



The Better Work Playbook

An Indeed guide for employers

Building a world of better work, together.

These days, it feels like we are 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 not 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 is time to rebuild – but you do not 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 are honoured to be your partner.

Together, we can create better work for all.

Join us.

What do candidates want?

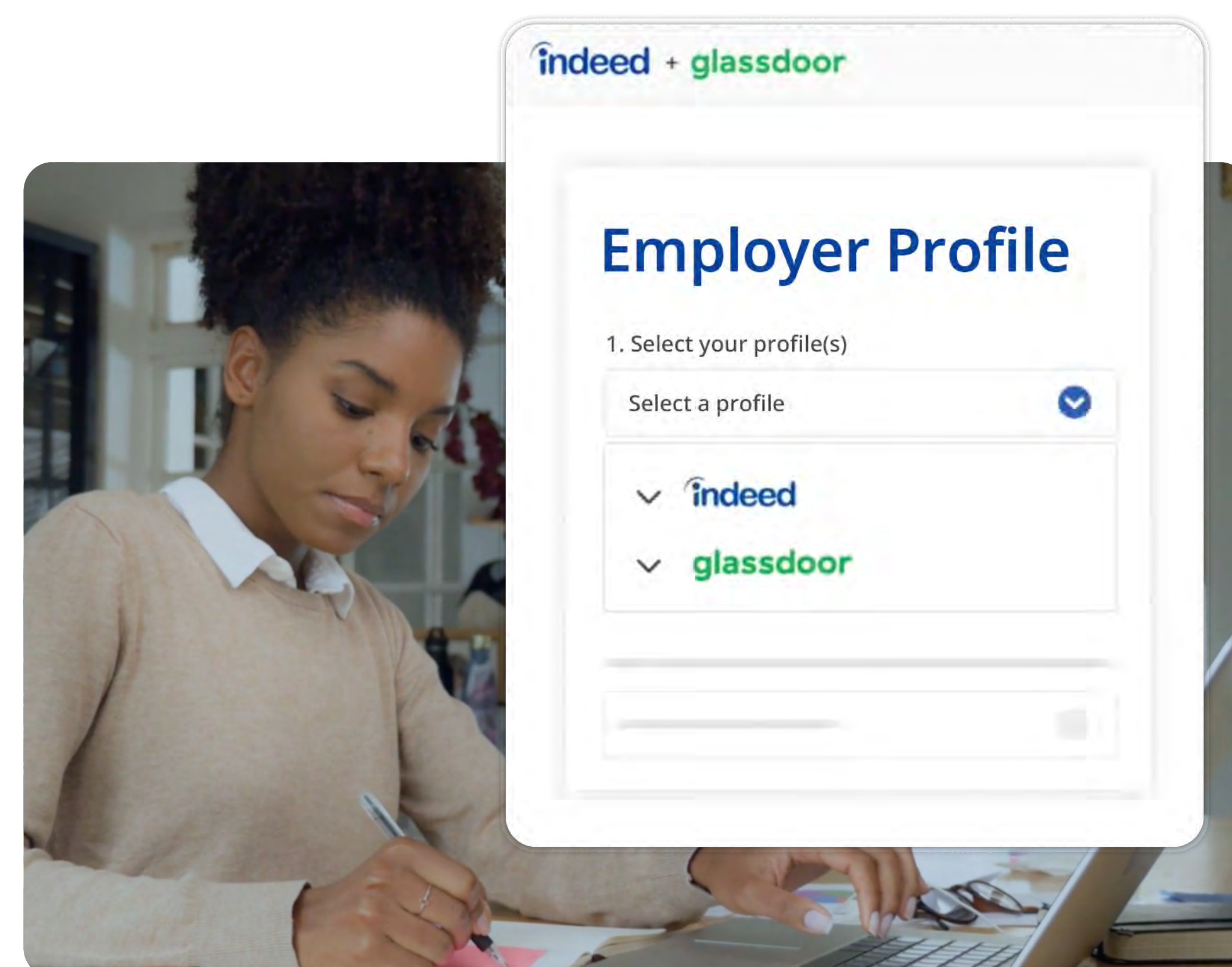


of candidates agree better work starts with better data and transparency¹

Make a good first impression

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

