



Employer Branding and Talent Engagement

Modern Tools for Attracting and Retaining an Ideal Workforce

Presented By: Eric Gregg



This program has been approved for 1 (HR (General) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute.



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Modern Tools for Attracting and
Retaining the Ideal Workforce

Eric Gregg, CEO & Founder of ClearlyRated

March 10th, 2021



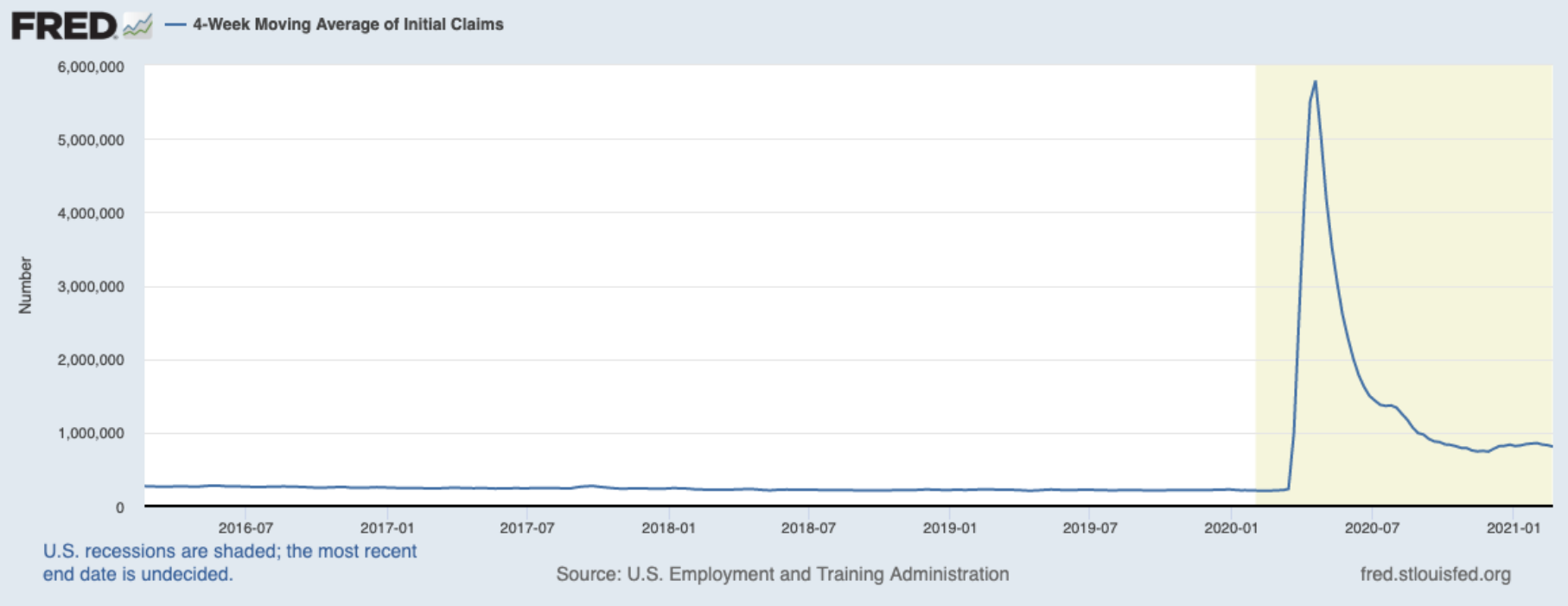
PRIDESTAFF

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Saying Goodbye to 2020

The past 12 months have been remarkably challenging for employees



**40+ million jobless
claims have been
filed since the
start of the
pandemic.**



*That's more than the
combined population of
America's 22 smallest states.*

The labor department reported that, for the week ending July 18th, the total number of people claiming unemployment insurance was 31.8 million—roughly 1 out of every 5 workers.

The 2020 Job Candidate Sentiment Study



- A joint research venture between the American Staffing Association and ClearlyRated.
- Surveyed 711 job candidates, weighted to reflect the U.S. adult workforce.
- Weighted to be representative of staffing firm utilization and temporary help assignments.
- Attempts to answer:
 - **How do job candidates approach their job search?**
 - **How has COVID-19 and economic uncertainty changed candidate perceptions?**
 - **How do job candidates decide to leverage a staffing firm, how do they select a firm?**
- Fielded between May 12th and May 21st, 2020.

About Me



About ClearlyRated



Industry-specific NPS® client survey program
Measure the client experience
Build credible proof of service with testimonials and star ratings
Benchmark firm performance against the industry



Industry-specific NPS® talent survey program
Measure the talent experience
Prove your service excellence through talent engagement



Diversity, equity, and inclusion-focused NPS® employee survey program
Measure employee satisfaction
Understand perceptions about DEI at your firm
Boost recruiting efforts with employee testimonials



Where Hiring is Today

And what's in store for
the next 12 months



WHO KNOWS?

