



# Strategies for Attracting TOP TALENT

# 6 Strategies for Attracting Top Talent

Understanding what a candidate is looking for in an application process has become essential in acquiring top new talent. Companies are now having to market themselves in order to compete for the best and the brightest. So- what are your candidates looking for in an application process?

These six strategies will enable you to better assess your internal processes and hiring workflows, helping drive strategic changes and true business value for your organization.



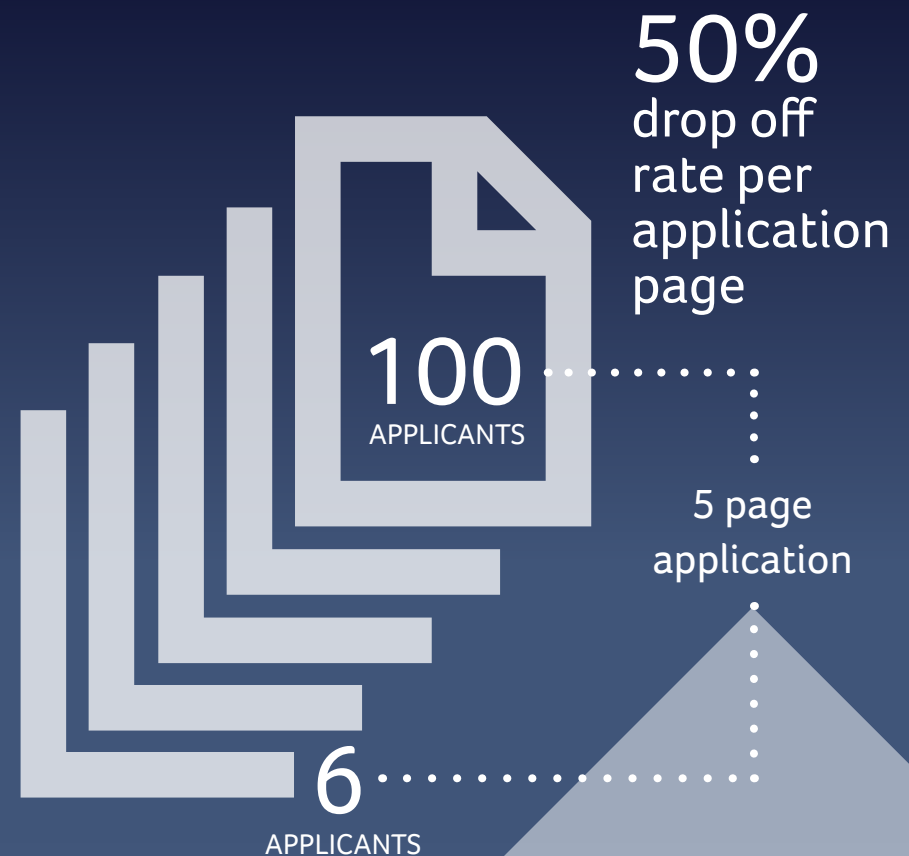
# Simplify Your Application Process

The application process is essential to recruiting top talent- it's your company's first impression on candidates. A lengthy and repetitive candidate experience can deter top applicants from further pursuing a position.

Our research indicates a 50% drop off rate exists per page- meaning 100 initial applicants are whittled down to six by the end of a five-page application. The loss of 94 applicants could be detrimental when competition for top talent is so fierce.

Crafting a user-friendly application requires putting yourself in the candidate's shoes- consider the following four questions as you review your current process:

1. In what ways can you consolidate your application process?
2. Can you reduce duplicate information that is already on the resume?
3. Do you offer Quick Apply options like Apply with LinkedIn?
4. Does your software create 'bread crumbs' to let applicants know where they are in the process?





# Make Mobile Friendly a Priority

As the majority of job searches move from desktop to mobile platforms, responsive design should be a key priority for career sites. Ensuring that your application process is accessible from all mobile devices broadens the scope of potential applicants and increases your chances of landing a quality new hire.

Here are some strategies you can incorporate in your application process:

1. Can your application process be consolidated?  
A long application will deter someone from applying with their mobile device.
2. Is the application accessible on a wide variety of platforms? Candidates applying from Xboxes or Samsung TV's isn't outside the range of possibilities.

# Incorporate Video into Your Hiring Process

Incorporating video into your candidate experience captivates attention in a way that writing often cannot- utilizing this media could be the defining factor in whether a candidate decides to continue with your application process.

Creating videos with high production value is not essential. Videos should focus on giving candidates a realistic look into day-to-day responsibilities and requirements of a variety of positions within the organization.

Video content is also an excellent way to showcase your company's culture and ultimately shows the candidate what makes your company unique.

Ways you can use video to increase your talent pool:

1. Share your mission and employer brand with candidates. For smaller brands, this is an important way to demonstrate what sets you apart from your competitors. Otherwise, candidates will gravitate to more well-known firms.
2. Don't forget that certain jobs may have their own value proposition. Think about using video to show "A Day in the Life" on the job description pages. This can be especially helpful for jobs with high turnover or difficult to fill positions.
3. Look and feel matters. This does not mean high production value is imperative, but when shooting any video content, remember you are marketing to the candidate.
4. Your managers are busy and so are your candidates. Consider using video questions as part of the interview process so you don't have to bring candidates you are unsure about in for an interview.





