



# Recruitment 101

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# Our Discussion

- Our Dilemma
  - Shortages
  - Short timers
  - New Approaches
- Strategy Development
  - Where am I?
  - How do I reach my goals?
  - What can I change?
- Focus on Reaching Goals



# Talent Shortage

- 75% of HR professionals believe that there is a skills gap among their applicants.  
Source: [SHRM](#)
- By 2030, there will be a shortage of human talent, globally amounting to more than 85 million people. This number is almost equivalent to the entire population of Germany. If this shortage is left unchecked, then it could result in a loss of \$8.5 trillion in unrealized annual revenues.  
Source: [Korn Ferry](#)
- 45% of employers are struggling to fill roles in their organization, out of which 27% say that the applicants lack either hard or soft skills.  
Source: [Manpower Group](#)
- 51% of talent management professionals say that the global education system has done nothing to address the skill shortage issue.  
Source: [SHRM](#)

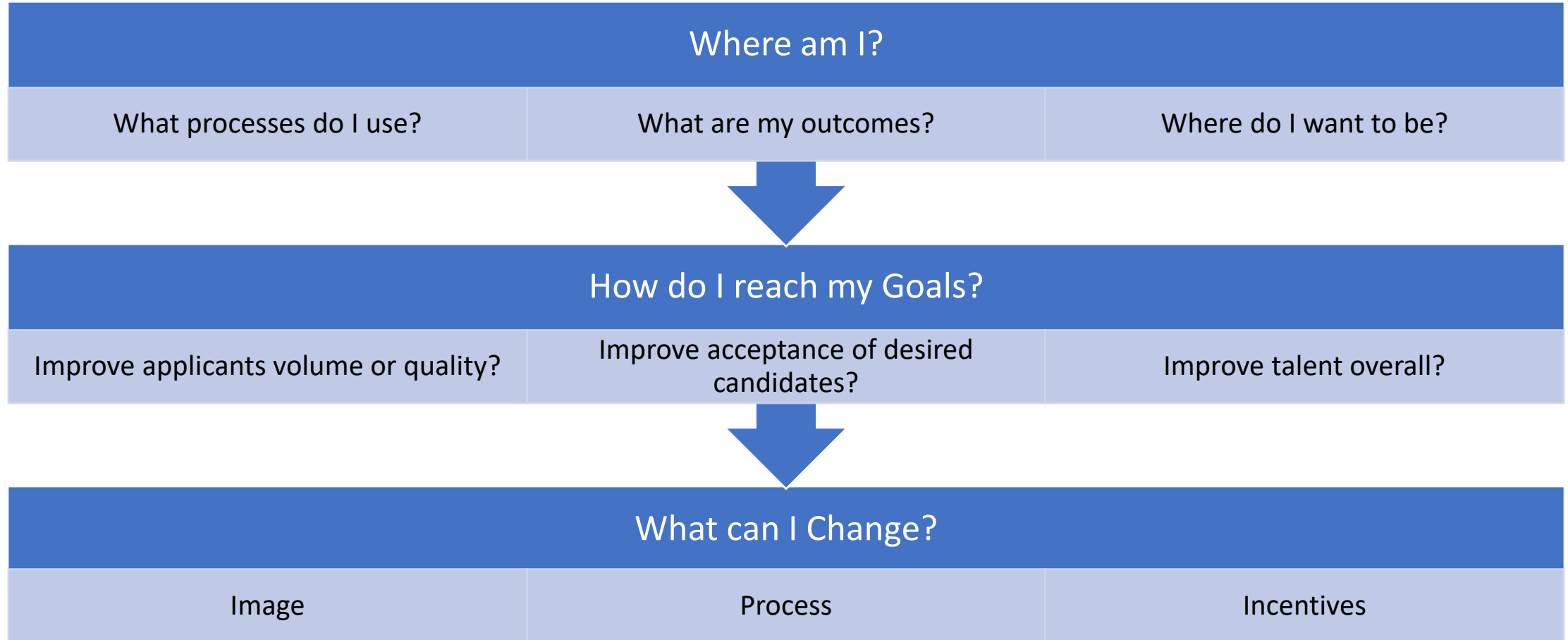
# Short Timers

- Average estimated tenure is 3.8 years and only 2.7 years for Millennials and Gen Z team members.
- Most local governments have systems and processes aligned with 11.5 year average tenure.
- What influences retention:
  - Type of work (job design)
  - Professional development
  - Advancement
  - Total compensation
  - Supervisor
  - Coworkers

# Recruitment Realities

- Overall recruiting success does not happen by accident.
- We all get lucky from time to time, but it is not substitute for strategy.
- Recruitment strategy development is a multi-stage process that increases our chances of reaching our goals.
- Recruitment strategy, if successful must respond to market changes.

