



# 9 Employer Insights on Talent Attraction

**The growing demand for skilled workers is creating a new reality for employers. With more jobs calling for skilled candidates than there are job seekers to fill them, employers are competing to find and attract the same in-demand talent.**

New research from Indeed revealed these key trends about the state of talent attraction:

### **The workforce is active**

80% of job seekers in the U.S. are currently looking or open to a new job.<sup>1</sup> Also, 92% of employed adults hired within the past year took an action to find a job within six months prior to being hired for their current job.<sup>2</sup>

### **The job search is always on**

91% of people in the U.S. say they look for job opportunities at least a few times a year, and 67% of these same adults look at jobs at least monthly.<sup>3</sup>

### **Data is transforming recruiting**

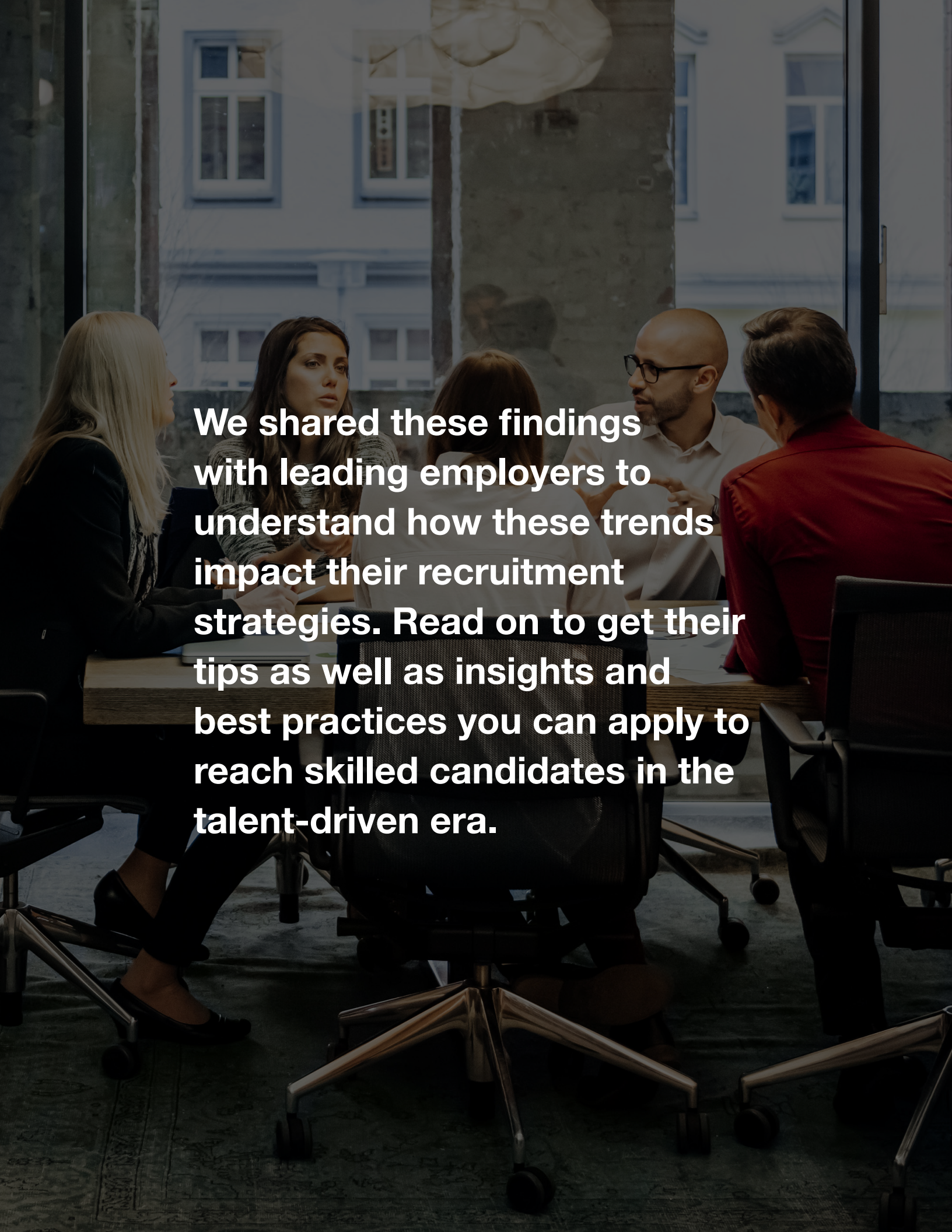
Companies are now able to optimize recruiting budgets, test the success of job descriptions and identify areas of improvement for every step of the hiring process.