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How to attract candidates

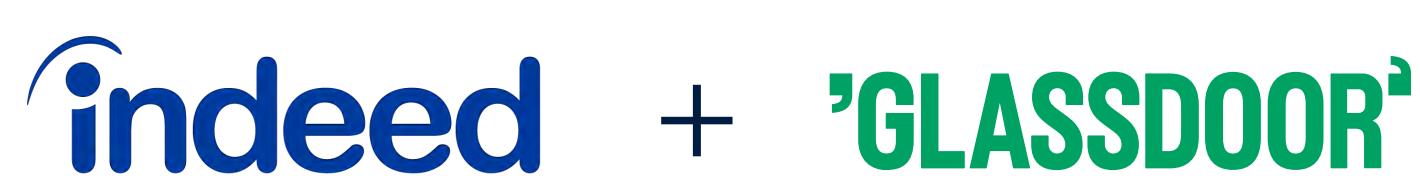


4 tips to level up your brand

- Audit perception of your current employer brand
- Define your company's 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 jobseekers 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.

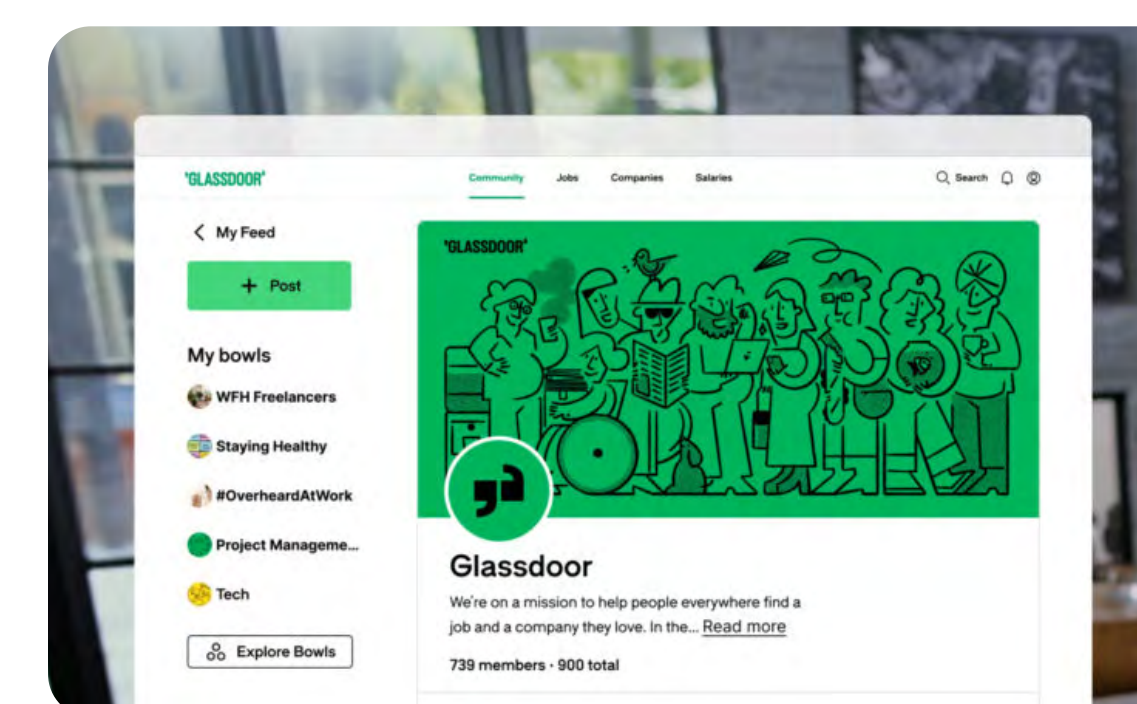
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Indeed & Glassdoor's Hiring and Workplace Trends Report 2023

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.

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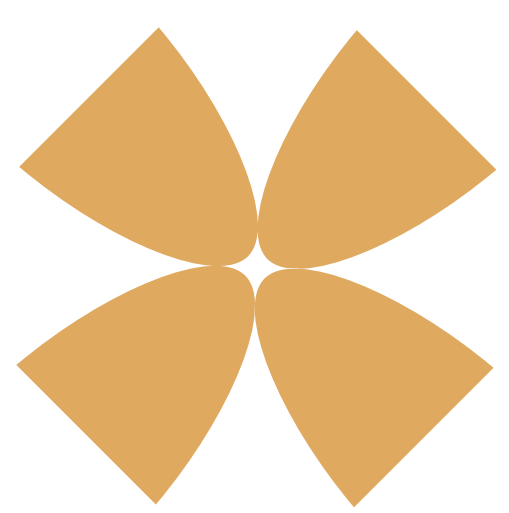
Why does well-being matter?



