

**INNOVATIONS** ● LIVE

# The Future of Talent Acquisition and Retention

Presented By: Tom Erb; Talent Acquisition Expert and President of Tallann Resources



*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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# Why most companies think they are being “Ghosted”

- Enhanced unemployment created incentives to stay home
- Pandemic created barriers to work
- Candidates are unmotivated, unreliable, disrespectful, etc.







# Why they are really Ghosting you

- There aren't enough people to go around
- You are only focused on the most active candidates
- They don't like you
- You're too slow



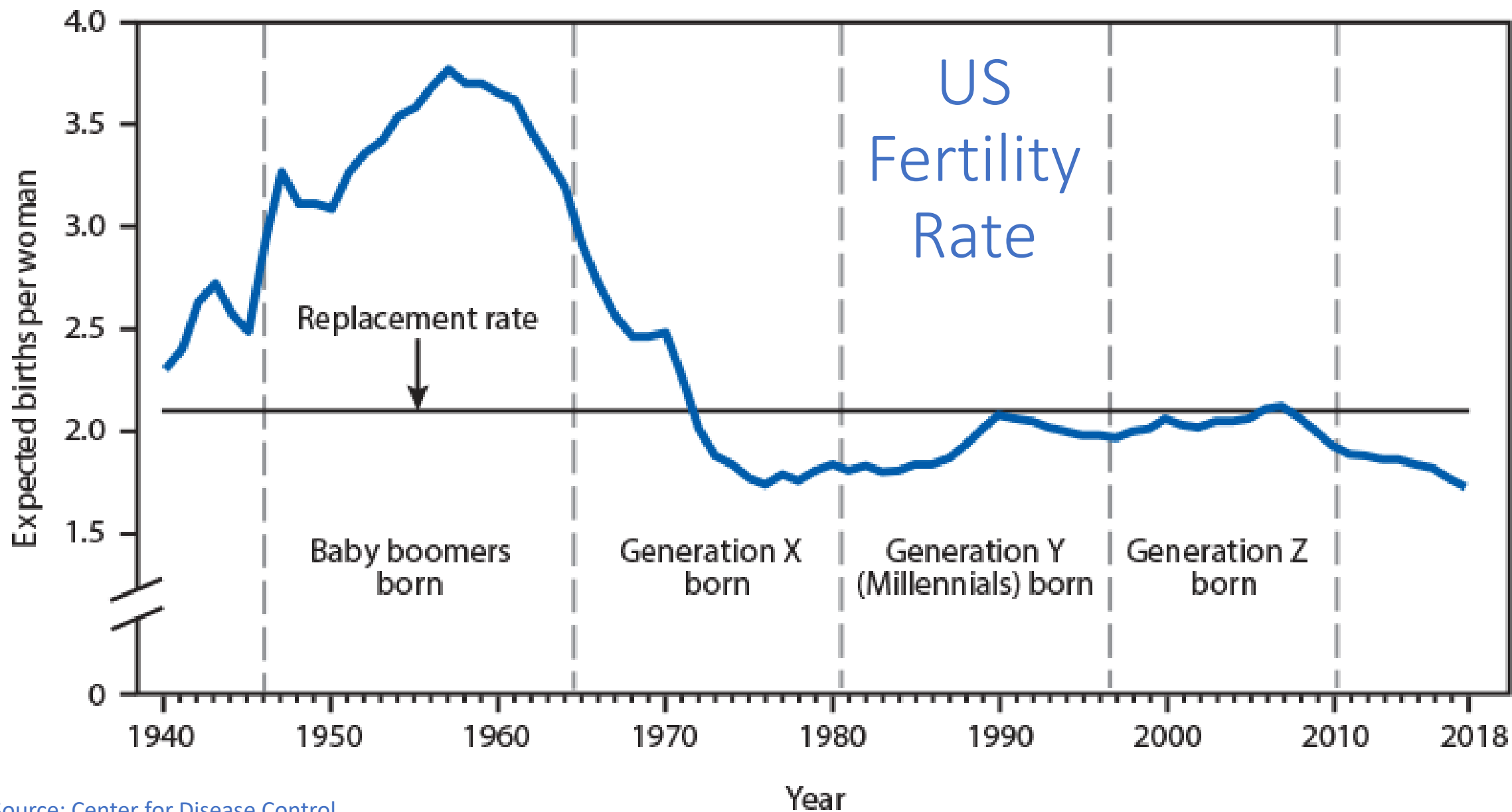


**There is no  
“fair share”  
any more**



# Job Openings in the US

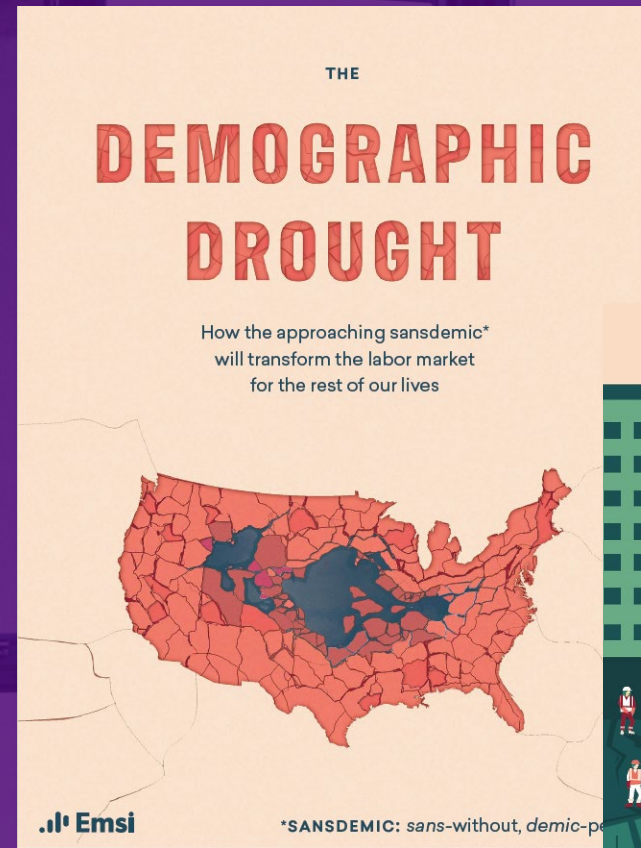




Source: Center for Disease Control

