



The Better Work Playbook

An Indeed guide for employers

Building a world of better work, together.

These days, it feels like we're toggling between extremes.
Are we optimistic about the future or scared of what's to come?
Are we hustling and successful, or happy and balanced?
Will AI save us or harm us? The answer to all of it is both.

We can be optimistic yet cautious. Busy and balanced.
AI will reinvent industries and eliminate some jobs, but it will
also create new industries and jobs we can't even imagine yet.
Accepting the era we're entering is the first step.

At its core, talent leadership is about people.

Better work leads to better lives and stronger communities for all.
But the nature of work is changing, and we know that you need
new tools and deeper support to change with it. It's time to
rebuild—but you don't have to do it alone.

We believe in a world where purpose and productivity go hand in hand.
Where trust is the basis of every employer-employee relationship.
Where work fulfills us, instead of draining us.
Where we are ready to face whatever global and industry
challenges come our way, because we know we can do it together.

We all have a vision for a better world of work.
The question now is how to build it. We invite you to explore with
us, today, tomorrow, until we meet again next year.
You are the creators and the ambassadors for better work.
We're honoured to be your partner.

Together, we can create better work for all.

Join us!

What do candidates want?

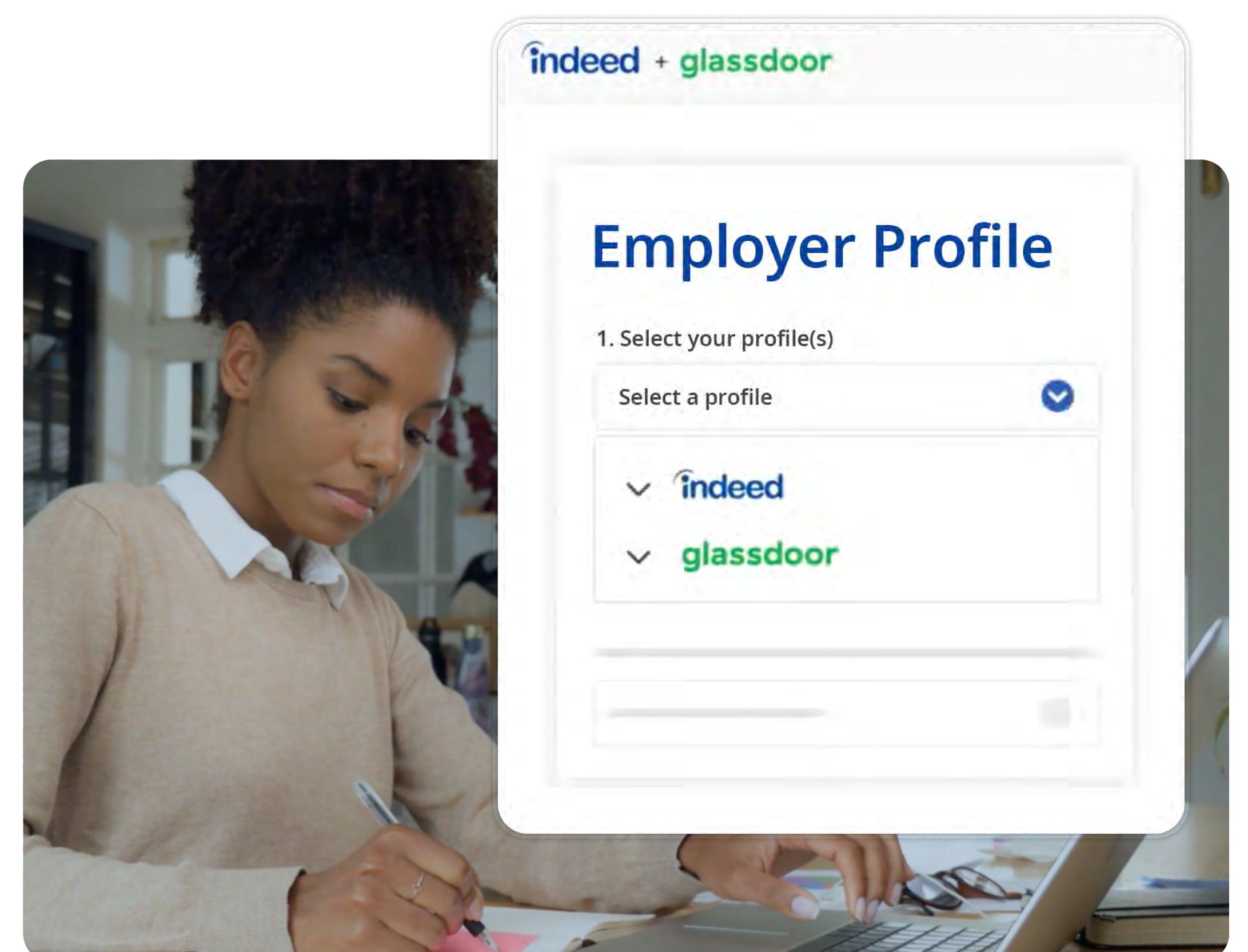


of candidates agree better work starts with better data and transparency¹

Make a good first impression

Your company's public persona is the first impression you make on job seekers, and Indeed's data shows that it's an important driver in whether they are attracted to your company.

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How to attract candidates



4 tips to level up your brand

- Audit the perception of your current employer brand
- Define your company's unique value proposition
- Develop an Employer Branding promotion strategy
- Track the success of your employer brand

Indeed can help you create, implement, and manage a successful employer branding strategy.

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Indeed and Glassdoor are sister companies within the Recruit Holdings HR Tech business unit. We believe that partnering gives us the opportunity to significantly improve the employment industry to the benefit of job seekers and employers, now and in the future.

Resources



How Gainsight became Glassdoor's no. 1 place to work in 2023

Executives from Gainsight share their human-first strategies that landed them in the top places to work.

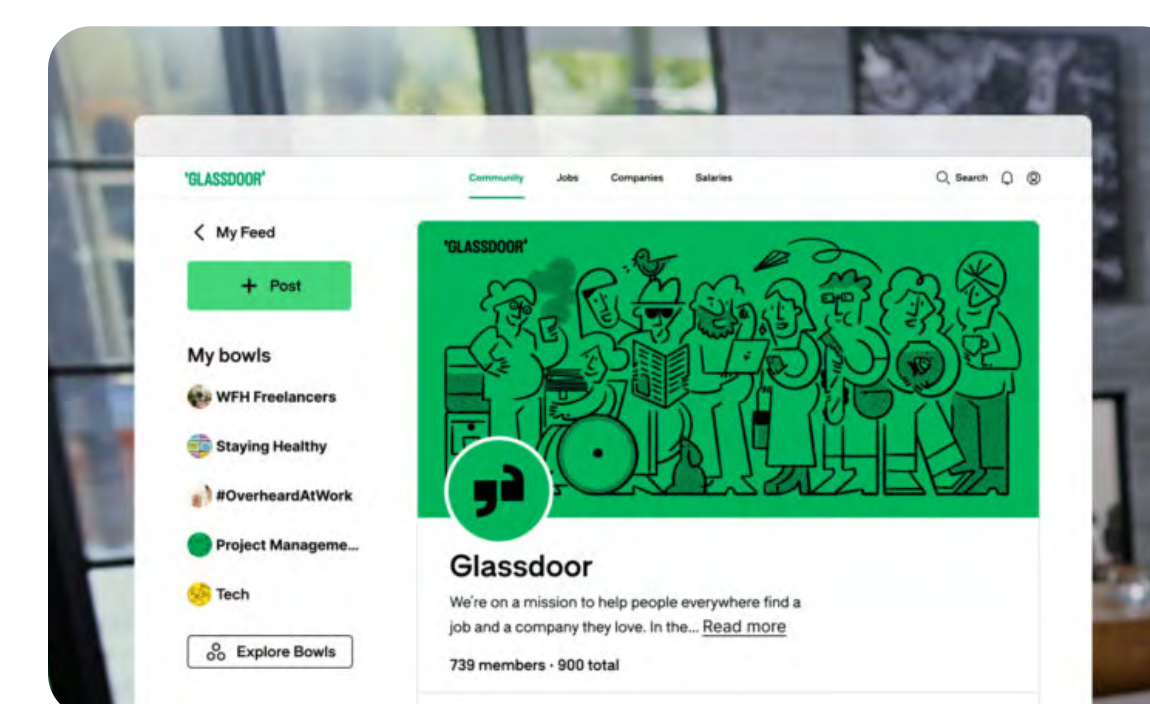
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Indeed & Glassdoor's Hiring and Workplace Trends Report 2023

This data-driven report offers insights and strategies to help employers navigate the ever-changing labour market.