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

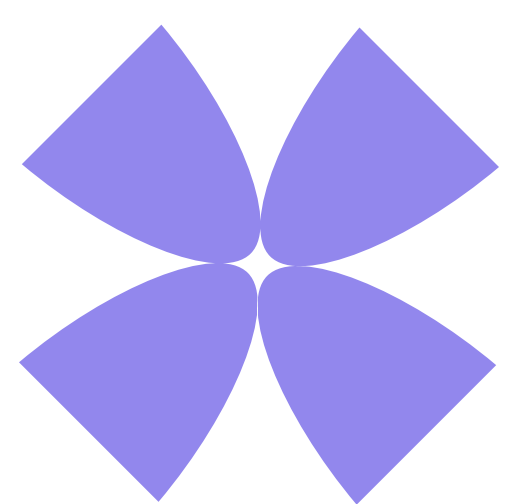
How to increase employee well-being

Employees thrive when well-being 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.

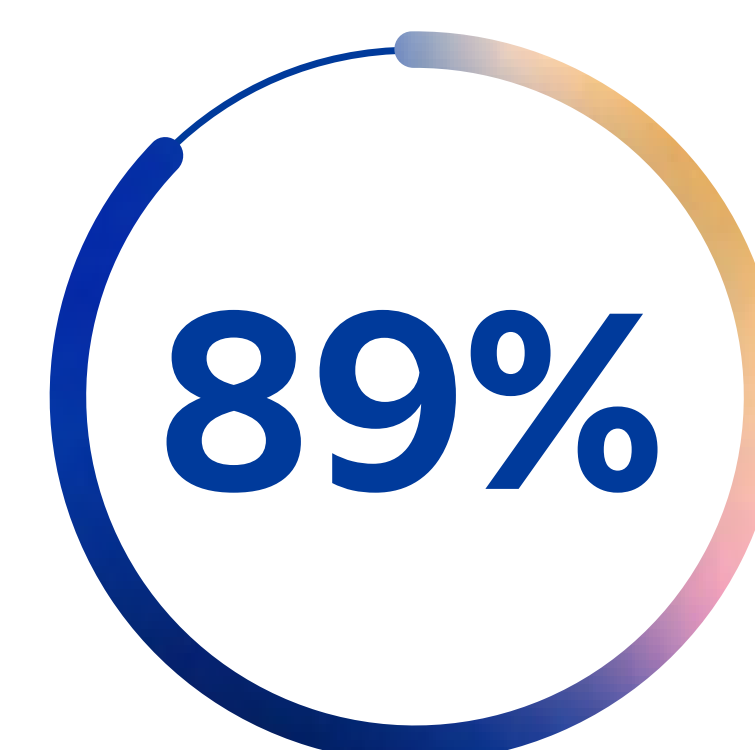


Satisfaction

I feel completely satisfied with my work.

Dive deeper into work well-being

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of people with high well-being think they will stay with their employer for at least the next year³

A new metric for work

Workers tell Indeed about well-being 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 **1.53 crore survey responses**, which allows us to share information about thousands of companies.

Do you know your Work Well-being 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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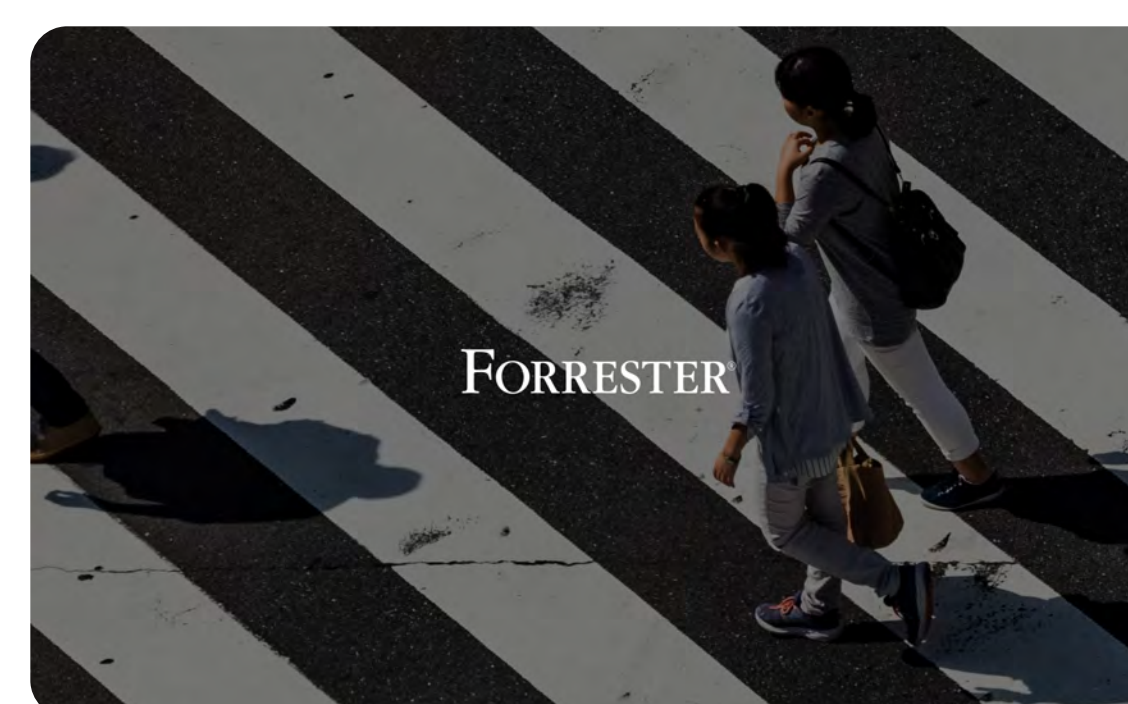
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Measuring well-being to improve the world of work