# Recruitment Strategy Development



# Where Am I?

- Recruitment is critical to organizational success.
- Recruiting costs are a significant expense.
- Process matters and directly relates to outcomes.
- Important to balance organizational and candidate needs.



# Measurement Matters

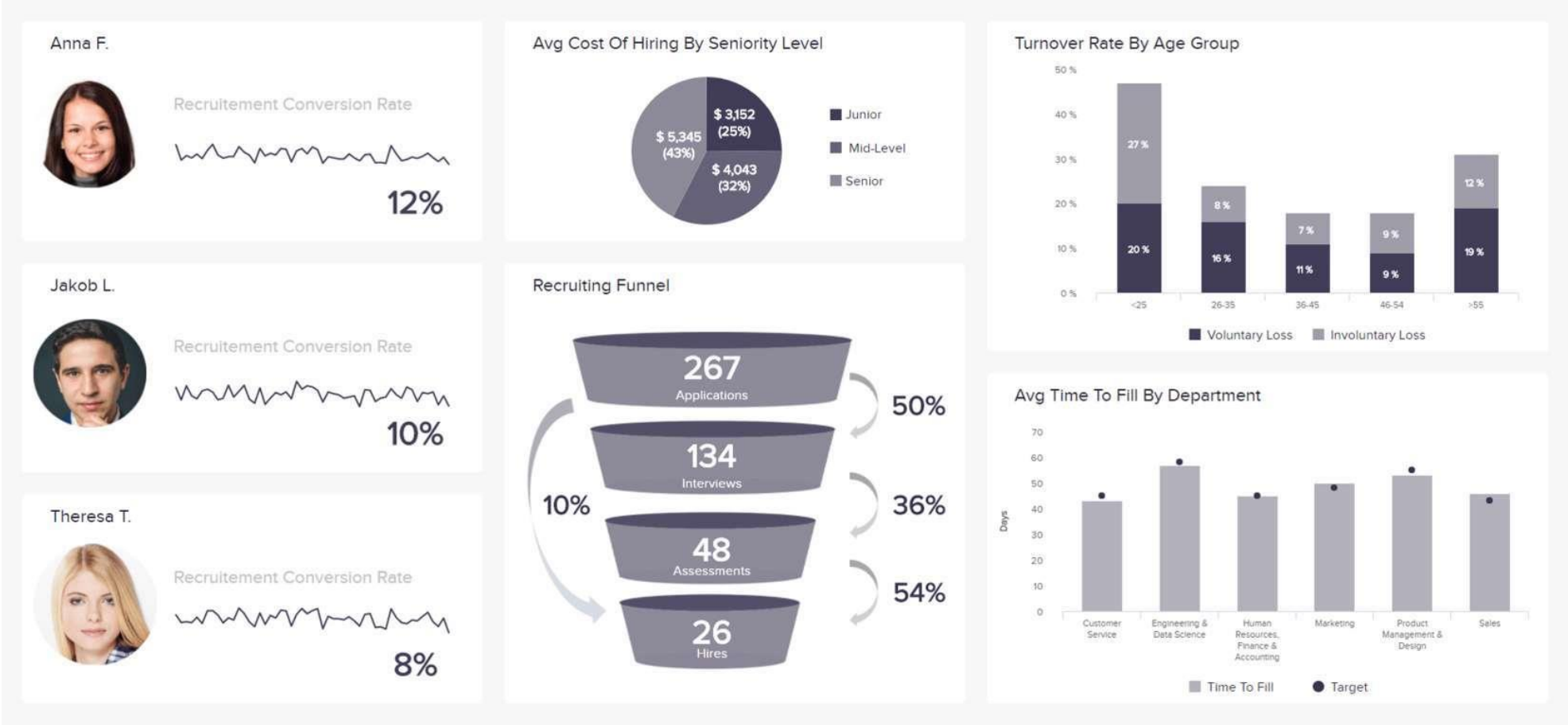
- Aligning the top recruitment metrics with strategic business outcomes can highlight ROI, reveal cost inefficiencies, and drive proactive workforce planning.
- It is important to compare to current hiring trends, levels of efficiency, and results of competitors.
- Feedback from candidates and hiring managers provide great source for improvement.

