



Tips for improving your talent sourcing

Summary

The rule of thumb for recruitment in uncertain times is don't stop, as you might put your company at a disadvantage for years to come. However, as you continue to hire people, you must consider that the working-age population is set to shrink over the coming decade .

This only increases the importance of finding people with gaps in their CV. You can do this by actually eliminating degree requirements for a wide variety of roles.

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.



No. 1 Increase 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.

No. 2 Double your effort on job descriptions

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

No. 3 Keep your commitment to diversity...

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

No. 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.

No. 5 Seek out untapped talent

Companies that hire 'untapped' talent, such as caregivers and those who have been formerly incarcerated, are less likely to face talent shortages.²

No. 6 Stay human

There's a lot of uncertainty out there. Get a sense of each candidate's state of mind and adapt your hiring process to suit them.

Try the Indeed Work Wellbeing Score Tool

Understanding your company's Work Wellbeing Score can help you 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 /Lead

Get more help and guidance on hiring in uncertain times with our online article.

[Read it now](#)

Looking for untapped talent?

Hire mums and others with CV gaps

In many countries, the working-age population is set to shrink over the coming decade¹. For employers struggling to hire in certain fields, people with gaps in their CV 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 recruitment process. Terms like 'rock star' and 'ninja' can prevent women from clicking on job listings. What's more, clichés like 'work hard, play hard' could be seen as code for after-hours bar nights – which is a potential turnoff for parents.

2. Relook at your recruitment 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 actually filter out people who are currently out of work.

3. Consider a different approach

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

4. Focus on transferable skills

People with gaps in their CVs often have transferable skills for a variety of reasons. Mums are adept at multitasking, are resilient, have empathy, and have dealt with family members all while running a household. This is likely to make them better managers.

Learn more with /Lead

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

Read it now

Candidates without a degree – the great newfound talent

Though people without university degrees still face barriers to being hired, a shift is underway. For several years, employers have actually been eliminating degree requirements¹ for a wide variety of 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. With that in mind, Indeed has built a global library of 200+ assessments² that cover a broad range of job levels and industries and includes tests to screen for aptitude for specific skills.

'Just because someone doesn't have a degree or a background that would normally align with who you would hire, you need to look beyond that. 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 college, that doesn't necessarily mean they have the skills for a certain job. If you want to attract the best talent, you have to open the doors to them.

Learn more with /Lead
Learn more talent acquisition strategies.

Read it now

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

² Boldness: Your 2022 Hiring Strategy – Indeed data

Workers aged 75+: your next untapped talent pool?

Among US workers, there's only one age group expected to grow in size from 2020 to 2030: people age 75 and older¹. We asked a varied field of experts why the segment of workers in their mid-70s is growing the most and what it means for employers.



'This is a trend that's been developing over the last 5 to 10 years. The workforce is ageing because the population is ageing. By 2034, adults 65 and older will outnumber children 18 and under for the first time in US history.'

- Heather Tinsley-Fix, senior advisor for Employer Engagement at AARP

'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) America 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 /Lead

Learn more about tackling ageism
in the workplace.

Read it now

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. From using AI to write your job descriptions to improving your own branding to attract better candidates, the Indeed suite of solutions makes recruitment easier

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 CVs instantly and not just locate your next great candidate, but contact them to apply for your open roles too.

Try Indeed CV

Recruit faster with an all-in-one, pay-for-results hiring events product with built-in talent attraction and recruitment automation.

Try Indeed Hiring Events

People want to know what it's truly 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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