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

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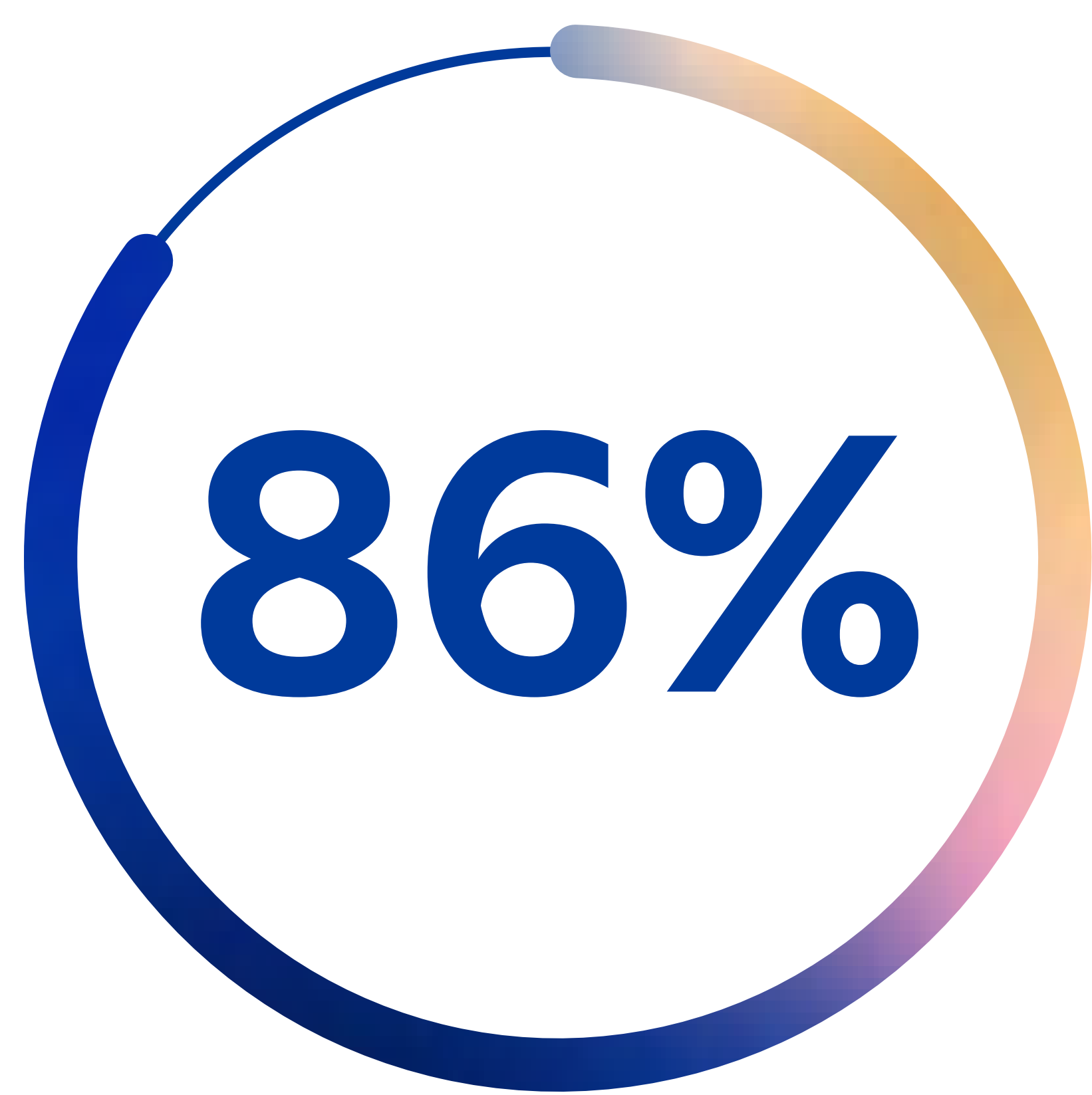