The industry recovery has begun, but still down

Year-over-Year Change in Temporary and Total Employment

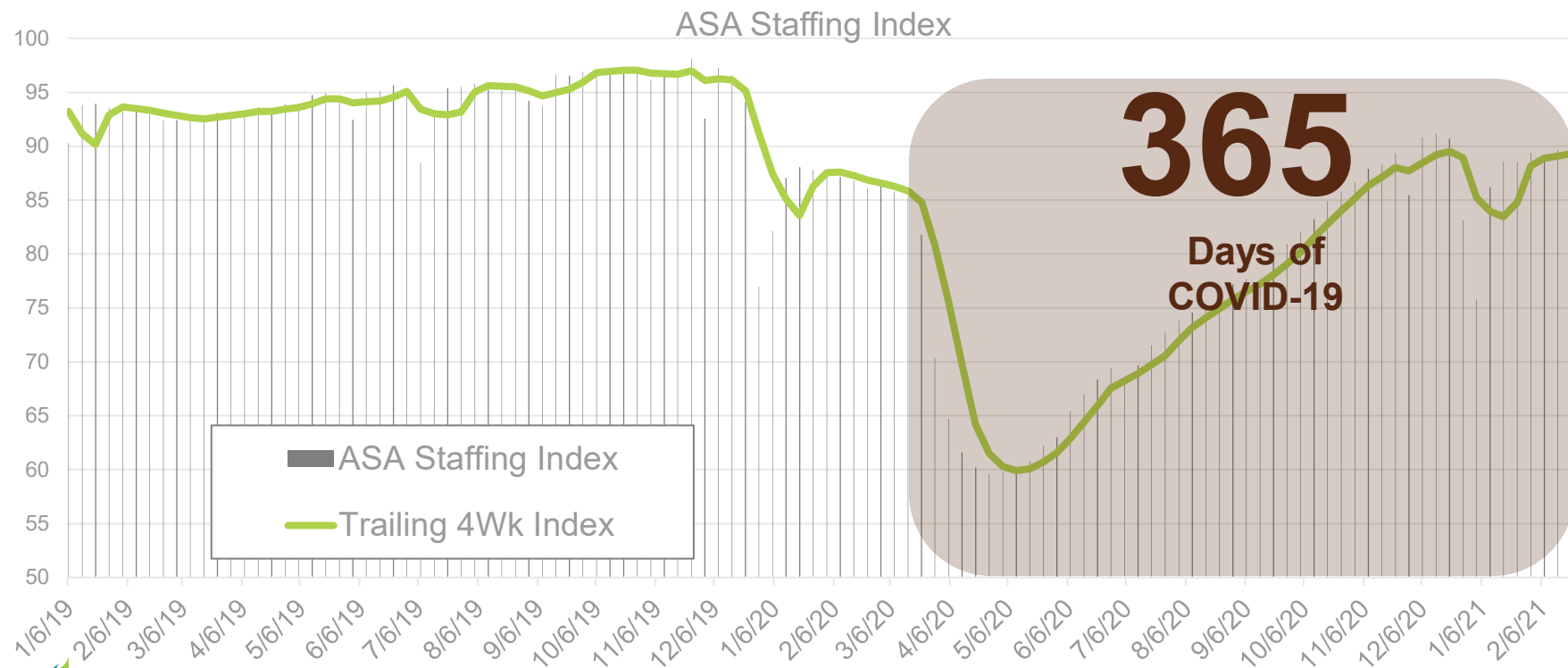


The industry recovery has begun, but still down

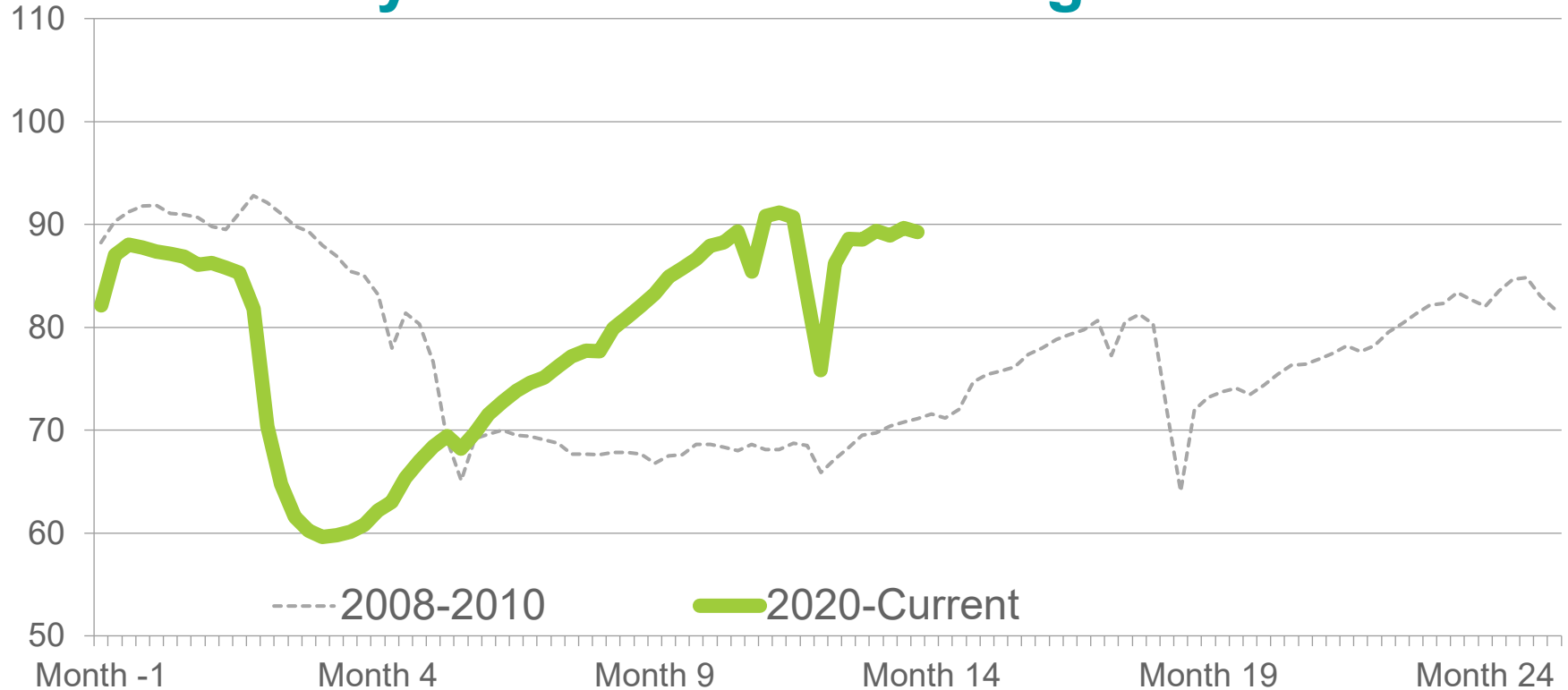
Cumulative Change in Employment since 2006



