How to compete in a Candidate-driven Market

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Note: This presentation is about Tech Recruitment Market, but I would say where it reads "**Tech professional**", should say instead "**TOP professional**" or TOP Talent

Agenda

- The big trend in tech recruitment
- New hiring process
- Case study landing.jobs

What is the most important trend in the tech recruitment market?

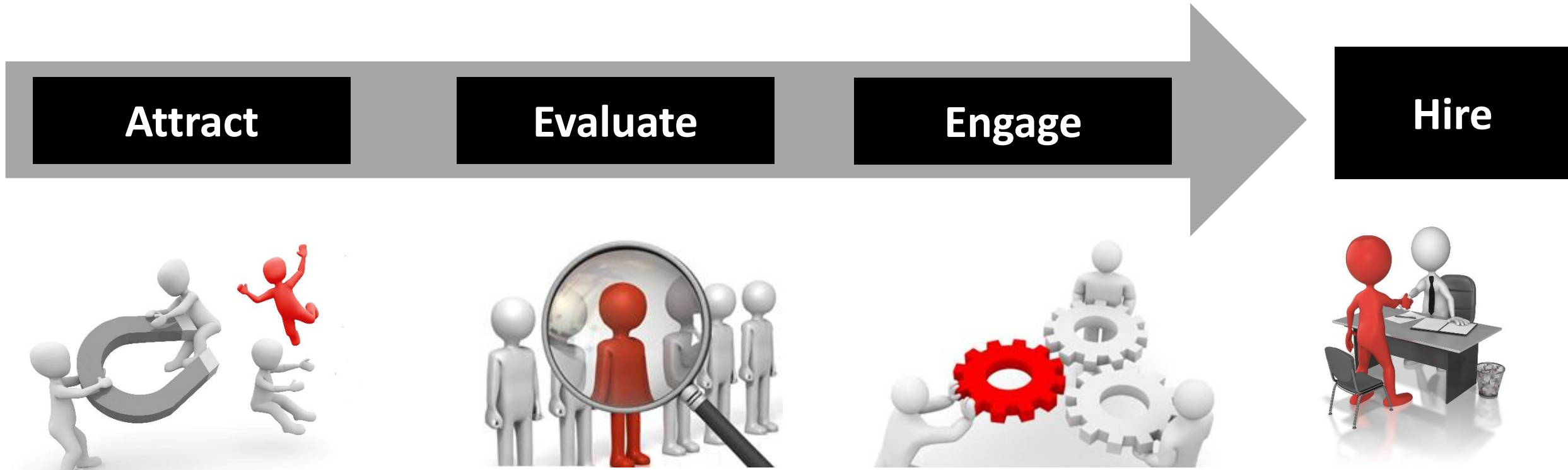**Tech Talent Demand**

Tech Talent Supply
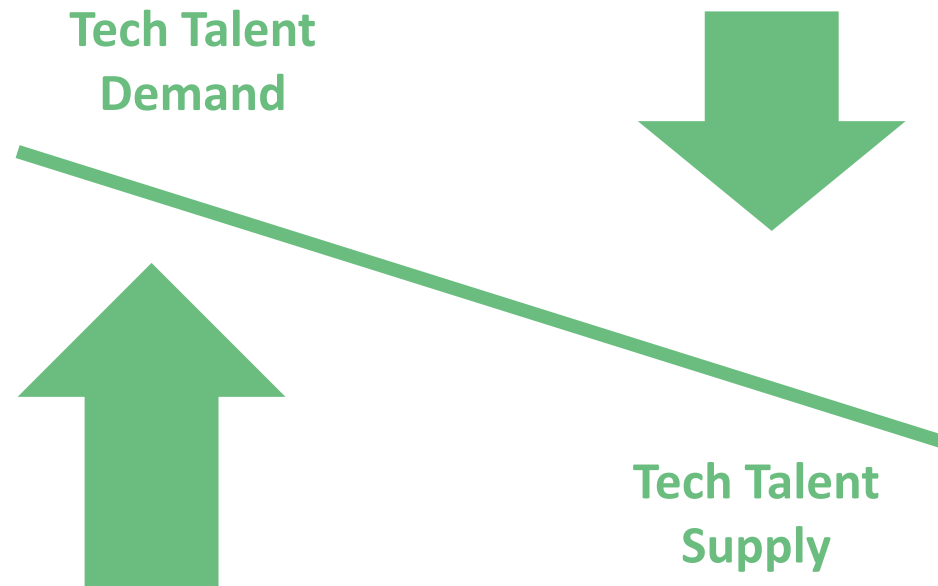
The lack of candidates on the market has shifted the power from the companies to the candidates, thus creating a

Candidate-driven Market

How to Compete in a Candidate-driven Market

Companies must **adapt their recruiting strategy** to **speed up the hiring process** and drastically improve the **candidate experience.**

Simplify the recruiting process

Attract **Evaluate** **Engage** **Hire**

How to Attract Candidates ?

Social Media?

Direct Approach?

Referrals?

Recruitment Marketplaces?

Employer Branding

Job Boards?

Recruitment Agents?

Events?

Your Competitors

How to Attract Candidates ?