The role of equity in work well-being

The latest report from Forrester for Indeed explores employee well-being gaps with a focus on women, caregivers and millennial and Generation Z workers.

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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 well-being 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



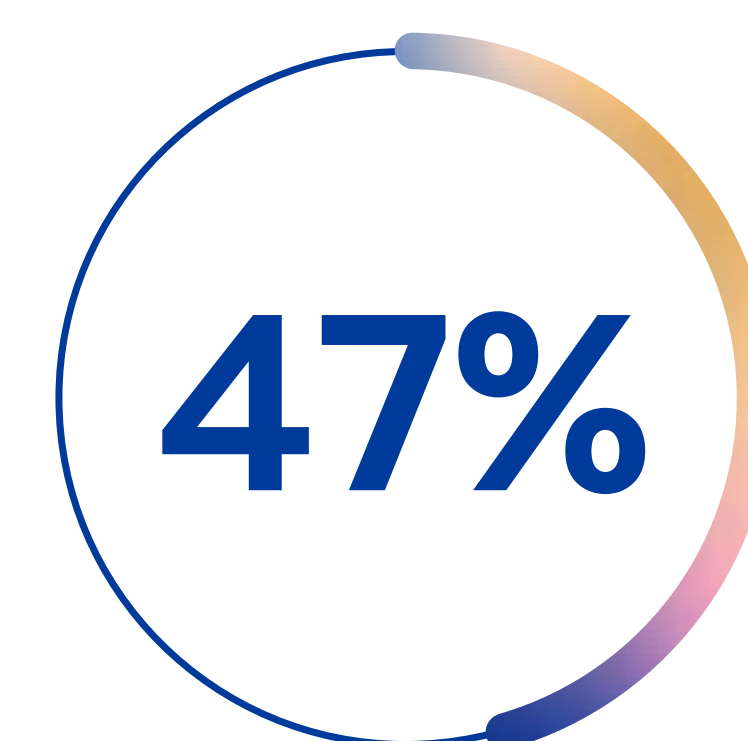
Revamp job descriptions

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



Conduct prehire assessments

Go beyond degree requirements by assessing candidates on their skills



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

Attract, recruit and retain talent through fair chance hiring

Studies have shown that individuals with criminal records have higher retention rates than other employees. On Indeed, you can find potential candidates by:

1. Clicking the ☒ **People with a criminal record are encouraged to apply** box in the “Set application preferences” step of the job posting process
2. Adding the phrase “People with a criminal record are encouraged to apply” in your job descriptions (US only)

Here are a few resources and organisations that can help implement fair chance hiring practices and broaden your talent pool with qualified candidates:



Indeed helps people without college degrees get jobs with Skill Connect

Sign up to learn more about how to bring skills-based hiring into your organisation.

[LEARN MORE](#)