# The Drought is Here to Stay

- Birth rate continues below replacement level
- Baby Boomer retirements accelerating
- Newer Generations working less
- Employees leaving the workforce in record numbers
  - Entrepreneurship
  - Gig work
  - Part Time Work
  - Not Working at All





# To consistently win, we need to be:

- More attractive to our candidates
- More aggressive than our talent competitors
- More purposeful in our recruiting approach
- More committed to retaining our employees

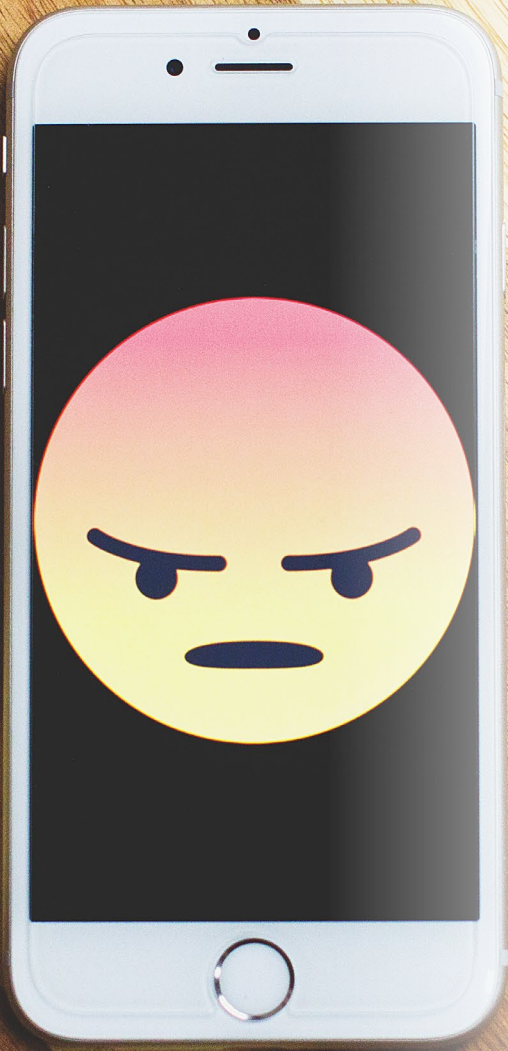




# They don't like you

Questions to ask yourself:

- Am I recruiting, or am I just processing candidates?
- Is my job posting appealing?
- How do they feel after our initial call?
- Why would they want to work with us, instead of another company?
- How do we keep them feeling engaged and valued?