<sup>1,3</sup>Indeed survey, n=1,000

<sup>2</sup>Indeed survey, n=262





**We shared these findings with leading employers to understand how these trends impact their recruitment strategies. Read on to get their tips as well as insights and best practices you can apply to reach skilled candidates in the talent-driven era.**

# Trend

## The Workforce is Active

80% of job seekers in the U.S. are currently looking or open to a new job<sup>4</sup>  
Also, 92% of employed adults hired within the past year took an action to find a job within six months prior to being hired for their current job.<sup>5</sup>

<sup>4</sup>Indeed survey, n=1,000

<sup>5</sup>Indeed survey, n=262

# 01

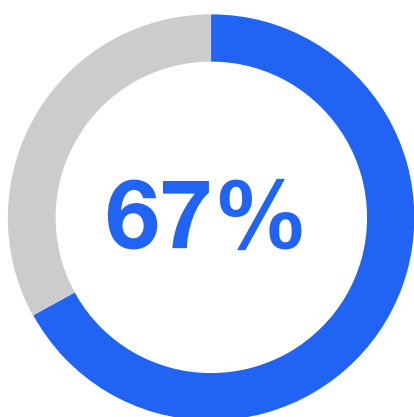
## Embrace the active candidate

“

Active candidates are already looking and mentally prepared to switch companies, locations or careers. Passive candidates are more difficult to find, engage with and motivate to make major life changes, which leads to longer times to fill.”

**Jonathan Turner**

**Senior Director, Talent Acquisition**  
Honeywell



**of adults look at new jobs at least monthly.<sup>6</sup>**

<sup>6</sup>Indeed survey, n=1,000

## Tip

Sequence your recruiting tactics to attract quality active candidates first with inbound traffic before seeking out passive ones through outbound recruiting tactics. Active candidates have already shown interest in your job, making it faster and more cost effective to recruit them and bring them on board.

## 02

# Evaluate a candidate's career path rather than tenure



The reality that employees are continually on the move obliges a company to hire smarter and to train faster, maximizing return in a shorter time span. People movement is a powerful way to sustain startup energy and spirit as a company scales.”

**Ryan Holmes**

**CEO**  
Hootsuite

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## Tip

24% of people in the United States said they search for a new job when there's no room for growth at their current company.<sup>7</sup>

Retain quality candidates by giving them plenty of room to thrive and grow in your company.

<sup>7</sup>Indeed survey, n=1,000

# 03

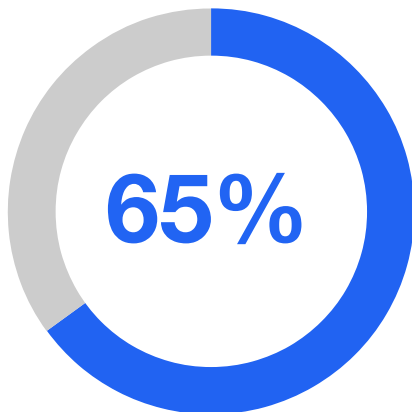
## Embrace the active candidate

“

Personally, I think that the quick turnover goes back to the concept that an individual never truly stops being a candidate. You're a candidate until you're hired by your new company and then you're a candidate for somebody else trying to recruit you away.”

**Tracy Ferry**

**Director, Talent Acquisition Strategy and Solution**  
Lockheed Martin



**of people look at new jobs again within 91 days of being hired.<sup>8</sup>**

<sup>8</sup>Indeed data (worldwide)

### Tip

Investing in onboarding and continuous educational opportunities will help your new hires feel like they're being well equipped yet challenged, leading to greater new hire retention.

# Trend

## The job search is always on

91% of people in the U.S. say they look for job opportunities at least a few times a year, and 67% of these same adults look at jobs at least monthly.<sup>9</sup>

<sup>9</sup>Indeed survey, n=1,000



# 04

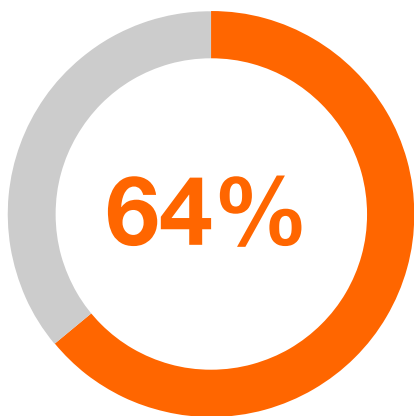
## Build a brand that brings talent to you

“

We want to respect the time of people who are looking for a job. So we've made a shift to investing in educating people about what it means to work for the bank. We'd rather be very upfront and have a candidate decide not to apply than target candidates who aren't the right fit.”