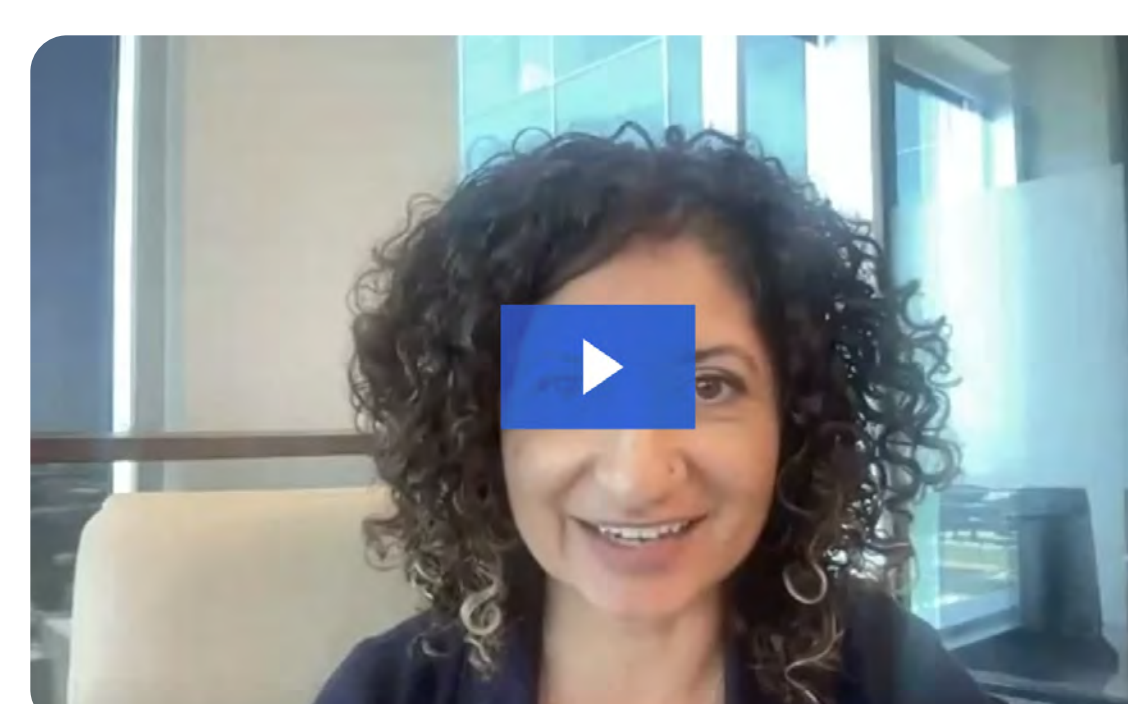
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How to prevent interview bias and improve the candidate experience

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 Center for Employment Opportunities (CEO), and Patrick Clancy, President and 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?

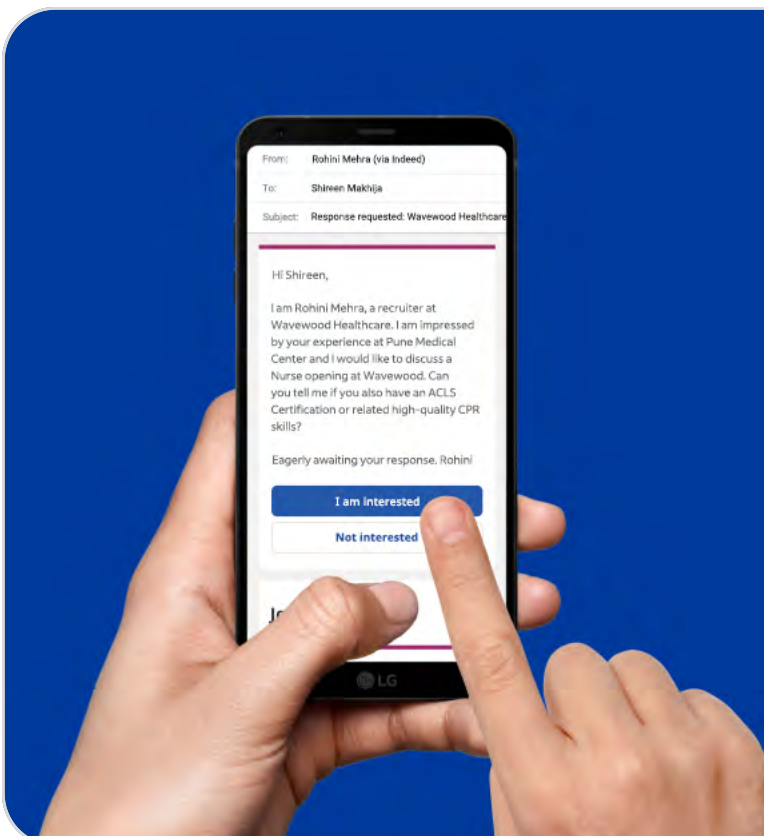


are optimistic that AI will allow them to focus on the more “human” aspects of their job⁷