## Measure the Big Ten:

- 1.Source of hire
- 2.Time to hire
- 3.Applicants per hire
- 4.Cost per hire
- 5.Candidate experience
- 6.Retention
- 7.Offer acceptance per hire
- 8.Quality of hire
- 9.Vacancies vs. positions filled
- 10.Diversity

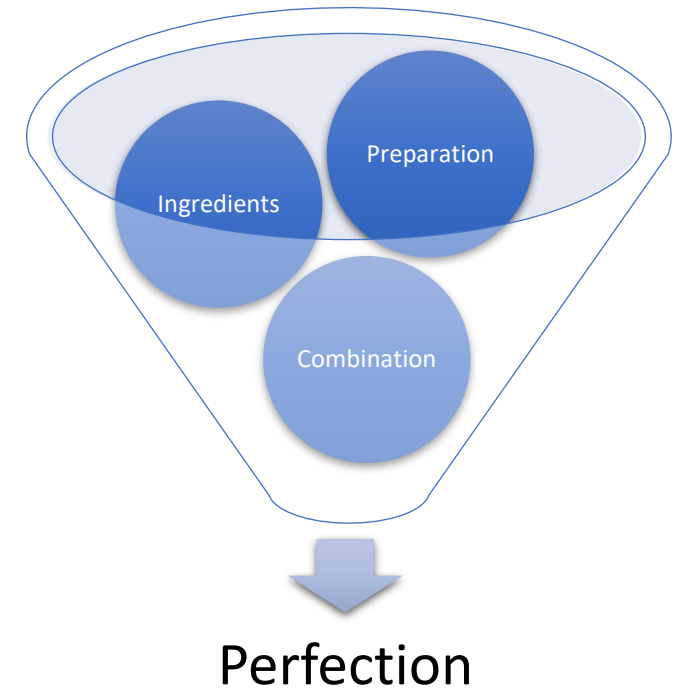


# Dashboards



# How Do I Reach My Goals?

- How do you make the perfect cocktail?
- A talented and productive workforce functions in a similar manner:
  - Preparation – applicants volume and quality
  - Ingredients – acceptance of desired candidates
  - Combination – mix of desired factors



# Hiring the Right One

- Hiring the right candidate has stages.
- The process begins with identifying viable candidates.
- Process matters for results.

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## Recruitment Funnel



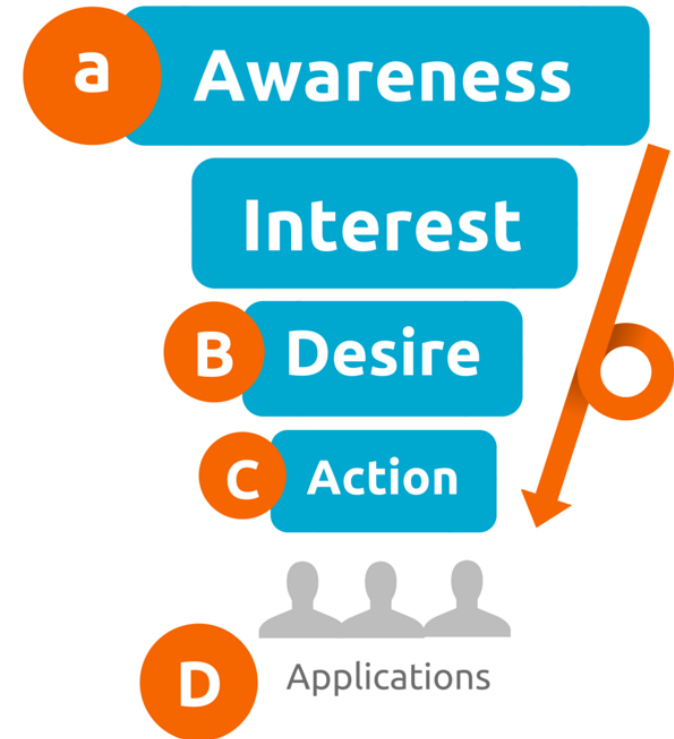
# Mind of a Candidate

- You are selling your organization.
- Different people want different things from organization as well as a job.
- People allocate value differently.



# Getting the Word Out

- Awareness
  - Who are we?
  - What do we do?
- Interest
  - What type of jobs do you offer?
  - Do I have a skills?
- Desire
  - Why would I want to work there?
  - Does it offer me value?