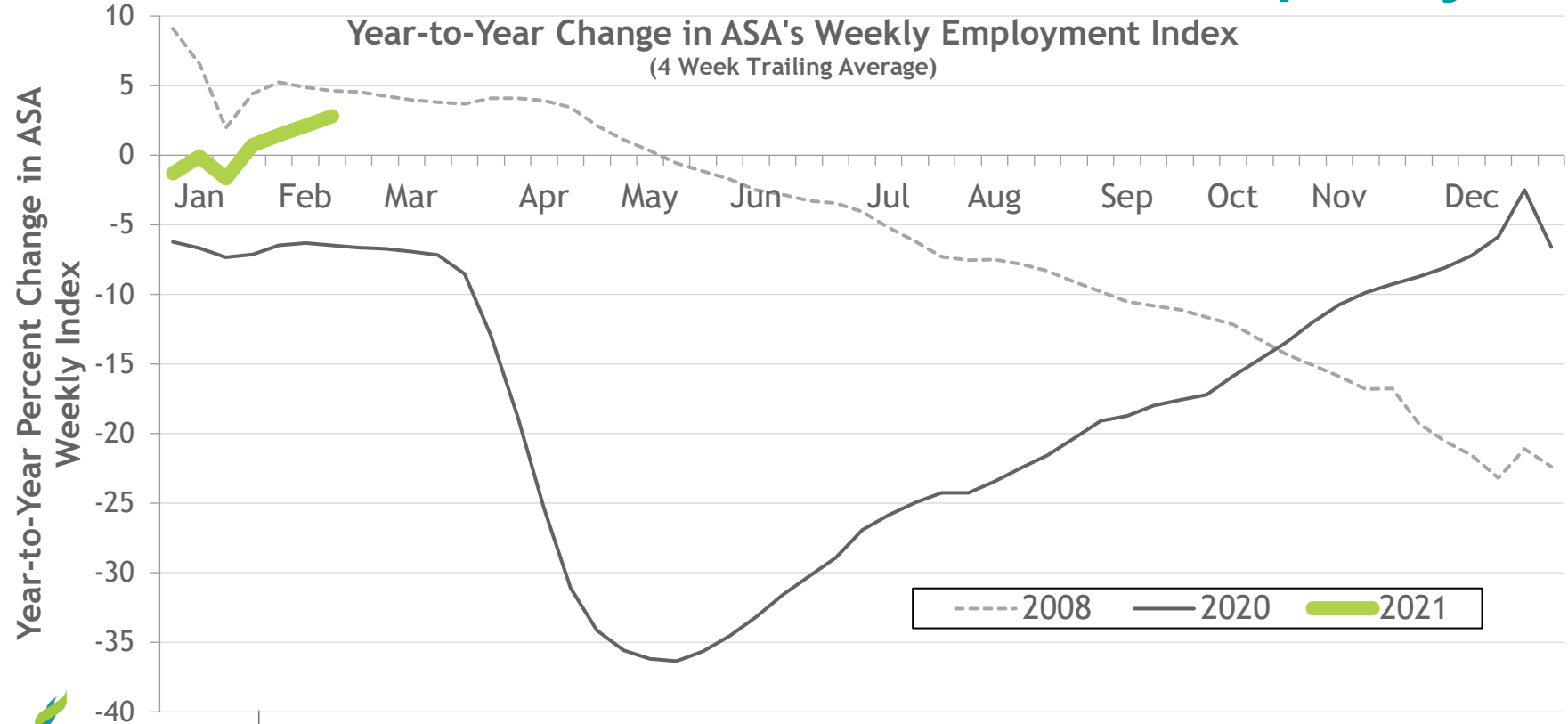
The industry recovery has begun, but still down



