

WIN THE RECRUITING GAME



WITH AN AIRTIGHT ACTION PLAN

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RECRUITING HAS CHANGED - ARE YOU POISED TO COMPETE?

The hunt for top talent has never been more competitive. Employers need skilled talent that can hit the ground running and produce results. On the flip side, candidates are not just looking for any job - they are seeking meaningful careers with organizations they feel connected to and can offer long term opportunities. Companies lose \$160 billion annually to unfilled job openings, and each month, 33% of jobs remain open,¹ despite many postings attracting hundreds of applicants. So how can companies quickly fill these open positions with the highest quality talent possible?

WITH THE RIGHT ACTION PLAN FOR RECRUITING.



**COMPANIES LOSE \$160 BILLION ANNUALLY
TO UNFILLED JOB OPENINGS¹**

A successful recruiting strategy gives executives better visibility into talent gaps and pipelines, enables hiring managers and recruiters to collaborate and make hiring decisions faster, and also provides a simple, easy experience for applicants. Before starting a candidate search, best-in-class organizations need to focus their recruiting plan on the following key areas:



REDUCE TIME-TO-HIRE

by pre-screening talent and centralizing collaboration



SHOWCASE YOUR COMPANY BRAND + CULTURE

to attract candidates who will fit the organization



IDENTIFY INTERNAL CANDIDATES

based on performance, competencies, and career aspirations

The talent you attract today will determine your organization's tomorrow. Let's take a look at how you can build and execute a recruiting plan that meets the needs of your executives, hiring managers, and candidates in a way that also secures your company's future.

REDUCE TIME TO HIRE



HIRE BETTER, HIRE FASTER

Vacancies cost top companies a combined \$75 million each month.² To combat these revenue losses, organizations should pull out all the stops in speeding up the time-to-hire, and that means having a recruiting plan that emphasizes collaboration and pre-screening candidates. This ensures companies can prioritize the interview process with a manageable, qualified pool of talent, rather than waste time and resources sifting through hundreds of resumes. A faster hiring process also protects against losing key talent to competitors' job offers.

**VACANCIES COST TOP COMPANIES A COMBINED
\$75 MILLION EACH MONTH.²**



INCREASE COLLABORATION TO ALIGN HIRING MANAGERS AND RECRUITERS

When assessing candidates, HR groups need to ditch messy e-mails threads that often don't include the whole team. Instead, they should leverage a centralized location that houses all team feedback and applicant statuses to ensure everyone has a complete picture of candidates. That level of collaboration and insight can protect teams against making the wrong hire and helps identify the right candidates faster. One bad hire can cost companies a minimum of four times that role's salary,³ so giving the entire team simple, comprehensive access to discussing and reviewing candidates should be an integral part of a winning recruiting strategy.



SCREEN OUT CANDIDATES BEFORE EVER HAVING TO REVIEW THEIR RESUMES

HR teams need a way to quickly eliminate candidates that aren't a good fit. To facilitate this, recruiting teams should implement pre-screening assessment procedures - such as personality/behavioral quizzes and tests that can predict tenure and performance - all to prioritize engaging candidates who are a cultural fit and have the potential to grow into future roles. Hiring teams end up spending less time interviewing bad candidates and more time onboarding good ones.



KISS'M: KEEP IT SOCIAL, SIMPLE, AND MOBILE

WANT TO TURN OFF APPLICANTS?

Make applying for jobs long and overly reliant on manually filled-out information. When the process can take as long as 40 minutes, it's no wonder that 48% of candidates drop out before ever submitting their info.⁴

THE SOLUTION?

Give candidates a short and easy application process that can automatically pull their information from social profiles. Since 89% of job seekers utilize social media sites in their job search,⁵ employers need to go where the candidates are and make social site-based applying as simple as possible. Additionally, only 13% of organizations allow mobile applying.⁶ Given that 80% of Millennials expect to use their smart phones for job hunting,⁷ companies who want to attract top talent need to make mobile-based job applications a priority.



**DUE TO LONG APPLICATION TIMES,
48% OF CANDIDATES DROP OUT BEFORE
SUBMITTING THEIR INFO⁴**



SHOWCASE YOUR COMPANY BRAND & CULTURE

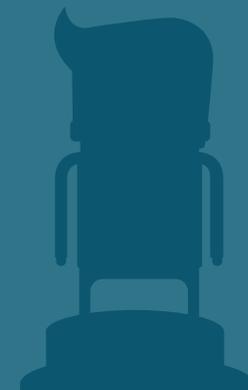


YOU CAN HAVE A CULTURE BY DEFAULT, OR A CULTURE BY DESIGN.