**Aaron Kraljev**

**Vice President, Employment Marketing**  
Wells Fargo



**of respondents say reviews influence their perception of what it's like to work at that company.<sup>10</sup>**

<sup>10</sup>Indeed survey, n=837

## Tip

Create an employer brand that captures the right candidates' attention while they're searching. Including specific details about your brand and company culture can help candidates determine if your company is the right fit, or if they'd be more successful elsewhere.

# 05

## Provide flexible work options



Make sure everyone feels involved. Employ processes to maintain good communication between team members, including weekly update meetings, regular one-on-ones with managers, and a weekly ‘pipeline’ report to make sure projects are on track and employees are on task.”

**Paul Wolfe**

**SVP, Human Resources**  
Indeed

Over

# 41%

**would be attracted to a new job because of flexible working hours.<sup>11</sup>**

## Tip

Offering flexible options like remote work or flexible hours in the workplace, can give employers a leg up when attracting and retaining the best candidates.

<sup>11</sup>Indeed survey, n=1,000

# 06

## When you can't find talent, create it



Too many companies focus on industry experience when they recruit... We can teach people about finance. We can't teach passion, urgency and a willingness to go the extra mile."

**Michael Homula**

**Executive Recruiter, Recruiting Strategist**  
RPM Search Group

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### Tip

Sourcing talent at the college level is a great way to fill your job needs in the future. Add creativity to your university recruiting campaigns by interacting with students at multiple touchpoints (career fairs, internships and ambassador programs) to build your employer brand among the most impressionable generation.

# Trend

## **Data is transforming recruiting**

With the right data and analytics, more companies are able to optimize their recruiting budgets, test the success of job titles and descriptions and identify areas of improvement for every step of the hiring process.

# 07

## Define your success metrics



When I talk about sourcing channels, we used to be focused on efficiency. Now we're using data to focus on effectiveness, which includes prioritizing, assessing quality and value and using analytics to continuously improve our recruiting process."

**Tim Streeter**

**Global Head, Talent Acquisition**  
Whirlpool Corporation

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### Tip

If candidate quality is a key success metric for your organization, measuring source of hire can help you determine how the best candidates find your jobs. For example, if you're looking for entry-level hires that will thrive and move into managerial roles, source tracking will help you determine how to optimize your sourcing budget.



# 08

## Get insights on hiring performance



I compared Indeed to other similar platforms that the client had been using for the same amount of time. During this timeframe, Indeed consistently reigned as a top performer across all tracking variables.”

**Jonathan Turner**

**Account Manager, Group1201**  
Arnold Transportation

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## Tip

Employee surveys are an effective way to get real-time data on hiring success. Survey hiring managers, recruiters and other employees involved in the hiring process to get an accurate measure of which sources provided the highest quality candidates and hires.

“

Knowing the data is one thing, acting upon it is another. We've talked about this a lot in my leadership team, the need for speed, because the market is moving so quickly. If we're left flat-footed, we'll be wondering why we didn't get the talent we need. A big development is marrying the data together with a set of activities that will capitalize on what the data is telling you.”

**Frank Hynes**

**Senior Director, Planner Programs**  
Edelman Financial Services

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## Tip

Communicating the importance of recruiting data in your organization can be challenging. But by analyzing your data and acting on it, you can ensure no dollar in your recruitment budget is wasted.

## Employer Insights Recap

- 01 Embrace the active candidate
- 02 Evaluate a candidate's career path
- 03 Your new hires are active, too
- 04 Build a brand that brings talent to you
- 05 Provide flexible work options
- 06 When you can't find talent, create it
- 07 Define your success metrics
- 08 Get insights on hiring performance from your employees
- 09 Trust your data

With the best talent becoming harder and harder to find, it's important to keep these trends in mind. The most successful employers will explore creative solutions to apply these insights and attract great talent.



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<sup>12</sup>Google Analytics, Unique Visitors, September 2018