The recovery in flexible labor is significant

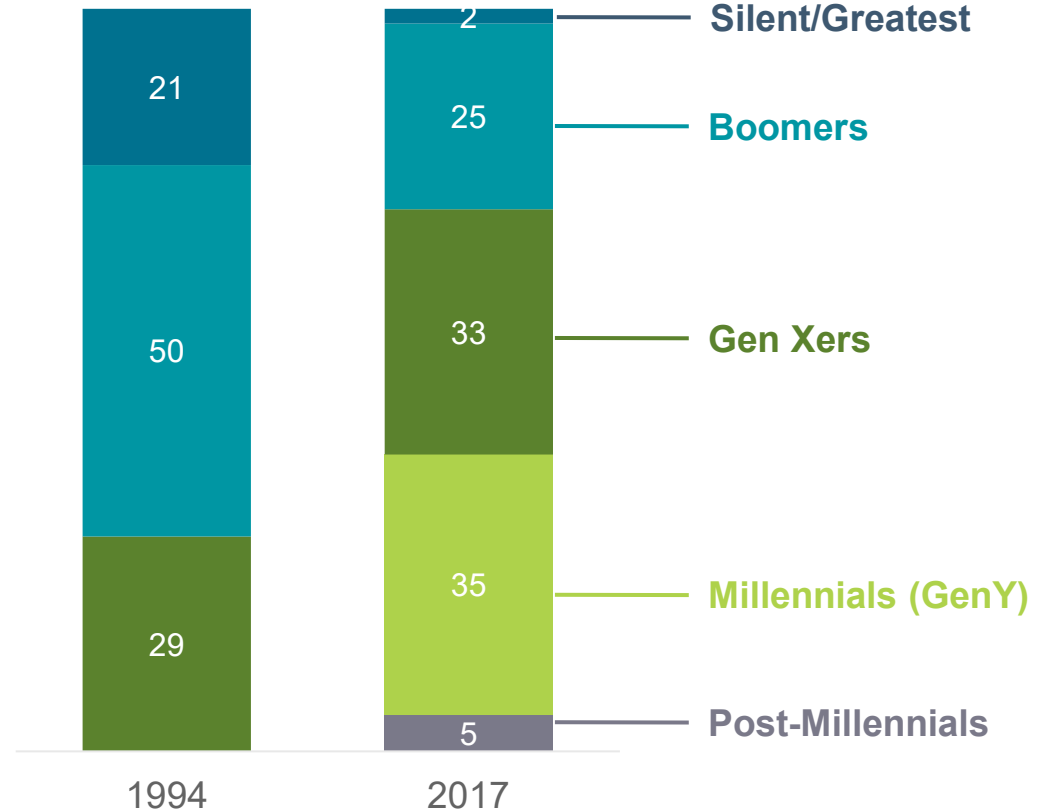


Even before COVID-19, 2020 was behind prior year



Understanding Today's Job Candidate

State of the Employee

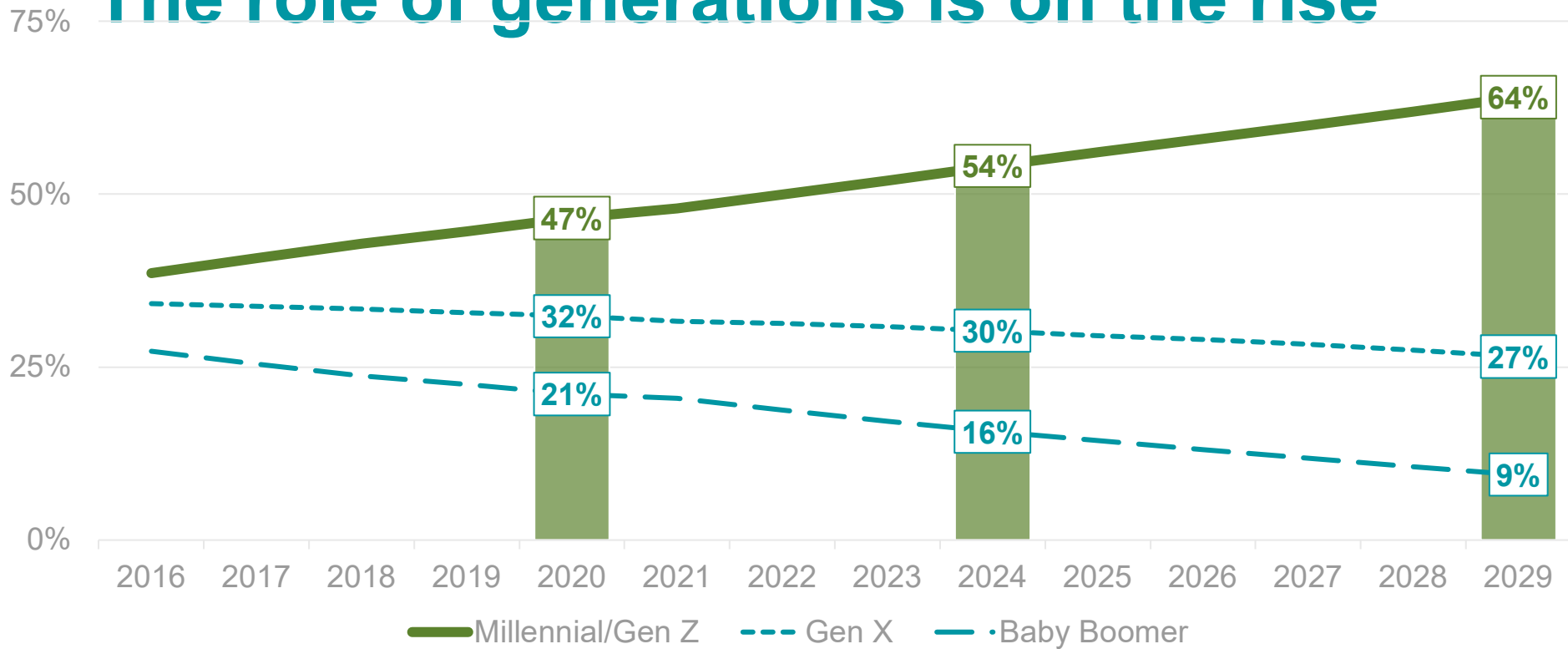


SOURCE: Pew Research Center

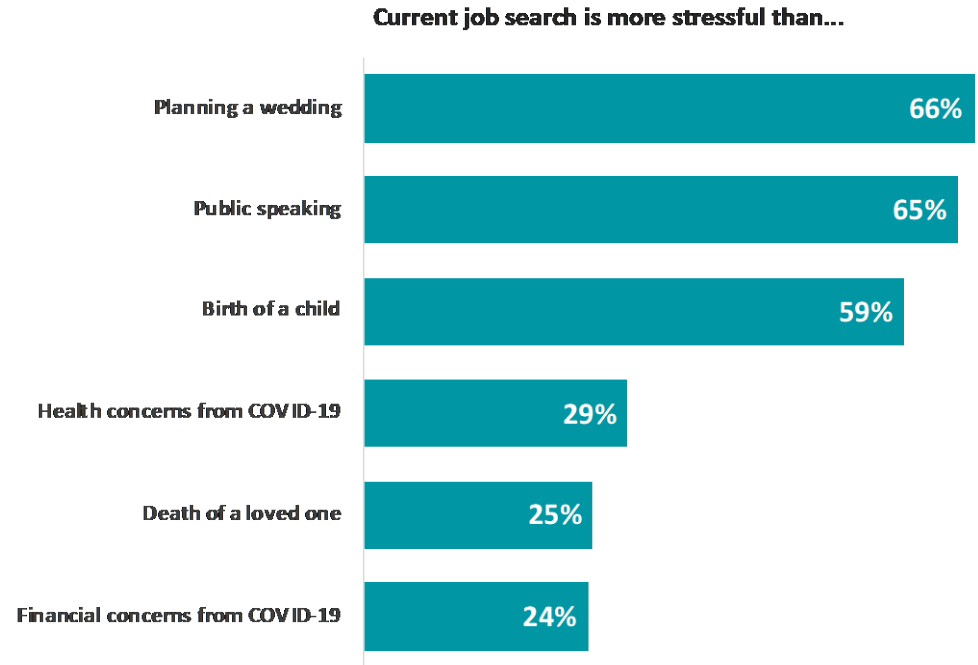
What Twitter knows about Millennials



The role of generations is on the rise



**Few life events
are less
stressful than a
job search**

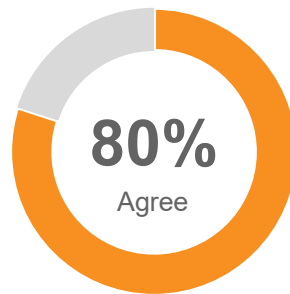


SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Job seekers remain optimistic despite economic uncertainty

