

# FINDING THE RIGHT NEEDLE IN A NEEDLE FACTORY

Recruiters Can Find Ideal Candidates with the Right Tools



**BetterWork**  
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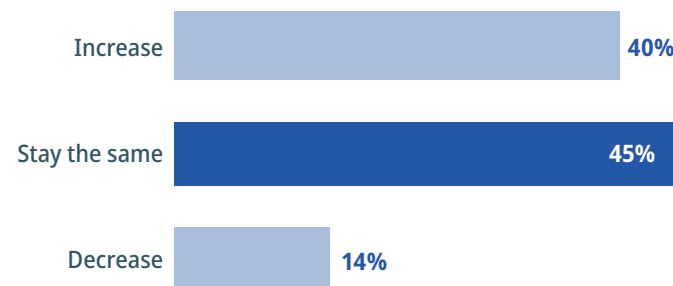


“Using solid recruitment methodologies that deliver measurable results will lead an organization to thrive in this era of disruption.”

CHANGE IS THE ONLY CONSTANT, and adjusting to unexpected situations like recessions and pandemics that shift the locations of workers and workplaces only emphasizes the importance of being able to adapt on the fly. Budgets and communication channels have changed almost overnight. Even business sectors that are used to being agile while underfunded have needed to adjust.

Many HR professionals have been working with tight budgets for years, but recently more constraints have been put on the hiring process. Recruitment efforts must continue to accomplish more with less. According to the Workforce HR State of the Industry from July 2020, recruitment budgets will either decrease or stay the same (60% of survey respondents) while hiring will either increase (38%) or stay the same (35%).

Figure 1  
PROJECTED RECRUITING INVESTMENT: NEXT 12 MONTHS



“The current and post-pandemic economy will require hiring leaders to think and act differently,” writes Kathleen Duffy, founder and CEO of Duffy Group Inc. and Forbes Councils member. It will be crucial for hiring leaders to consider the skills needed right now along with those needed for

Figure 2  
PROJECTED HIRING: NEXT 12 MONTHS



future growth. HR should have an understanding of the knowledge and abilities the organization requires. Communication of departmental competency needs, along with position titles, to the hiring team helps them search through numerous resumes with similar titles to find the candidate who can actually solve their problems.

Recruiting cannot stop entirely if business needs are constantly changing. Hiring professionals will need to work with limitations during these difficult times and continue to work to improve the ROI on new hires. HR leaders using new hiring best practices will have an explicit understanding of the skills their organization needs and the jobs that are essential to business success. **Using solid recruitment methodologies that deliver measurable results will lead an organization to thrive in this era of disruption.** According to Duffy, “It is worth exploring different recruitment methods.”

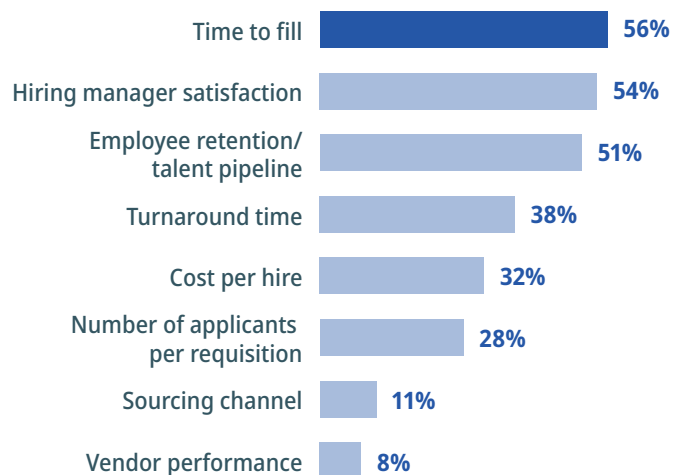
Organizational stakeholders need measurable results to justify making changes to existing hiring procedures since the costs of hiring the wrong candidate can be so high. Rebecca Skilbeck, head of customer insights and market research at PageUp, explains, “organizations are faced with the need

to scale back operations and cut costs, create and manage virtual workforces, or ramp up and adapt to sudden surges in demand for their products or services.” Finding a way to speed up the hiring process without sacrificing necessary vetting can be a challenge.

Since many people lost jobs in early 2020, the numbers of applicants have been potentially staggering for some HR departments. The impact of fielding these with little forewarning has made hiring more difficult. An important question to consider, as Skilbeck asks, is “How do you manage a sudden overwhelming influx?” Many organizations have shifted toward online recruiting, as it can be cost efficient.

The challenges that hiring professionals have had to deal with recently along with the serious impact of their work on organizational success makes it vital for them to make the right choices.

Figure 3  
**METRICS OF RECRUITING SUCCESS**



### The Search Is On

Building excellent teams is a priority for organizational leadership. The ability of the HR team to source the best fit candidates is a challenge as well as a crucial gauge of future success. Sixty-five percent of organizations surveyed say they struggle to find top talent. Many organizations (73% of survey respondents) have implemented a formal sourcing process, but the success of those systems may be limited. Seventy-one percent of those that struggle to find top talent do have formal sourcing processes, suggesting that the processes they have chosen may not be the right fit for their needs.

Since fit is so important to the success of a job candidate, it follows that fit should also be a consideration when developing an applicant sourcing process. The way an organization measures the success of its recruiting efforts may vary, but there are some metrics that are more widely used. More than half of organizations surveyed (57%) use time to fill as a measure of their success. Efficient usage of time can make a big difference in the adaptability of a business, especially in uncertain times.

