

Start by evaluating your current hiring process to make sure you know what your candidate experience is truly like - we would even go so far to suggest secret-shopping the hiring process.

Next, storyboard your hiring process and map out outcomes. The goal here is to plot the set of experiences a candidate could have and optimize every step.

Use the data insights to create repeatable and consistent hiring processes that offer positive experiences.

Always make sure your hiring processes align with and reflect your values and culture.

TIP

2

CREATE A STRONG, ATTRACTIVE BRAND THAT SHOWS YOUR VALUE TO TOP TALENT

Your brand is your most valuable asset, when it comes to recruiting talent.

The first step in creating an attractive brand is developing your Employee Value Proposition - a good EVP outlines your organization's mission and values and commitment to employees.

Once you have your EVP, the next step is to make sure your career site not only reflects but showcases your EVP - much like the buyer's journey, the hiring journey now begins with an online search.

Lastly, make sure you have a strong content strategy as it will help you build your brand identity and ensure candidates find and connect with you online.

Great content is relevant, trendy, and provides value. We find setting up an editorial board helps ensure you're regularly and consistently posting good content.

TIP
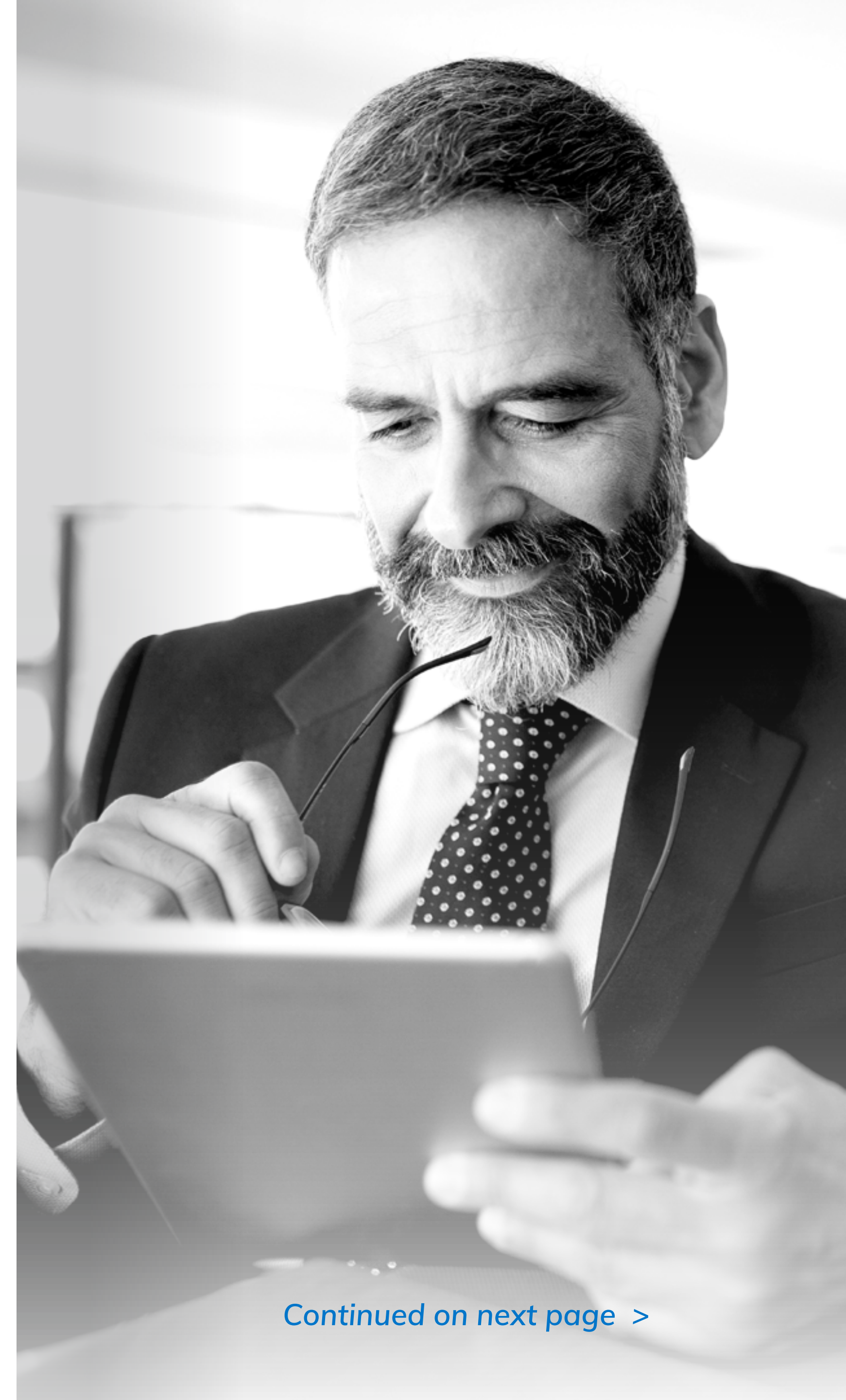
3

BUILD A TALENT PIPELINE AND NURTURE TALENT

There's no such thing as "Just-in-Time Recruiting".

Smart recruiters know the importance of building and nurturing a talent pipeline.
To build a strong pipeline:

01 Source talent globally through an omni-channel approach. Connect with and reach out to candidates on job boards, social platforms and in-person events.

02 Create a network of communities, content, and contact points so that you're constantly nurturing candidates and making sure your brand is top of mind.

03 Make it simple for candidates to get in touch and follow up with HR by leveraging automation, chatbots, and other AI technology.

04 Take every opportunity to share your culture and events with candidates by sharing different types of company news and not just job updates.

05 Use technology to track candidate progress and development benchmarks.

TIP Encourage your organization's leaders to be active online, sharing stories and updates, and engaging with candidates.