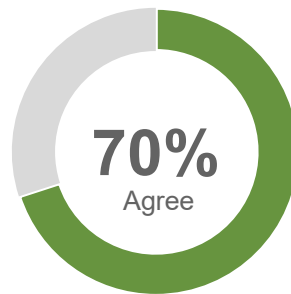


Most job candidates expect to change jobs in the next 12 months.



“I will likely be working at a different company in the next 12 months.”

Yet the majority of job seekers agree that they are “optimistic about the future of their career.”

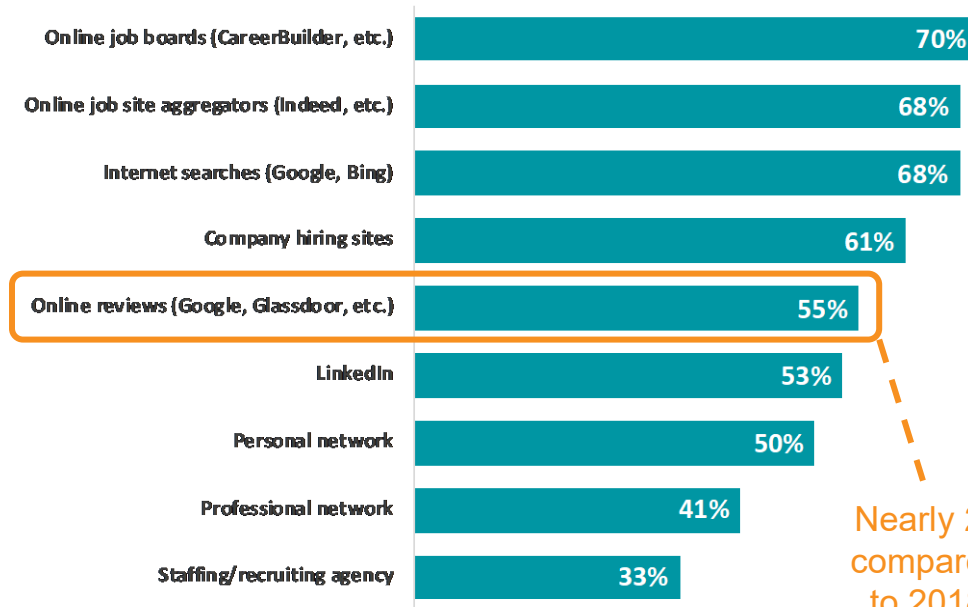


“I am optimistic about the future of my career.”

SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

The average
job seeker uses
6.4 resources
as part of their
job search

Which of the following resources did you use during your most recent job search?