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Learn how employees really feel through your private Company Bowl™

Employees can anonymously engage in conversations among themselves as well as with you.

[LEARN MORE](#)

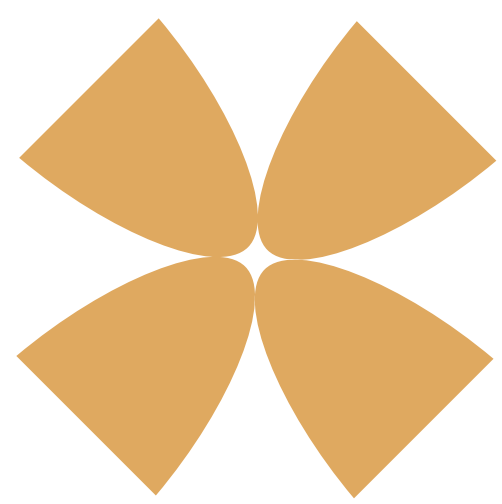
Why does work wellbeing matter?



of people would at any point in their job search find workplace happiness and wellbeing data helpful²

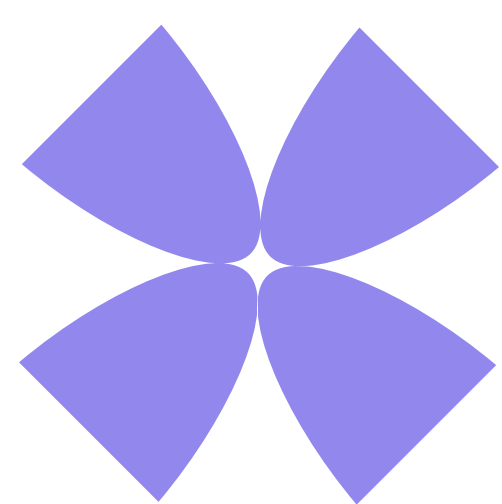
How to increase employee wellbeing

Employees thrive when wellbeing is high, and we measure this by looking at four key indicators:



Happiness

I feel happy at work, most of the time.



Purpose

My work has a clear sense of purpose.



Stress

I feel stressed at work, most of the time.