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



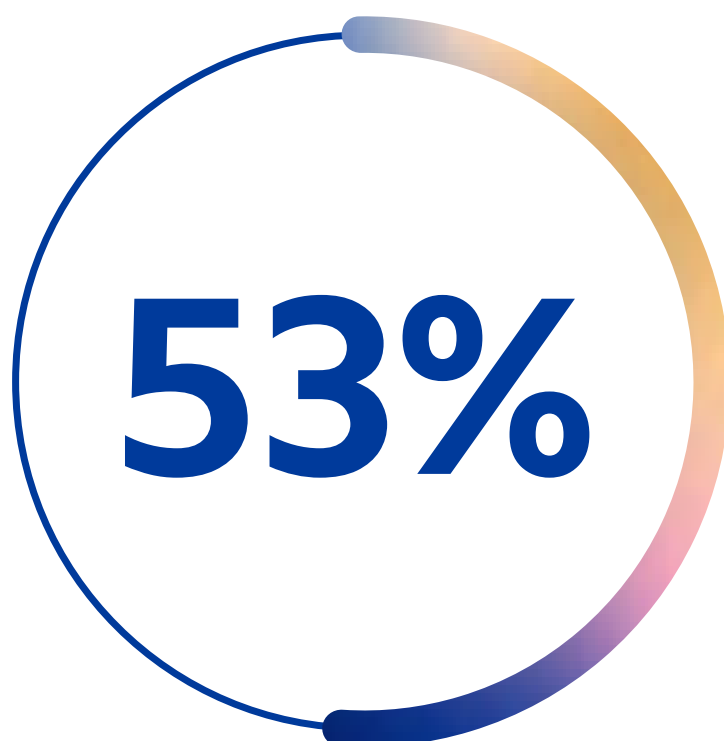
Better messaging, faster

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.

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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are concerned about bias in the data used to train AI⁸

Better job descriptions, faster

Writing great job descriptions that capture jobseeker’s 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 Behavioural Technician (RBT)

Registered Medical Assistant

Registered Charge Nurse

Registered Cardiac Sonographer



Indeed Hiring Lab: AI at Work Report

Indeed Hiring Lab creates innovative data insights on the global labour 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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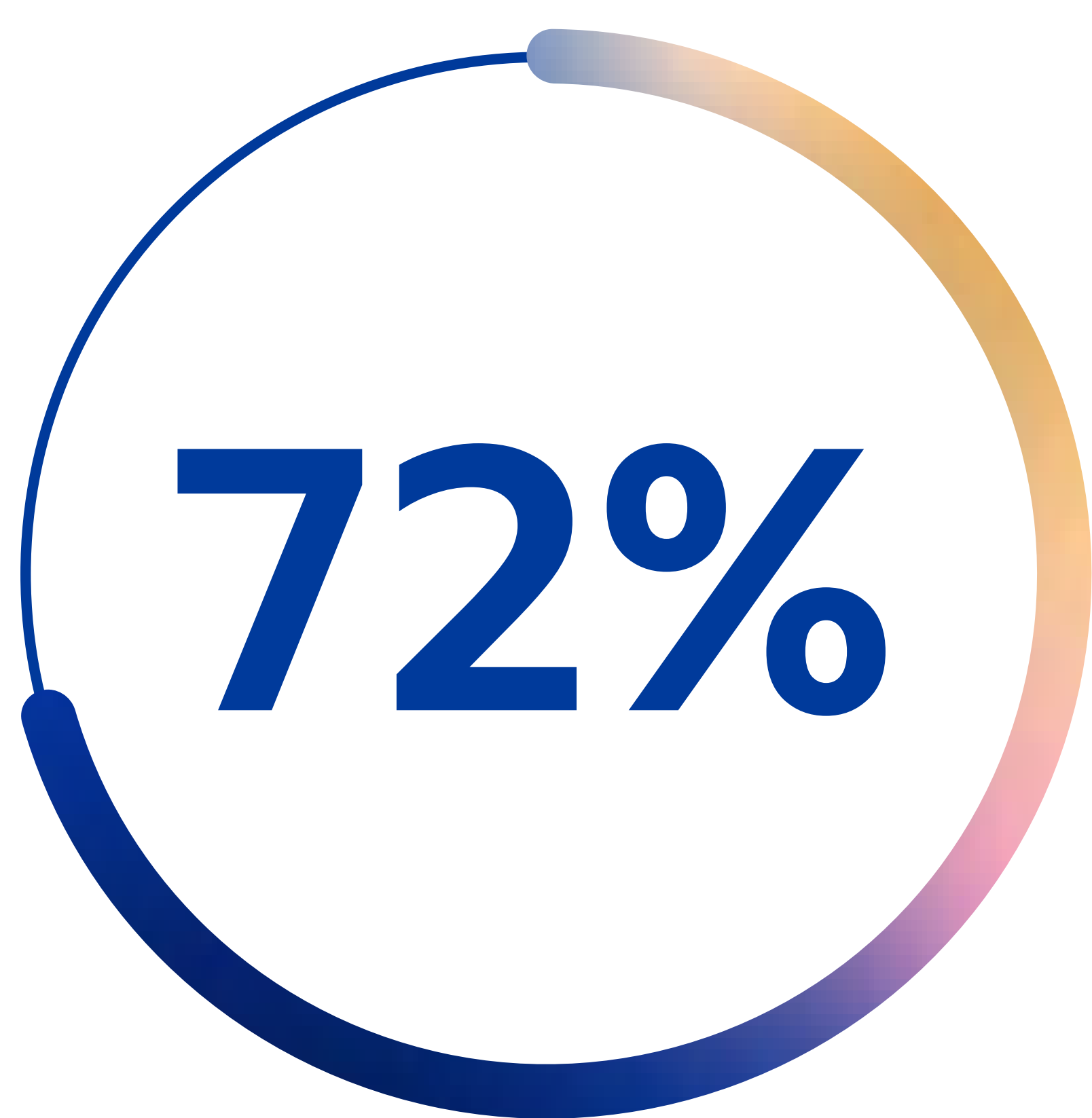