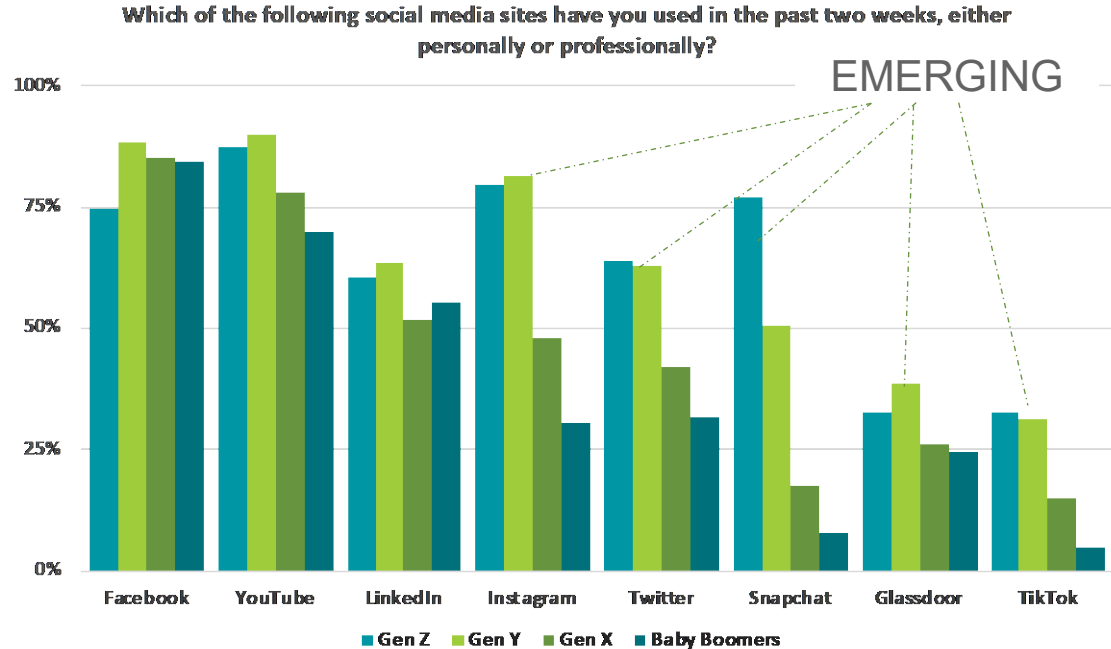


Nearly 2x
compared
to 2018

SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Social media utilization also differs significantly by generation

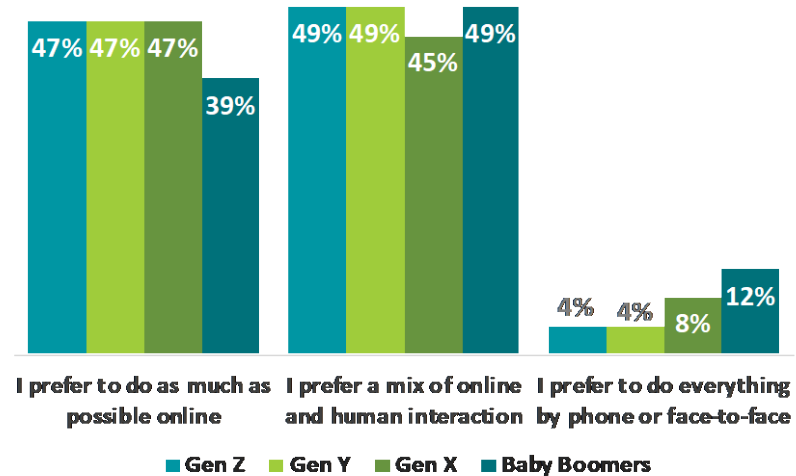
- Gen Y and younger typically leverage 5 different social media platforms (compared to Gen X and Baby Boomers, who typically use only 3 platforms when using social media).
- 90% of Gen Y and younger leverage 3 or more platforms (compared to 73% of Gen X and 58% of Baby Boomers).



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

93% of
candidates
prefer some
aspects of their
job search to
be online

Which of the following options best describes your preference in a job search?



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Key Takeaways

Job seekers want autonomy and choices with their job search. Online, self-serve resources are universally leveraged, with most candidates still expressing a desire for in-person or over-the-phone support when they want or need it.

Winning the War for Talent

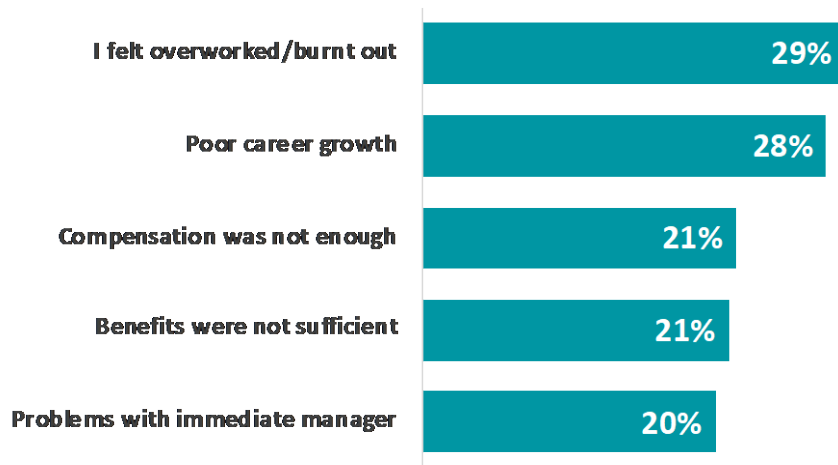
How top employers are winning
in today's environment