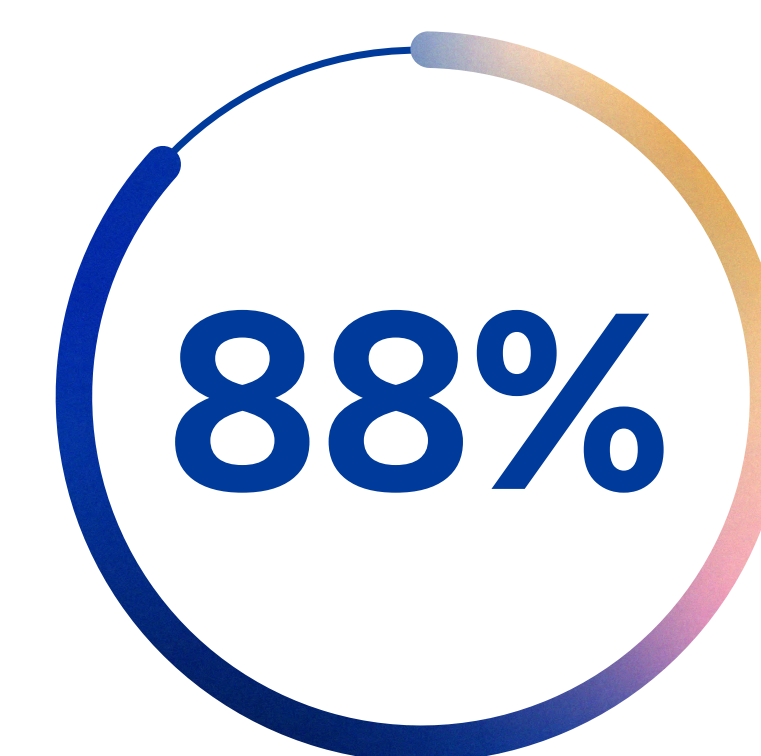


Satisfaction

I feel completely satisfied with my work

Dive deeper into work wellbeing

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of people with high wellbeing think they'll stay with their employer for at least the next year³

A new metric for work

Workers tell Indeed about wellbeing at their companies, and Indeed shares that information to help people find better work and to help employers create positive work environments where employees can thrive. Since we started gathering this data, we have received over **15.3 million survey responses**, which allows us to share information about thousands of companies.

Do you know your Work Wellbeing Score? Find out [here](#).



The Better Work Awards winners have been announced! Check out our full list of the top-performing companies.

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Resources



Measuring wellbeing to improve the world of work

This article explains how the Work Wellbeing Score can help employers compete for and retain talent by making work better for all.

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The Future of Canadian Women in the Workplace

Indeed Canada commissioned a market research study of more than 1,500 Canadian working women of various ages and career levels to gauge how they feel about the workplace now and in the future.

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Why is reducing bias and barriers important?



of leaders say embedding DEI into everyday ways of working and teaming while measuring outcomes is important or very important⁴

How you can reduce bias

Reducing bias in all parts of work is critical for employee wellbeing and business success. Here are just a few of the proven, actionable practices you might consider.