4

ENHANCE THE CANDIDATE EXPERIENCE

It's time to end the candidate feedback black hole.

According to the 2016 North American Talent Board Candidate Experience research report, 47 percent of candidates never receive any communication up to two months after applying for an open position![2]

Give yourself an edge over the competition by leveraging your RCM to not only keep your internal team on the same page but also track and communicate with candidates regularly.

Additionally, make sure your career site is always up to date with current openings and that it showcases your culture through employee testimonials.

Don't forget to make your application process mobile friendly.

TIP

5

CREATE AND SHARE A CONSISTENT MESSAGE

The last step is less of a one-time only step and more so an ongoing process.

Once you've evaluated, streamlined, and automated your hiring processes, developed your EVP, and built out your pipeline strategies, you need to make sure your organization continues to create and share consistent content and messages with your online and offline communities.

Companies that constantly connect and engage passive talent will have greater success at sourcing and hiring top talent.

Tell your story. Engage your current workforce and ask them to share testimonials about what a job with your organization is really like. Candidates are attracted to authentic messages driven by the workforce, not mandated by leadership.

TIP

2 2016 Talent Board NAM CandE Research Report FINAL 170202.pdf
link: http://www.thetalentboard.org/wp-content/uploads/2017/02/2016_
Talent_Board_NAM_CandE_Research_Report_FINAL_170202.pdf

05

10 Must-Haves of a Great Recruitment Management System

There's no denying that technology has changed the talent acquisition process – But, how do you know if the technology you're currently using is delivering what you need to build a motivated, high performing workforce?

Use this cheat-sheet of the 10 must-haves to evaluate your system.

01 Seamless cloud integration – easily access candidate and employee information from anywhere.

02 A simplified workflow for recruiters & HR – make the hiring process easier for top talent and your HR team to navigate.

03 Standardized, optimized processes & communication – with consistent processes in place, you'll reduce error and dramatically improve communications.