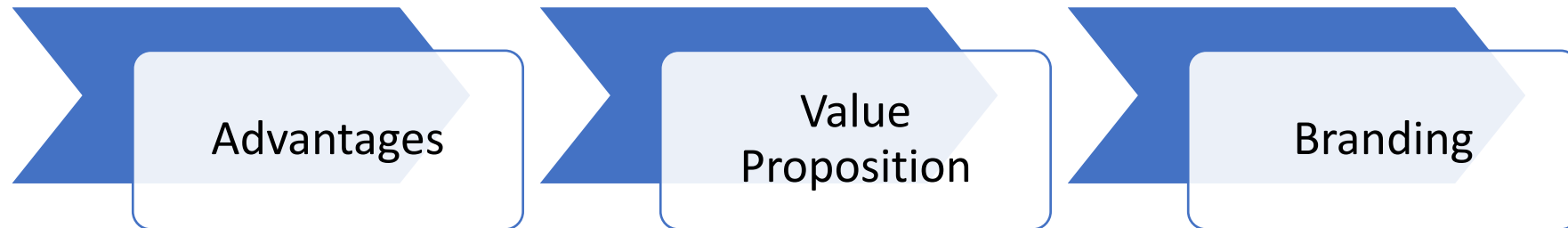


# Discussion

- Describe the value of your ice cream.
- Why do I want to have ice cream?
- What is special about your ice cream?