Fifty-four percent of respondents use hiring manager satisfaction as a marker of effective candidate sourcing. Hiring managers have insights into the needs of departments or teams, and in the increasingly less siloed modern workplace being able to address not only the position title but the job function of a worker is imperative.

Of course, finding the right candidate is just the beginning. Employee retention/talent pipeline are important metrics for many organizations (51% of survey respondents). Being able to identify candidates with long-term potential will impact ROI.

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How a hiring team is organized can also impact success. Centralized teams are most common (79% of survey respondents) and those teams are most likely to be internal to the organization. Only 3% of companies fully outsource their recruiting function. Fulfilling the expectations of a variety of stakeholders can be a challenge, but the ability to navigate a variety of needs will lead to positive results.

Recent data may put pressure on both candidates and companies. As of September 2020, the U.S. Bureau of Labor Statistics reports that 141,720,000 non-farm laborers were employed. The civilian unemployment rate in September was 7.9%. This is approximately double the September 2019 numbers. The most recent labor force participation is 61%. Data like this creates a huge amount of hay for recruiters to sift through since people can no longer be matched to jobs exclusively by titles. Candidate skills and aptitudes also need serious consideration.

An overwhelming number of candidates combined with formal sourcing and screening processes that may not be functioning efficiently can increase the stress load on HR in already stressful times. Taking some of the hassle out of the system will be beneficial to an organization's performance. The appropriate sourcing process will be a tool that allows a team with tight resources to effectively sift through this massive amount of candidate material with a focus on the pertinent qualities.

#### **Threading the Needle**

The right candidate isn't the same for every organization. Quality hires can have many different

titles and skill sets, and sifting through the ones that aren't ideal can be a challenge for organizations of a variety of sizes. Speeding up the search and discovering great talents who are ready to get started can help HR quickly make a positive impact on an organization.

Searching through resumes efficiently is important. Modern applicants include previous job titles and functions along with skills. These skills can be directly related to their earlier work or a result of personal upskilling. In recent years, it has become easier for people to build their skill sets with online tech, language, and design courses. **Multifaceted job seekers are becoming more common, but these developments can make parsing applications more difficult for hiring teams.**

Indeed Resume allows you to search resumes and immediately see candidate matches, refine your searches, and get new, relevant resumes by email. HR professionals can't sit back and wait for the perfect resume to land in their inboxes. The immediacy of the employment needs of both organizations and applicants along with the importance of making the correct connection has strained existing recruitment strategies, but solutions exist.

Internal hiring teams might struggle with finding or fielding candidates. Then, those teams will have to judge the quality of the submissions based on the required qualifications. A huge talent database that can be easily searched can make it faster and easier to find candidates with the exact set of qualifications you need.

Filtering and searching using various combinations of keywords, education qualifications, companies,

job titles, and locations is a key function of a technology solution with impact. Those teams and individuals tasked with hiring and recruiting need technology on their side. There are a number of tools that might offer application aggregation or resume delivery by email, but having those capacities along with the ability to perform qualification searches will increase efficiency, reproducibility, and flexibility. Indeed Resume combines these functions and allows online recruiting with control. It may be possible to develop a sourcing process that can produce consistent results, but developing those in-house may not work with the time constraints that the various disruptions of 2020 have created.

Finding and utilizing available tools will save internal hiring teams time, money, and stress while providing excellent candidates who are ready to get started. The year 2020 has had unexpected challenges for everyone, and solutions like this can be simple, flexible additions to the sourcing process that allow for maximum flexibility and positive ROI. No one knows what the future holds for sure, but it is certain to include the candidate who meets all expectations. The key to success is finding them.



### Indeed Resume

Search over 175 million resumes across your industry. Target your search by industry, education, title, location, and more and start a conversation with your next great hire.

Learn more about hiring with Indeed Resume.



### BetterWork Media Group

The BetterWork Media Group (BMG) Research and Advisory Group is the research division of Chief Learning Officer. The Research and Advisory Group specializes in partnered custom content solutions — customizable deliverables that integrate seamlessly with existing marketing programs.

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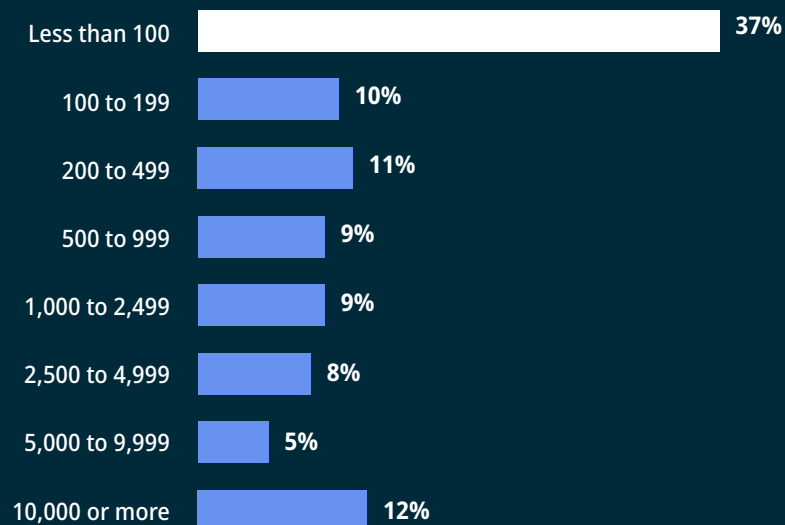
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## METHODOLOGY

The 2020 Workforce HR State of the Industry study surveys HR professionals about topics pertinent to issues facing the HR profession. This year's survey, conducted in July, had just over 900 respondents.

### ORGANIZATION SIZE



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