



Tips for Improving Your Talent Sourcing

Summary

The golden rule in uncertain times is to keep hiring, as you might put your company at a disadvantage for years to come. As you hire, consider the changing demographics and job seeker profiles. Working-age population is set to shrink over the coming decade. You can tap into a vital talent pool: job seekers with resume gaps or candidates without degrees.

In this guide, we'll show you how to rethink some of your core practices so that you can tap into this essential talent pool, improve your talent sourcing, and thrive.

Six strategies for hiring in uncertain times

The rule of thumb for hiring in uncertain times is, "Don't stop." While you might be tempted to hold back on hiring until the skies clear, you could miss crucial opportunities that put your company at a disadvantage for years to come. Instead, rethink some of these core practices.



#1 Raise pay or at least benefits

Set salaries high compared to the industries from which you're looking to draw workers. If you can't, benefits count for a lot too.

#2 Double down on your job descriptions

A clearly-scoped role and a precise job description creates a "radar" for candidates to decide what does or doesn't fit them.

#3 Keep your commitment to diversity...

At least 65% of workers¹ 18-34 would consider turning down an offer or quitting a company that lacks or fails to support diversity.

#4 ...and other aspects of company culture

If you must lay workers off, treat them with empathy. Then, explain to the remaining employees what you're doing and why.

#5 Seek out untapped talent

Companies that hire "untapped talent" like caregivers and candidates with longer resume gaps are less likely to face talent shortages².

#6 Stay human

There's a lot of uncertainty out there. Sense each candidate's state of mind and adapt your hiring process.

Try the Indeed Work Wellbeing Score Tool

Understanding your company's Work Wellbeing Score can help attract the right talent for the right roles. Developed in partnership with leading happiness and wellbeing experts, the Work Wellbeing Score measures how people feel at work.

[Try it now](#)

Learn more with the Leadership Hub

What should Canadian employers expect next year? We interviewed Brendon Bernard, Senior Hiring Lab Economist for Canada, about Indeed's latest Jobs & Hiring Trends Report to discuss emerging insights into the current job market and the future of work in Canada.

[Read it now](#)

¹Survey: Gen Z Expects Pay Transparency and Flexibility
²Hidden workers: Untapped talent

Looking for untapped talent?

Hire moms and others with resume gaps

The working-age population is set to shrink over the coming decade. For employers struggling to hire in specific fields, people with resume gaps are an important source of untapped talent. Here's how you can tap into this essential talent pool.



1. Dissect your job descriptions

Be careful not to screen qualified people out of the hiring process. Terms like "rock star" and "ninja" can prevent women from clicking on job listings. Furthermore, clichés like "work hard, play hard" could be considered code for after-hours bar nights—a potential turnoff to parents.

2. Relook at your recruiting technologies

Don't just look at your job descriptions. You may need to reconsider the talent acquisition systems you're using. Some recruitment management systems filter out people currently out of work.

3. Consider a different approach

Try using the "direct to interview" program. The idea is not to take resumes into account. Instead, ask potential candidates to answer a few screening questions. Then, if they're successful, they get an e-mail allowing them to set up an interview.

4. Focus on transferable skills

People with gaps in their resumes often have transferable skills for various reasons. Caregivers are adept at multitasking, are resilient, have empathy, and have dealt with family members while running a household. These skills could make them better managers.

Learn more with the Leadership Hub

For more help finding good, strong, loyal talent, head to our detailed guide on accessing untapped talent.

[Read it now](#)

Candidates without a degree —the great untapped talent

Though people without degrees still face barriers to hiring, a shift is underway. For several years, employers have been eliminating degree requirements¹ for various roles. But how do you go about finding untapped tech talent?



Widen the talent pool with skills-based hiring

By focusing on skills and behaviour-based hiring, rather than on specific experience, companies can significantly widen their potential talent pool. In fact, Indeed has built a global library of 200+ assessments² that cover a broad range of job levels and industries, including tests to screen for aptitude to specific skills.

"Just because someone doesn't have a degree or a background that would normally align to who you would hire, you need to look beyond that," she says. "It's about transferable skills."

- Kenefra Carter, Customer Success Manager at The Mom Project

Open the doors to talent

Having a degree has only a marginal impact on performance¹. Conversely, just because someone went to university doesn't necessarily mean they have the skills for a specific job. If you want to attract the best talent, you have to open the doors to them.

Learn more with the Leadership Hub

Break down barriers to attract more talent
with our recent Canadian study.

Read it now

¹Skills-Based Hiring is on the Rise – Harvard Business Review

²Boldness: Your 2022 Hiring Strategy – Indeed data

Workers aged 75+: Your next untapped talent pool?

In Canada, more than 1 in 5 (21.8%) persons of working age are aged 55 to 64.¹ We asked various experts why the segment of workers aged 55 and up is growing the most and what it means for employers.



"Being reliable is a strength that can be reflected at any age. It's important that a talent acquisition (TA) team knows this and understands that stereotyping and discrimination on the basis of a person's age affects everyone, not just older workers."

- Virginia Campoy, Senior Client Success Specialist for Indeed and the Co-Chair of Indeed's All Generations Empowered (AGE) Employee Resource Group

"There are job opportunities for people of every generation, but there are challenges, too. It's important for employers to show awareness of the challenges different generations may face."

- Daniel Corcoran, Dublin-based Vice President of Strategy and Operations

Learn more with the Leadership Hub

See how to tap this unique talent pool
in our online article.

Read it now

¹Statistic Canada <https://www150.statcan.gc.ca/n1/daily-quotidien/220427/dq220427a-eng.htm>

Continue your journey with Indeed

Now that you've read this guide on how a better recruitment strategy makes for a better candidate experience, open the door to even more solutions with Indeed. The Indeed suite of solutions makes hiring easier, from using AI to write your job descriptions, to improving your branding to attract better candidates.

We've got a tool that lets you effectively plan, track, and execute campaigns that put your hiring goals front and centre and attract the right talent for your open roles.

Try Indeed Ads

Additionally, you can proactively search over 245 million resumes instantly and not just locate your next great hire but contact them to apply for your open roles too.

Try Indeed Resume

Hire faster with an all-in-one, pay-for-results Hiring Events product with built-in talent attraction and recruitment automation.

Try Indeed Hiring Events

Share what it's like to work at your company. Indeed can help you tell your authentic story to attract great talent.

Try Indeed Employer Branding

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