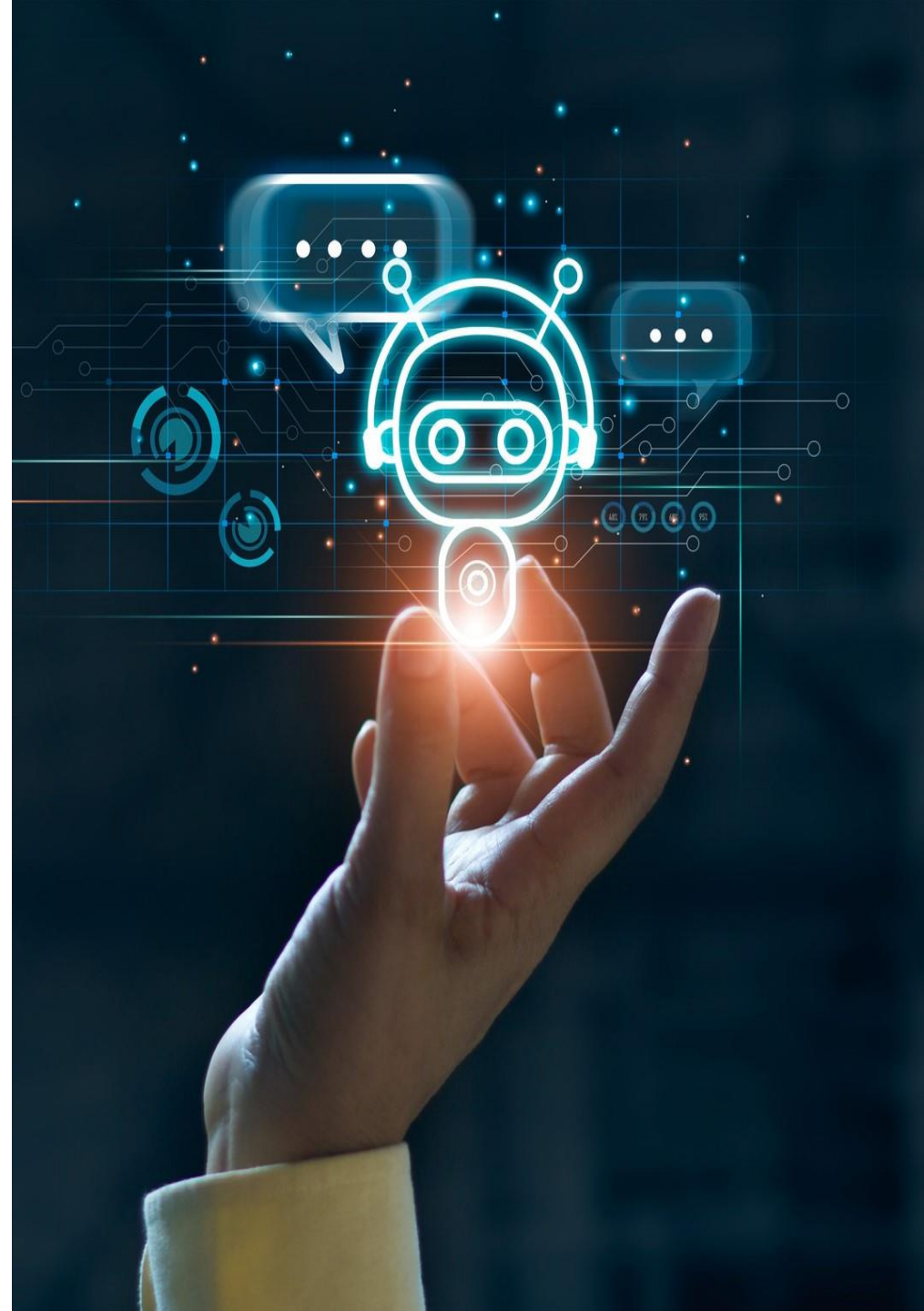


# Building Value



# Advantages

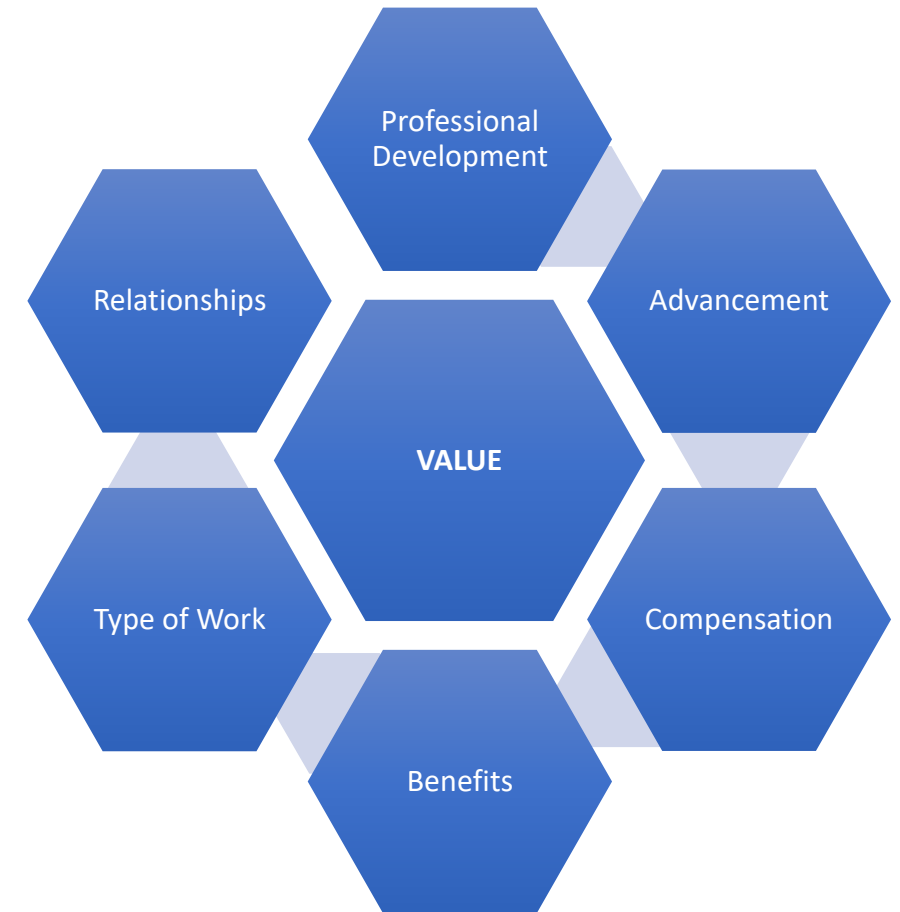
- What are our advantages?
- How do they align with the candidates?
- How do I present my advantages?