Understand how candidates look at the Recruitment Process and the effort it takes to hire them

Passive candidates			**Active** candidates
15% are **completely satisfied** with their current role and don't want to move	15% are not looking, but are **chatting with their close personal network** about opportunities	45% say they are not looking for a job, but are **open to talking to recruiters** about career opportunities	25% are **actively looking** for opportunities
Away	Thinking	Gathering information	Applying

Linkedin Source

More effort   Less effort

Referrals

Employer Branding

Social Media

Direct Approach

Recruitment Agencies

Recruitment Marketplaces

Job Boards

Events

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How to Attract Candidates ?

Understand candidates

The new Tech Candidate is much more savvy, confident, proactive, knows his value and stays at a job for about 2 years. When he decides to seek a new opportunity, he wants to control the process of change.

Time the candidates spend in the recruitment process

- ■ Away
- ■ Thinking
- ■ Gathering
- ■ Applying

75%   25%

17%   33%   50%
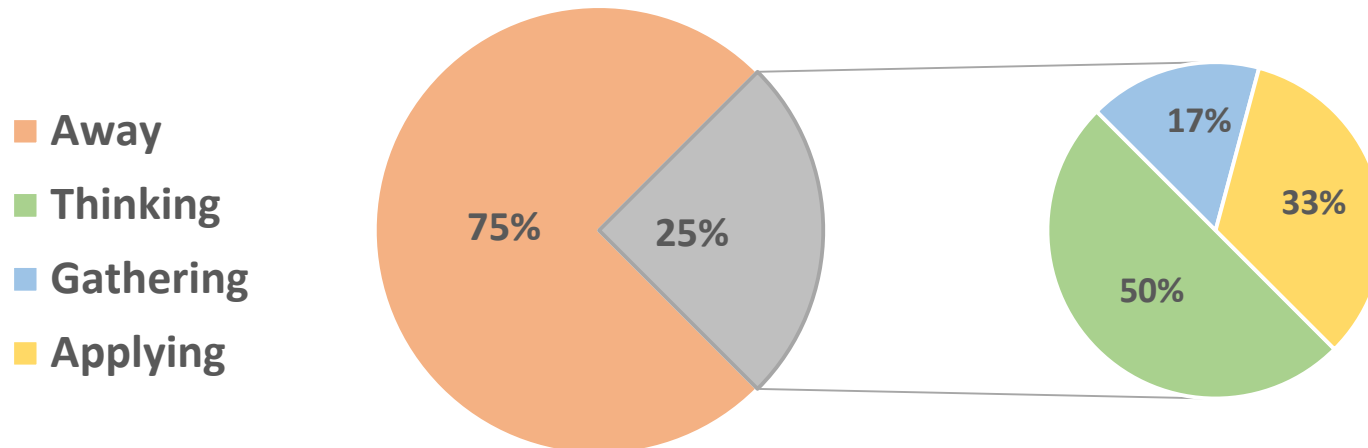
How to Attract Candidates ?

In a Candidate-driven market is paramount to identify the right moment and approach to reach the best candidates.

Try to attract candidates when they are thinking of changing, using pull strategies like:

- **Employer Branding** / Content Marketing
- **Referrals**

Investing in **Recruitment Marketplaces** that are growing in the market and allow candidates and companies to follow the proceedings in the same way

How to Attract Candidates ?
Using referrals

Referrals are the **best process to hire**, because can be used very early in the process, it's a way of evaluation and helps in the engage phase

Maximize the use of Referrals using crowdsource models where everybody can be a referrer

How to Attract Candidates ?
Employer branding / Content Marketing

Content marketing isn't just for your sales and marketing team. Use content to attract candidates to your business.

How to Attract Candidates ?

Some alerts

The excessive usage of direct access through social networks drives the top candidates out of these networks.

The growth of bad data in the hiring process is increasing the recruitment overall costs.

Bad Job description in Job Boards may lead to a high volume of (crappy) CVs.

How to Evaluate Candidates?

Companies are fighting for Talent, so if you find a good talent hire them.

Evolve into an individual evaluation (the person has a lot of talent) and dismiss more comparative approaches (the best person of the short list)

How to Evaluate Candidates?

Create a process to gather information from multiple sources
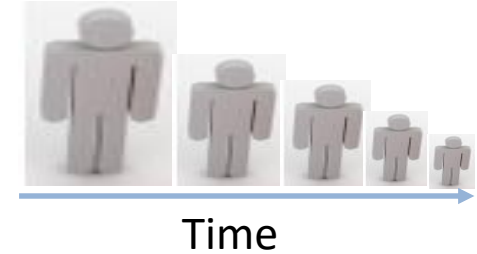
- Information available in the web

- From Referrals

- Self assessment

- Skills test

- Interview with an Expert

How to Evaluate Candidates?

Some alerts

- **A good tech professional can be worth ten average**

- **Knowledge loses value over time**

Time

- **Tech professionals love talking with experts**

Engage Candidates

- Invite Candidate to stay at least one day in the office and make the interview special

- Identify topics of interest for the candidate

- Validate cultural Fit

- Use engagement scoring to discover candidates who really want to work for your company

- Create a great overall candidate experience