AI and the future of work culture

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 jobseekers who have a bad application experience will tell others about it⁹

Hiring for skills is **5x** more predictive of job performance than hiring for education¹⁰

How Indeed can help you

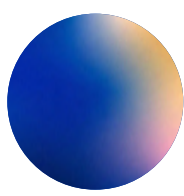
We are a matching and hiring platform, offering solutions for every step of your recruitment journey.

- 

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
- 

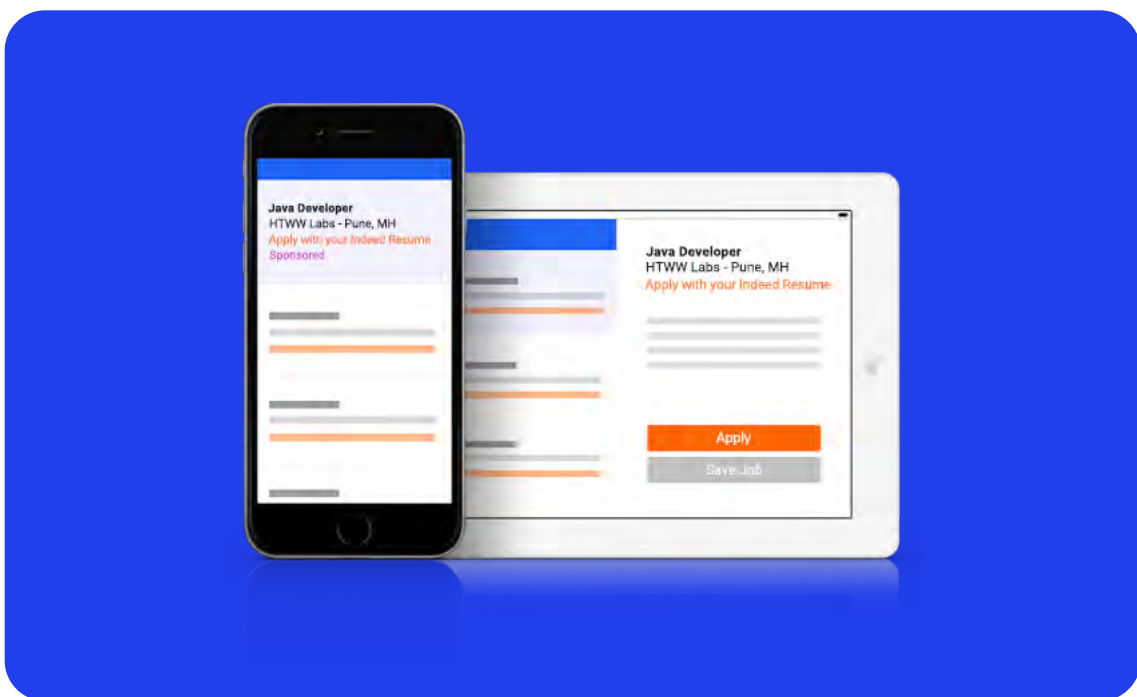
Reduce friction with Indeed integrations
- 

Get quality temporary staff with Indeed Flex

Check out Indeed's latest innovations in these product demos

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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.

LEARN MORE

We're here to help

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



Let us build a better
world of work, together.

indeed **'GLASSDOOR'**