Set firm diversity goals

Guide and track your efforts with clear metrics



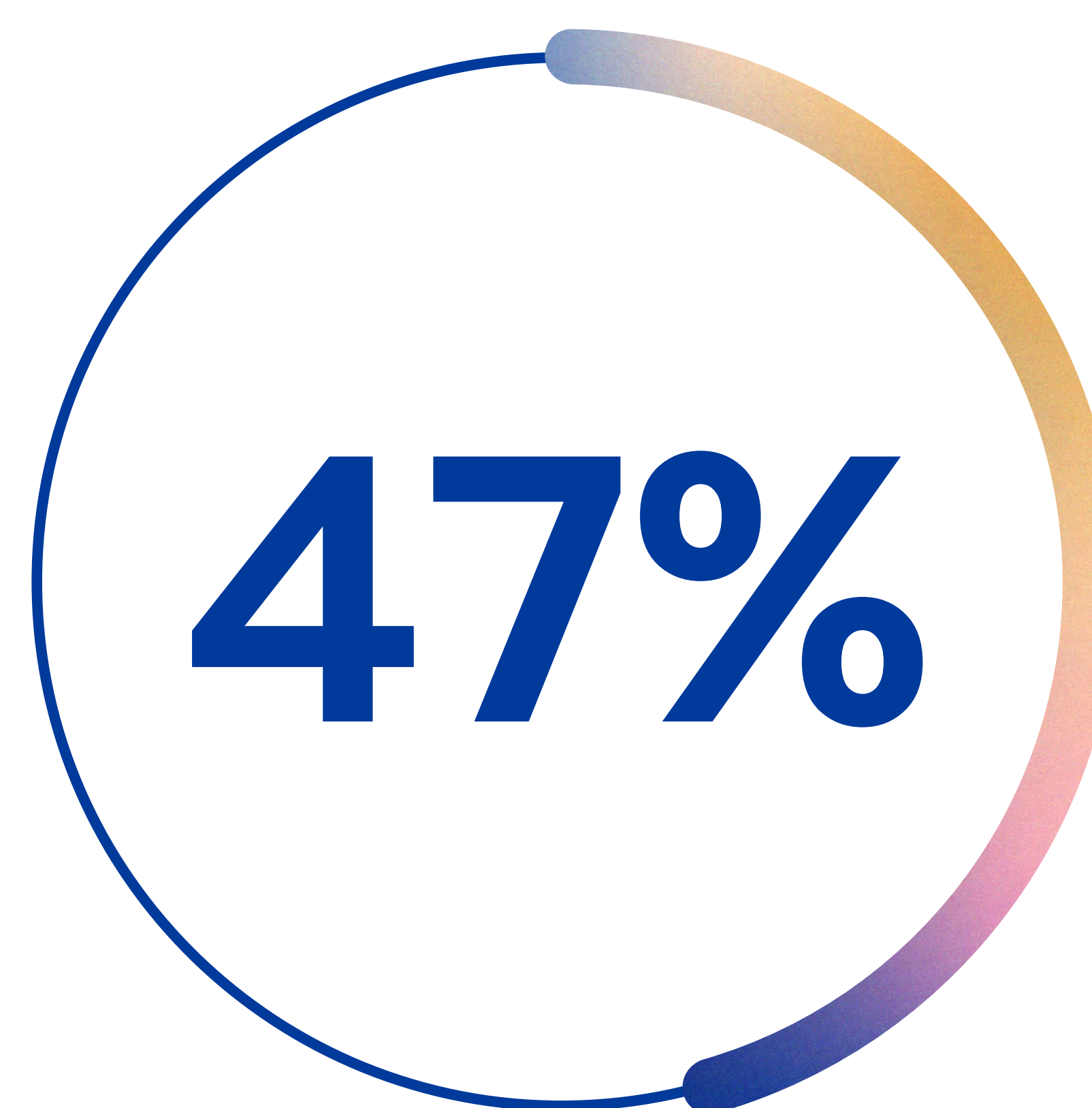
Revamp job descriptions

85% of workers say it's important or very important for a job posting to list the pay⁶



Conduct pre-hire assessments

Go beyond degree requirements by assessing candidates on their skills



of people experience barriers when it comes to finding and getting better work⁵

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How to prevent interview bias and improve the candidate experience

This comprehensive guide helps you identify biases in hiring and gives clear, actionable tips for how to counter them.

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Webinar: Strengthening Your Workforce

Parisa Fatehi-Weeks, Sr. Director of Global ESG Programs & Partnerships at Indeed, is joined by Gina Mattaliano, Sr. Manager at CVS Health, Chris Watler, Executive Vice President at Centre for Employment Opportunities (CEO), and Patrick Clancy, President & CEO at Philadelphia Works, to discuss how to successfully hire fair chance talent.

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Why are talent leaders optimistic and cautious about AI?

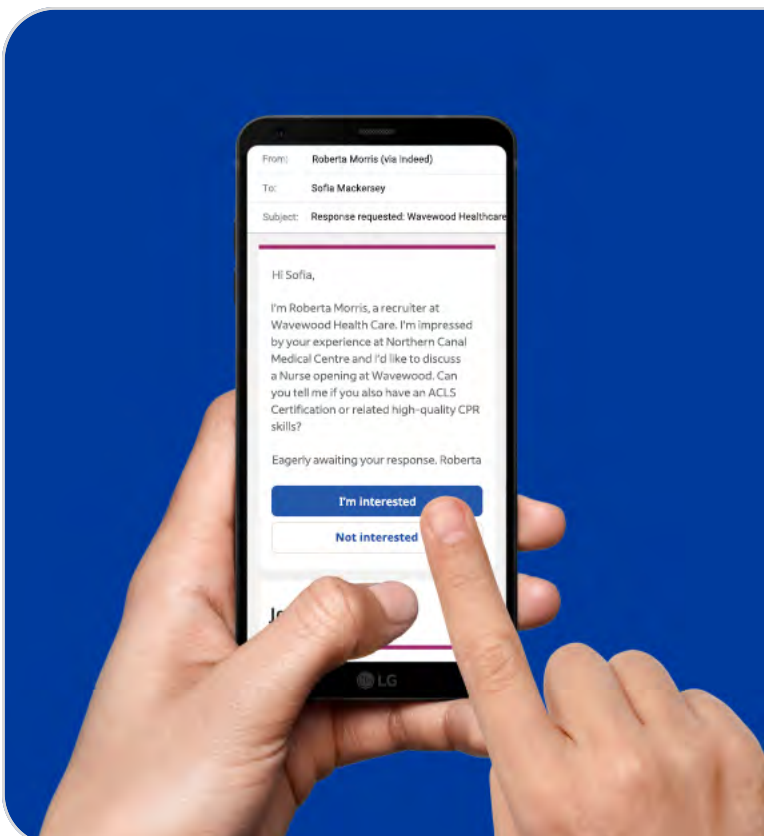


are optimistic that AI will allow them to focus on the more “human” aspects of their job⁷