Burnout and lack of growth are top reasons job seekers leave jobs

32% of job seekers have left a job in the past 12 months

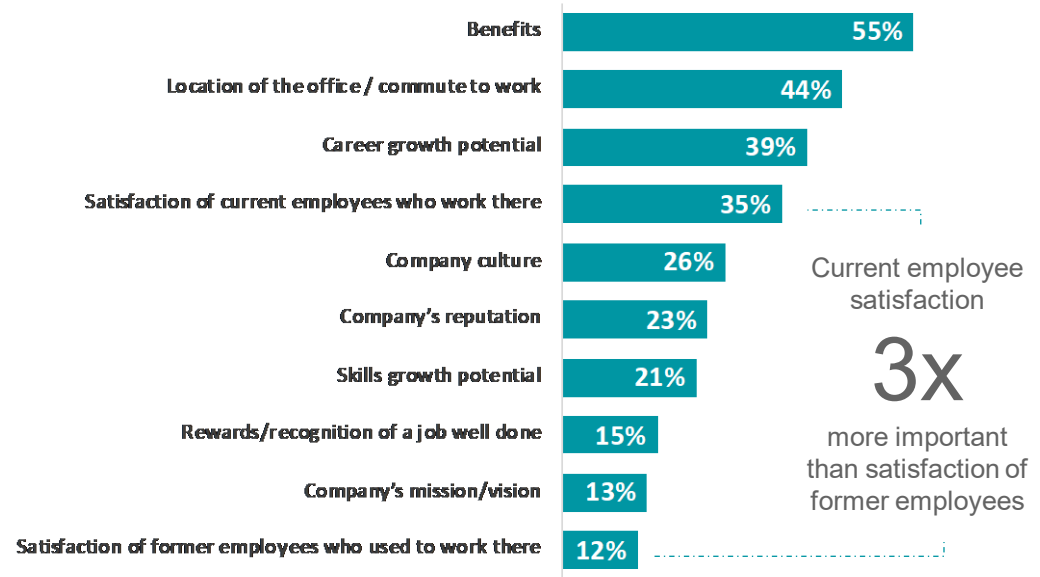
Thinking of the last time you left a job, what were the reasons you did so?



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Benefits and commute top of non-compensation job criteria

Outside of compensation/pay, which three of the following aspects of a position matter most to you?



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Candidates believe that staffing firms provide value in uncertain times

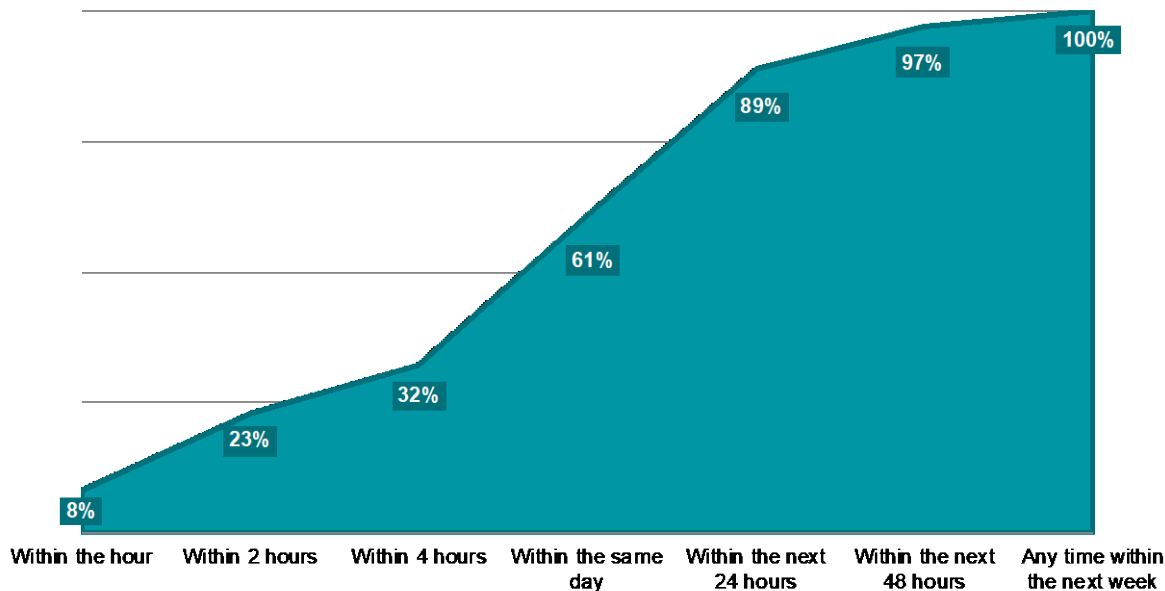
Please select each of the following you believe
are true in times of economic uncertainty.