You can design the culture you want if you recruit based on your core values and desired personality traits. But if you fail to consider who a candidate is beyond the skills listed on their resume, you risk hiring people who can poison the well and alter your workplace unfavorably, leading to a culture by default. To avoid the latter, companies need to leverage their brand and culture in the recruiting process to get candidates with the right “behavioral DNA” excited about applying. By doing this, organizations will achieve two goals: they’ll attract candidates who share similar values and traits as their top performers, and they’ll protect the team from bad hires who can slow productivity by as much as 40%.⁸

YOU CAN HAVE A CULTURE BY:

- DEFAULT
- DESIGN



SHOW OFF THE COMPANY CULTURE TO INSPIRE THE RIGHT CANDIDATES TO APPLY

Companies need a branded application experience that gives candidates a window into their culture to inspire the right kind of talent to apply. This means putting their personality front and center, and using it to get candidates excited about wanting to join the team. For example, video tours, event photos, and employee testimonials can tell applicants everything about life at the office, such as what the company values, their perks and benefits, and anything else relevant to candidates. Attracting the right kind of applicants from the start means maximizing the chances of a great hire.



COMMUNICATE WITH CANDIDATES THROUGHOUT THE HIRING PROCESS

Candidates' top issue with job hunting is the lack of communication.⁹ Many companies send a generic “thank you for applying” auto-response e-mail, but that’s usually it. Candidates get frustrated with not knowing where they stand, or if anyone even saw their application. The talent search is competitive, so instead of being one of the 40% of companies that make applicants wait 6 weeks for a response,¹⁰ provide them timely updates and give them the best experience as they’re engaging with your brand. They’ll gain peace of mind knowing that their info is *actually* being reviewed, and for hiring teams, this cuts down on time-sucking e-mails and phone calls from anxious candidates.

**40% OF COMPANIES MAKE
APPLICANTS WAIT 6 WEEKS FOR
A RESPONSE¹⁰**



IDENTIFY INTERNAL CANDIDATES



THE BEST NEW HIRES MAY ALREADY WORK FOR YOU

As companies expand, executives and teams need new leaders, and often times, the best candidates are existing employees, as internal hires are already ingrained in your company and boast a 50% faster time to productivity.¹¹ When recruiting is tied to succession and performance, executives, hiring managers, and recruiters can gain true insight into where their top performers are and where they can go. Among execs, 30% say succession planning is a top talent priority.¹² Being able to identify key internal talent and make new career paths available to them lowers recruiting costs, and increases both employee engagement and retention.

**INTERNAL HIRES BOAST A 50% FASTER
TIME TO PRODUCTIVITY¹¹**

UNIFY EMPLOYEE GOALS WITH RECRUITERS' NEEDS

Part of a company's recruiting plan should be having a simple, easily accessible area where recruiters can search internally to fill talent gaps, while employees can look for new roles, explore new career aspirations, and share their achievements. As an example, an IT pro should have the ability to look for the next rung on that ladder, or look at marketing roles for a potential career change. Recruiters can use that same system to find an IT pro with specific skills, or find employees who've stated a desire for a new career in marketing. No room for growth is why 38% of employees quit,¹³ so providing your existing talent with a future helps reduce costly turnovers, productivity halts, and expensive candidate searches.

**38% OF EMPLOYEES QUIT DUE TO
LACK OF GROWTH OPPORTUNITIES¹³**



ENOUGH RECRUITING TALK – IT'S TIME FOR ACTION

A world-class recruiting plan is critical for any organization if they want to compete and grab top talent before their competitors do. Adapting to the new way of recruiting can be a big change, but it leads to undeniable benefits:



The C-suite can avoid costly vacancies while ensuring they have the right team in place to drive the company's future.



HR can quickly find candidates who mesh well with the company culture, which increases engagement and reduces turnover.



Candidates can more easily find your company, have a better and faster hiring experience, and start producing sooner.

WANT TO DISCOVER HOW A RECRUITING PLAN CAN BUILD YOUR COMPANY'S FUTURE?

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Used by more than 2100 companies worldwide, Cornerstone OnDemand is the only truly unified system designed to enable comprehensive talent management, from one platform, with one login.

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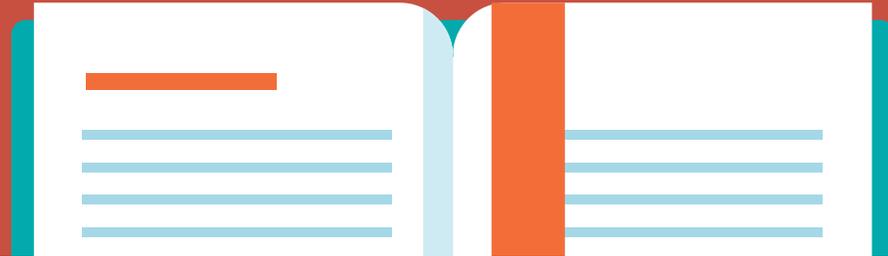
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