How AI can help you recruit and hire better

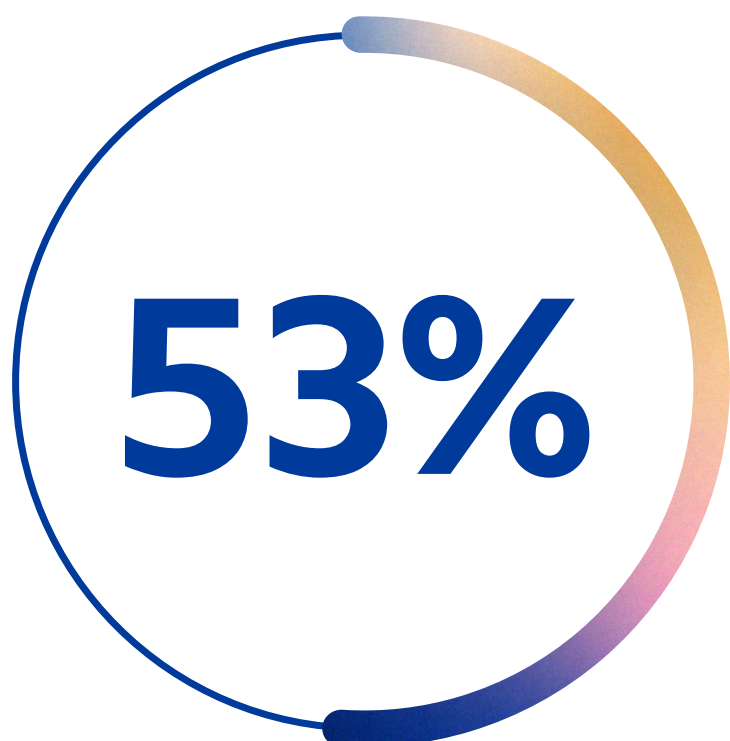
“Since our beginning in 2004, Indeed has used AI to achieve our mission of helping people get jobs.”

– Raj Mukherjee, SVP and General Manager, Employer at Indeed



Better messaging, faster

In a competitive hiring environment, connecting with candidates quickly is essential. Generative AI can help you draft more relevant messages to one or many candidates in less time.



are concerned about bias in the data used to train AI⁸

Better job descriptions, faster

Writing great job descriptions that capture job seekers’ attention is hard. AI tools, like the Indeed AI Job Description Generator, can help you draft your job description in minutes, not hours.

Job title *

Registered

Registered Nurse

Registered Behavioral Technician (RBT)

Registered Medical Assistant

Registered Charge Nurse

Registered Cardiac Sonographer

Using AI responsibly

Indeed believes the path toward building a better world of work starts with Responsible AI. In 2020, Indeed publicly stated its commitment to fairness in its use of algorithms. Since then, the world has seen rapid developments in AI. We share our principles for the responsible and beneficial use of AI at Indeed in the hope they are useful for you, too.

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Indeed Hiring Lab: AI at Work Report

Indeed Hiring Lab creates innovative data insights on the global labor market that inspire new conversations about the state of work. Check out our latest report on AI.

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What AI can do for your recruitment—and what it can’t
Can AI fact-check information? Can it reduce bias in hiring, or can it actually make hiring processes more biased? Indeed Data Science Director Trey Causey gets to the heart of what AI can help you do in your job every day and where its limits are.