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

89% of job candidates expect responses within 24 hours

Expected response time on email or voicemail



Reputation Matters

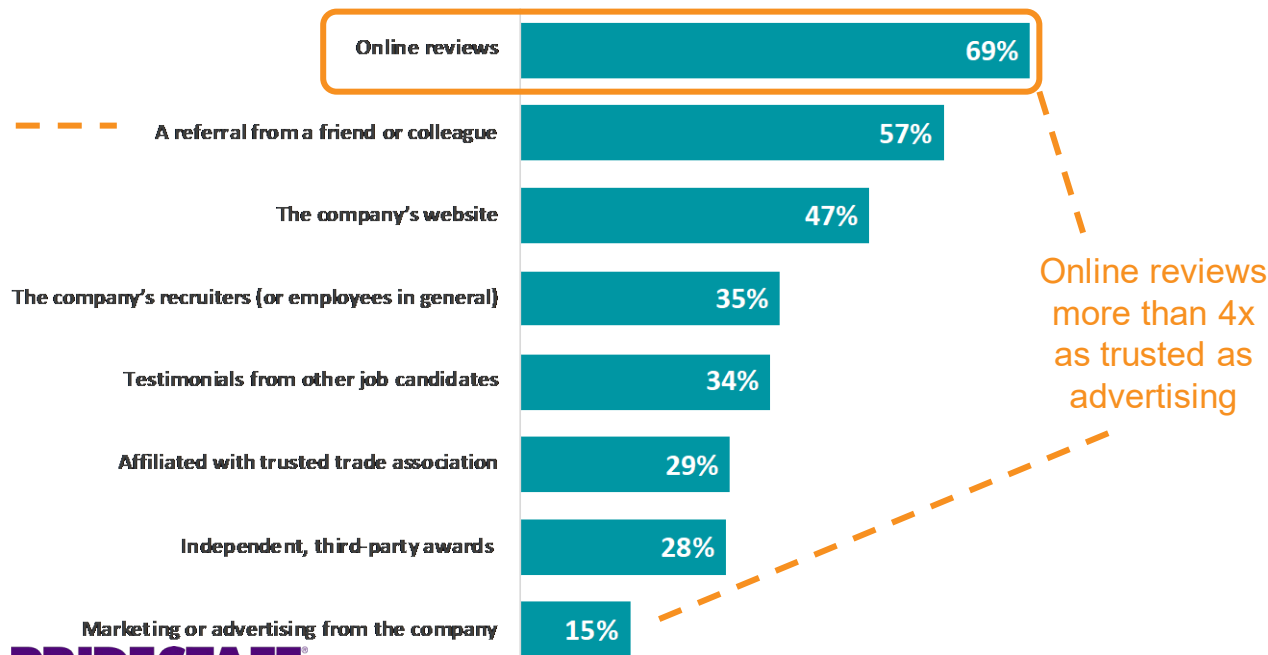
How your employment brand
impacts your talent pool



Online reviews are the most trusted source for determining staffing firm quality

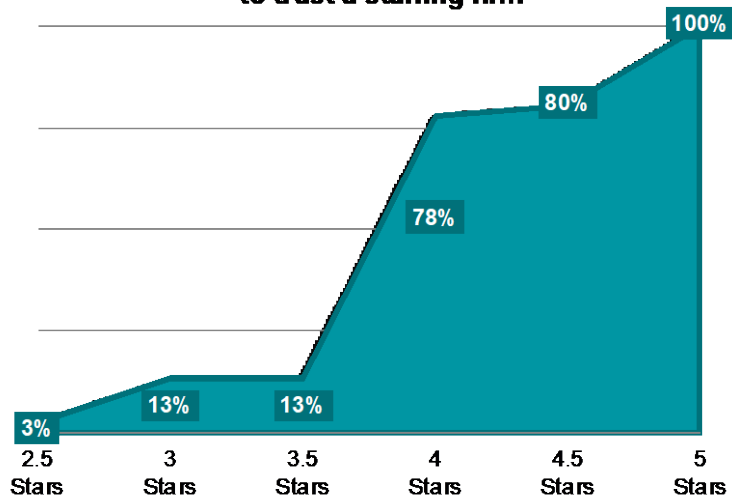
When determining the quality of a staffing/recruiting agency you might consider working with, which of the following would you trust as sources of information?

Referrals were
most trusted
source in 2018

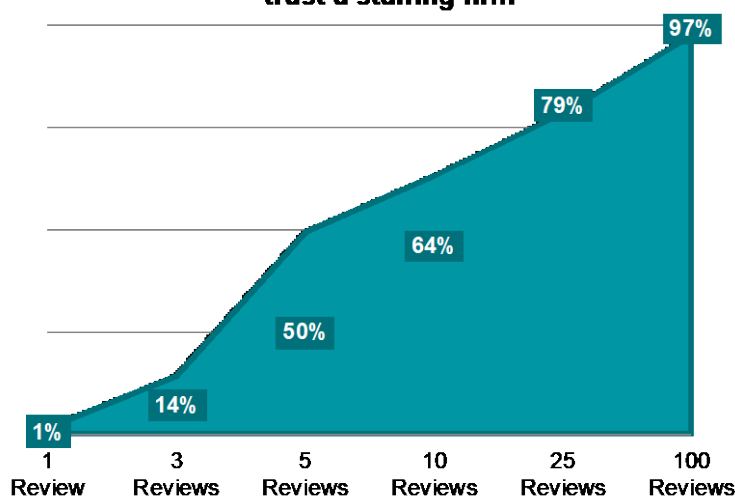


Candidates rely on quantity of ratings on review sites, not just score

Minimum star rating (out of 5) on review site to trust a staffing firm



Minimum number of ratings on review site to trust a staffing firm



Best Practices

Building and maintaining a top-performing flexible workforce



**Be Proactive,
Not Reactive**

LET'S ROLL



Move Faster in the Hiring Process



Pick the Right Partner



Manage
Flexible
Workforce Like
The Treasure
They Are



**Diversity,
Equity &
Inclusion
Matter**

**YOU
BELONG
HERE**

Questions?



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Thanks for joining us!



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