# Utilize Your Database

While your company looks externally to fill new requisitions, great candidates are already stored in your database. These candidates have previously applied, and were not the top choice, but may have acquired the skills and experience your organization is searching for.

One of our largest clients sourced 70% of their 2017 hires from within their own database. Each new hire, on average, had been in the database for longer than a year. Utilizing silver medalist pools can reduce your time to hire, increase candidate quality, and lower advertising costs- all while reconnecting your organization with top talent.

To assess your continued connection with silver medalist candidates, consider the following questions:

1. Does my applicant tracking system allow me to search my database of previous applicants?
2. Is it easy for me to connect with previous applicants and let them know about new jobs? Can I do this in bulk?
3. Do I have a way to visually and quickly identify categories of previous applicants who I want to consider for future jobs?

# Convert Engaged Candidates into Motivated New Hires

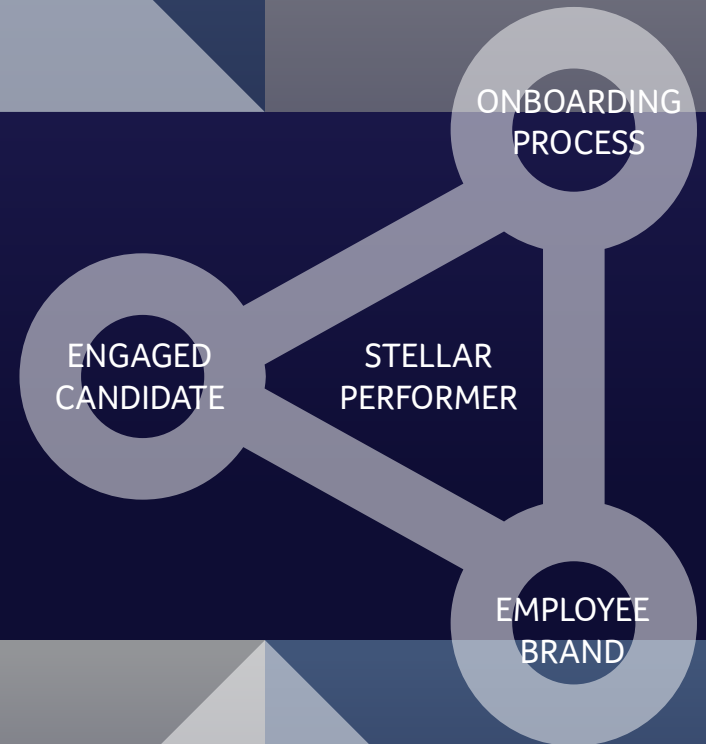
The onboarding experience is equally as important as the candidate experience, and if done properly can increase new hire retention rates. Nearly 90% of new hires make the decision to stay or leave an organization within their first year of employment.<sup>1</sup>

Maintaining continuity between your employee brand and your onboarding process helps develop an engaged candidate into a stellar performer.

When you assess your onboarding experience, ask yourself:

1. Is this experience focused more on paperwork than introducing the candidate to your culture and helping them connect?
2. Is there a central information source that new hires can easily access as questions arise?
3. Are there networking opportunities within the organization to help new hires make connections?

<sup>1</sup>Harvard Business Review, Technology Can Save Onboarding from Itself, March 2015, <https://hbr.org/2015/03/technology-can-save-onboarding-from-itself>



# Find Great Talent at Home

As your company grows, so should your employees. Internal sourcing is often overlooked, but allowing for upward mobility within your organization shows that value is placed in the current relationships formed with employees.

Streamlining upward mobility highlights current talent that have developed new skills and are seeking new opportunities and challenges, while reducing recruiting efforts and onboarding expenditures.

Prioritizing the retention and growth of internal talent is key to strengthening your organization. Look at your current internal development track and consider the following questions:

1. Can I see internal and external candidates in the same place?
2. Does your company value upward mobility?
3. Are hiring managers balancing retention and recruiting?
4. Can I see contractors who may be interested in a permanent position?





# Don't Be Blocked by Your Systems

The strength of your company relies on the effort of the people that work day in and day out. Being able to attract, recruit, and retain top talent is key to growing your company and staying competitive. We at PeopleFluent hope that these six strategies help you on your journey to building a stronger workforce.

*“As we started our talent transformation journey, we had 80 systems yet everything was manual... We wanted a seamless, integrated experience and our motto was technology is the enabler, not the lead. That’s why we chose PeopleFluent to help us with the technology and the system we needed to build.”*

—Yvonne Williams, Standard Bank  
Head of Global Human Capital Enablement

To find out more about how we can help you achieve your recruiting goals, email us at [tellmemore@peoplefluent.com](mailto:tellmemore@peoplefluent.com).