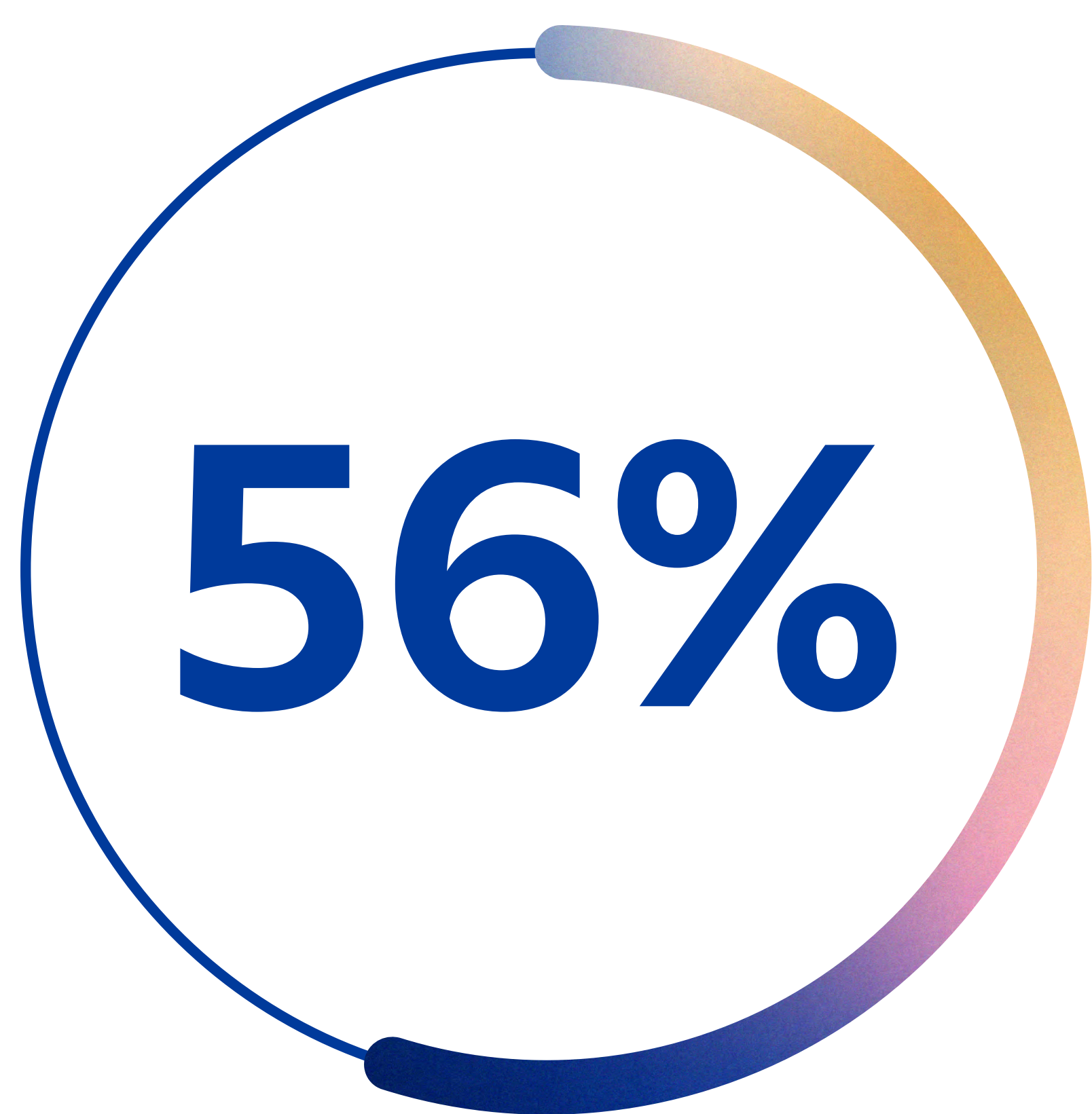
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AI and the future of work culture
Indeed CEO Chris Hyams joins CEO/Co-founder of Data World Brett Hurt and AI expert Shakeel Rashed to explore how AI is changing the way we work, collaborate, and learn. They discuss the benefits and challenges of AI, how leaders can create a culture that embraces this new technology and whether we need government involvement in terms of regulations.