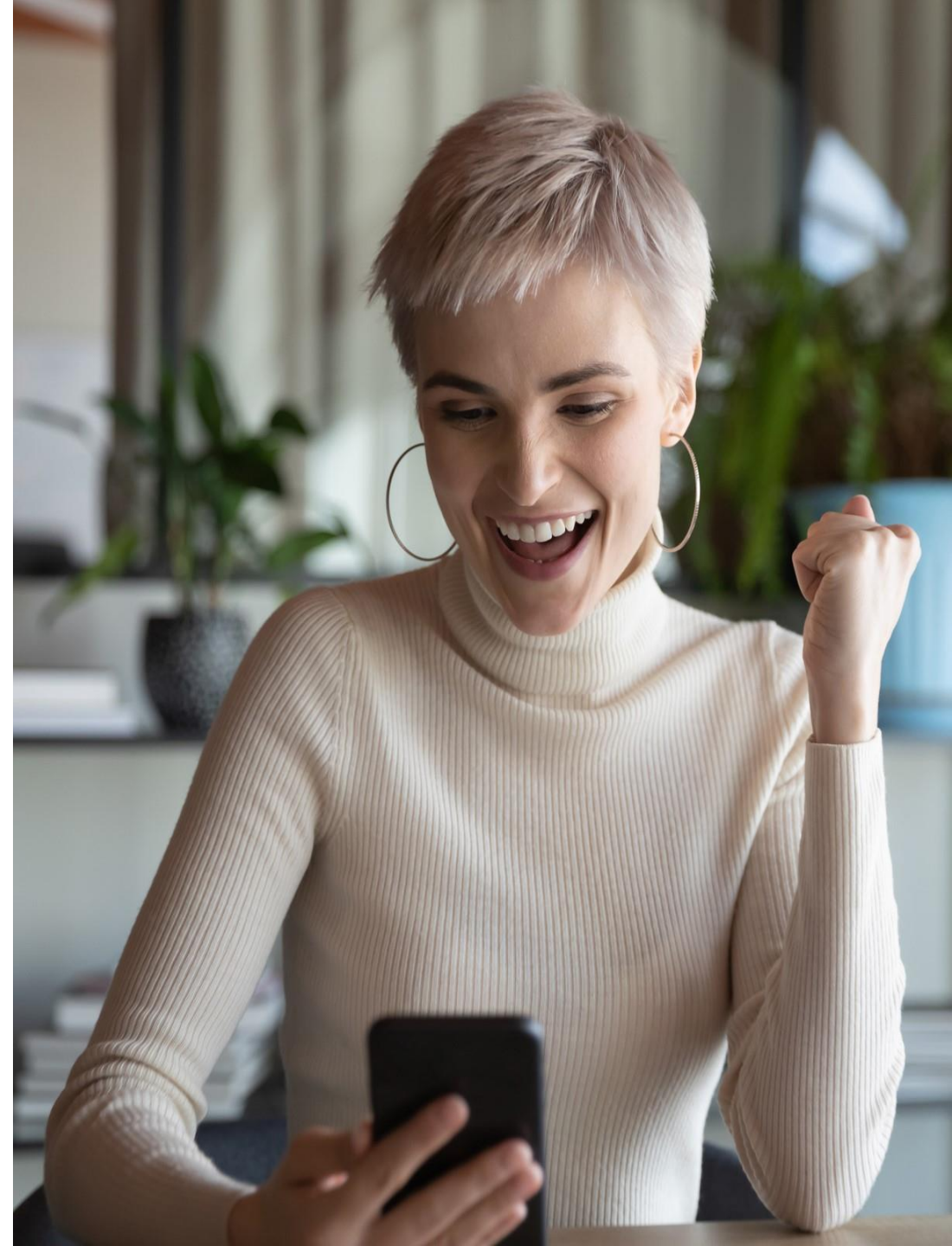
# Allocation of Advantages

- Different groups desire different allocations.
- Generations provide a good method of combination.
- Your workers desire more and higher levels:
  - 78% - Type of work
  - 75% - Professional Development
  - 81% - Advancement
  - 82% - Compensation
  - 24% - Benefits
  - 68% - Relationships (Supervisor and Coworkers)



# Value Proposition

- A value proposition is a promise of value to be delivered, communicated, and acknowledged.
- It answers: What is in it for me?
- There is less interest in what can I do for the organization or others.



# Branding

- Use website and social media to address potential candidate needs and interests – emphasize what matters to candidates.
- Create a career page that communicates the opportunities and characteristics of the workplace.
- Branding creates the basis for the employee-employer relationship.



# Example Recruitment Video



Zappos  
com

# Uber

- What is its value proposition?
  - One tap and a car comes directly to you
  - Your driver knows exactly where to go
  - Payment is completely cashless



# Discussion

- What are some of your favorite brands? What is their value proposition?
- What are some employer branding you know of? What is their value proposition?

The Disney logo, featuring the word "Disney" in its signature script font.

# Develop a Strategy

- Use the key questions:
  - Where am I?
  - How do I reach my goals?
  - What can I change?
- Focus on your Value and Brand.
- Small steps make a big difference.





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