04 Omni-channel job distribution – advertise open positions across sites and social channels to increase job exposure.

05 Customized, mobile-friendly landing pages & web portals – make the hiring process faster and easier.

06 Support for single and multi-stage applicant flows – make it simpler to hire regardless of job complexity.

07 A candidate-first experience – cater to the people you want most and build a consistent pipeline for top talent.

08 Empowered hiring managers – put the right information in the hands of decisions makers.

09 A smooth transition from candidate to employee – get new employees up and running faster, saving time and costs.

10 Full visibility through analytics – make data-driven hiring decisions and track candidates from start to finish.
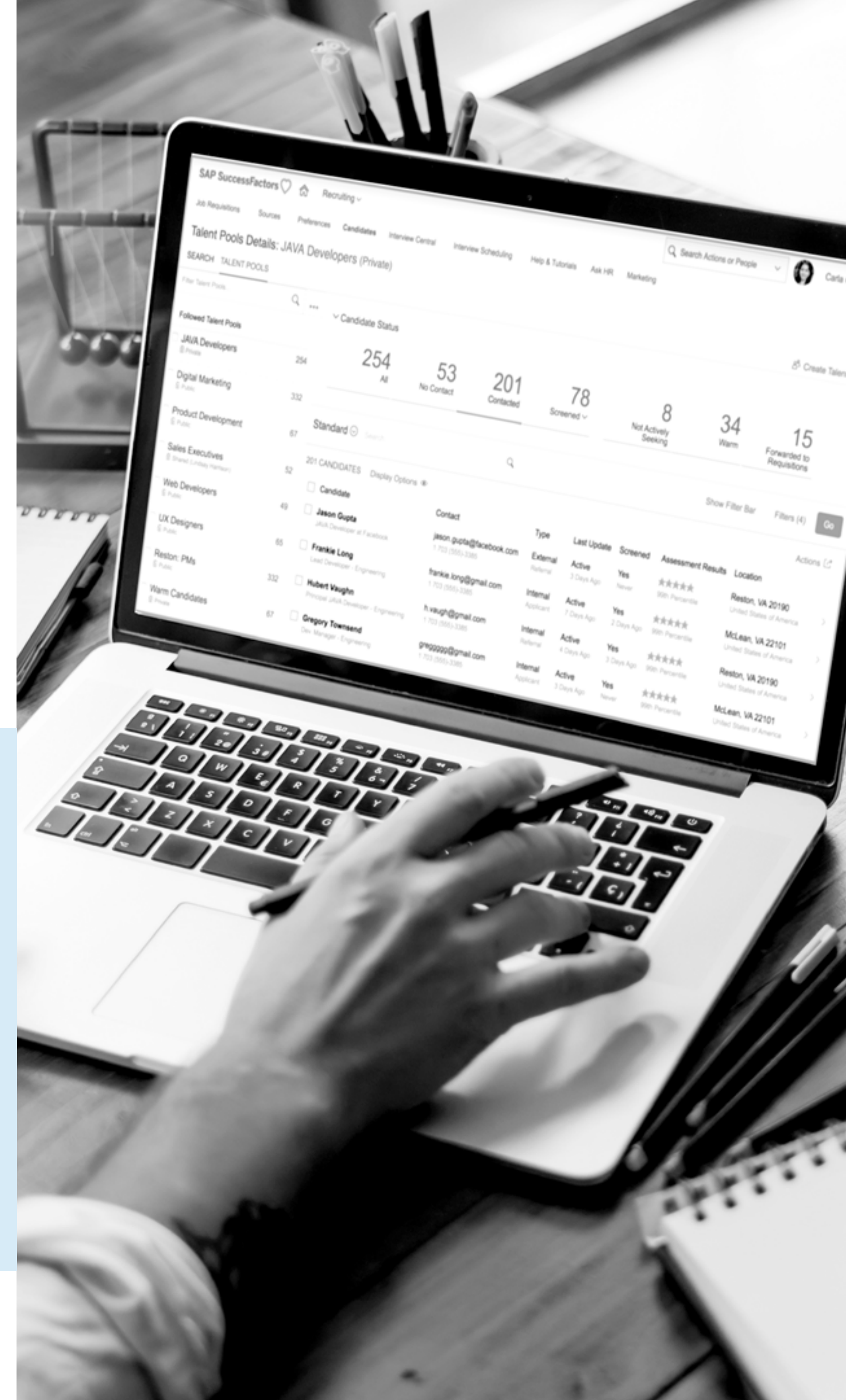
Find and Keep the Talent You Need

Finding the right talent is key to growing your business. A major part of recruiting success is the tools you use. Simplifying your data by replacing disparate, on-premise systems with a unified, cloud-based HR system that provides real-time data is a great start.

Our certified SAP SuccessFactors professionals can help you master your new recruiting system. But most importantly, we help you align that system to your overall HR strategy and your company culture. Our goal is to help you transform your business so you can find and attract great talent.

Contact us today to find out how we can help you deliver a recruiting solution designed to let your organization's recruiting efforts thrive.

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