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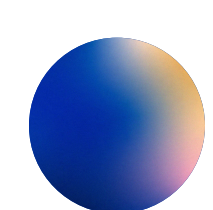
Why does a better recruitment strategy matter?



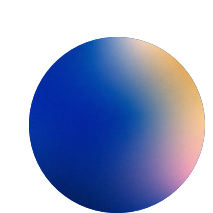
of job seekers who have a negative application experience will tell their family and friends about it⁹

How Indeed can help you

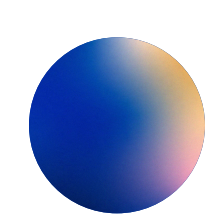
We are a matching and hiring platform, offering solutions for every step of your recruitment journey.



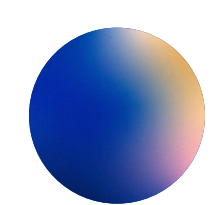
Showcase your Employer Brand



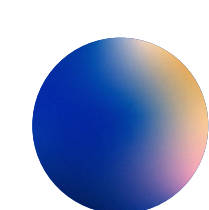
Attract the right talent with Indeed Ads



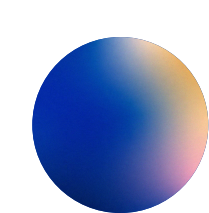
Source quality talent with Indeed Resume



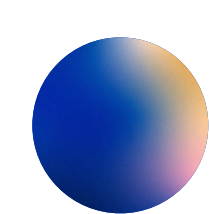
Engage and evaluate candidates



Hire faster with Indeed Hiring Events



Scale your recruiting with Indeed Hire



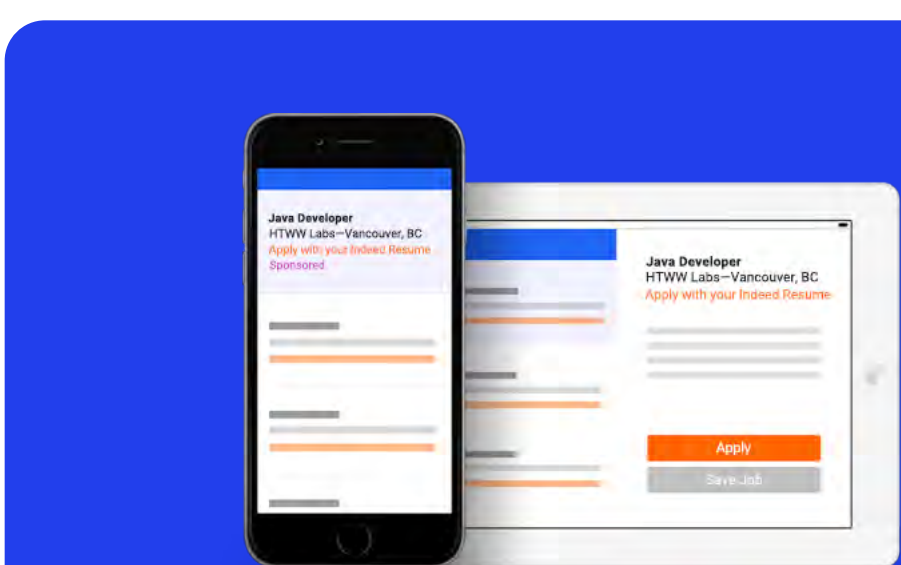
Reduce friction with Indeed integrations

84% of companies report that people they hired without degree or education requirements performed the same or better than people hired using traditional methods¹⁰

Check out Indeed's latest innovations in these product demos

[Watch now](#)

Resources



Let applicants easily apply with Indeed Apply

On average, jobs with Indeed Apply turned on receive 66% more apply starts per job.

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Using Indeed Assessments to administer candidate skills tests

When a candidate has the opportunity to respond to short skills-based quizzes and tests, it can help you narrow down your applicant pool to identify your top candidates.

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We're here to help

Connect with Indeed to help guide you and
your company towards better work.



Let's build a better
world of work, together.

indeed **'GLASSDOOR'**