# Strategy: Be Likeable

- Engage applicants with enthusiasm, respect, and value
- Treat every applicant as if they are your next great employee (they might be!)
- Make every interaction positive and memorable



“ABC Café is looking for customers that will spend their money to eat food at our restaurant!

At ABC Café, you will:

- Read a menu and select items for consuming
- Eat your meal within a reasonable amount of time
- Review and pay the bill

The ideal customer must possess the following:

- A friendly and positive attitude towards all staff
- Appreciation for the opportunity to dine with us
- Ability to eat quickly so we can turn the table for more paying customers
- Adequate financial resources to pay for the meal (such as credit card or cash)
- Generous tipping and 5-star Yelp reviews are a plus

Customers that meet the above criteria can expect to receive a chair, a table to eat on, menu with items for purchase, a full range of utensils, and complimentary water with their meal!”

# Would You Eat Here?



“ABC Café is looking for experienced servers!

# Would You Work Here?

At ABC Café, you will:

- Be responsible for serving each guest courteously, quickly and efficiently
- Have a sincere, positive, pleasant, and enthusiastic attitude, while following our teamwork philosophy
- Answer questions, suggestively sell, and create an upbeat atmosphere for the guest.



The ideal candidate must possess the following:

- The ability to stand and exert fast paced mobility for periods of 4 hours or more with a high energy level
- Demonstrate basic math skills with excellent reading, writing and verbal communication skills.
- Previous experience at a full-service restaurant preferred but not required.

ABC Café offers competitive pay, benefits, and consistent hours. Some overtime may be required. Candidates that meet the above criteria can apply through our website. Do not call or stop in.



866

Views per Job

3%

View to Applicant  
Conversion Rate

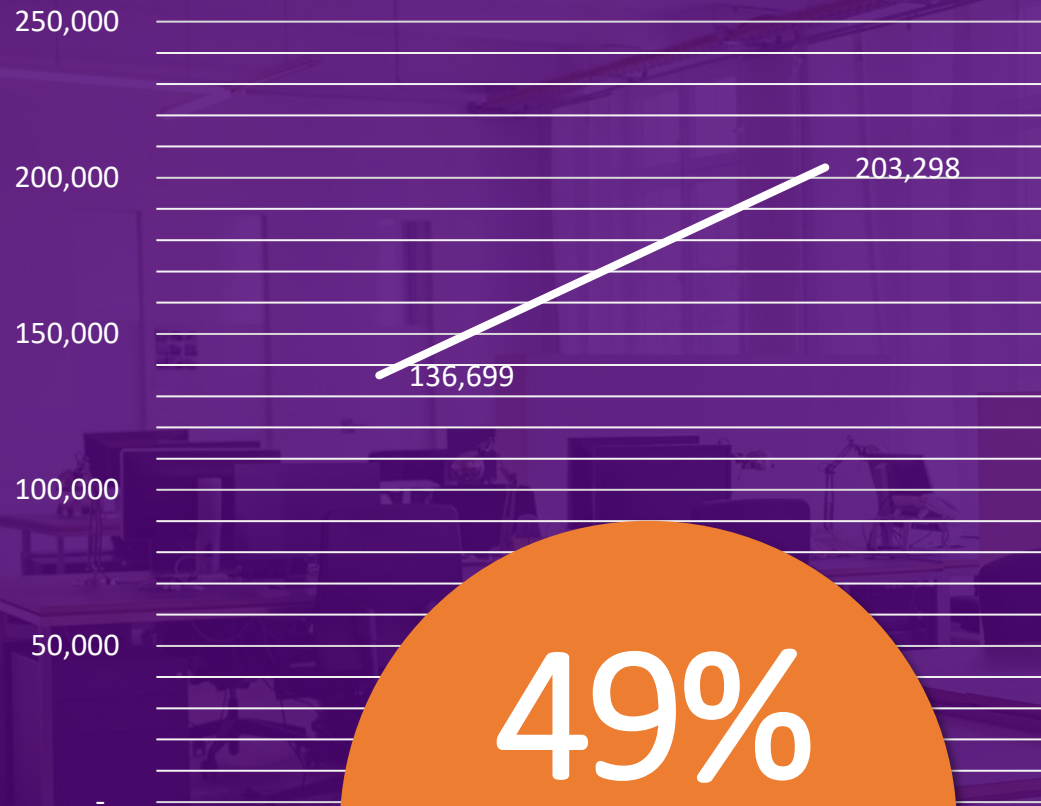
23

Applicants per  
Job

Source: CareerPlug 2022 Recruiting Data

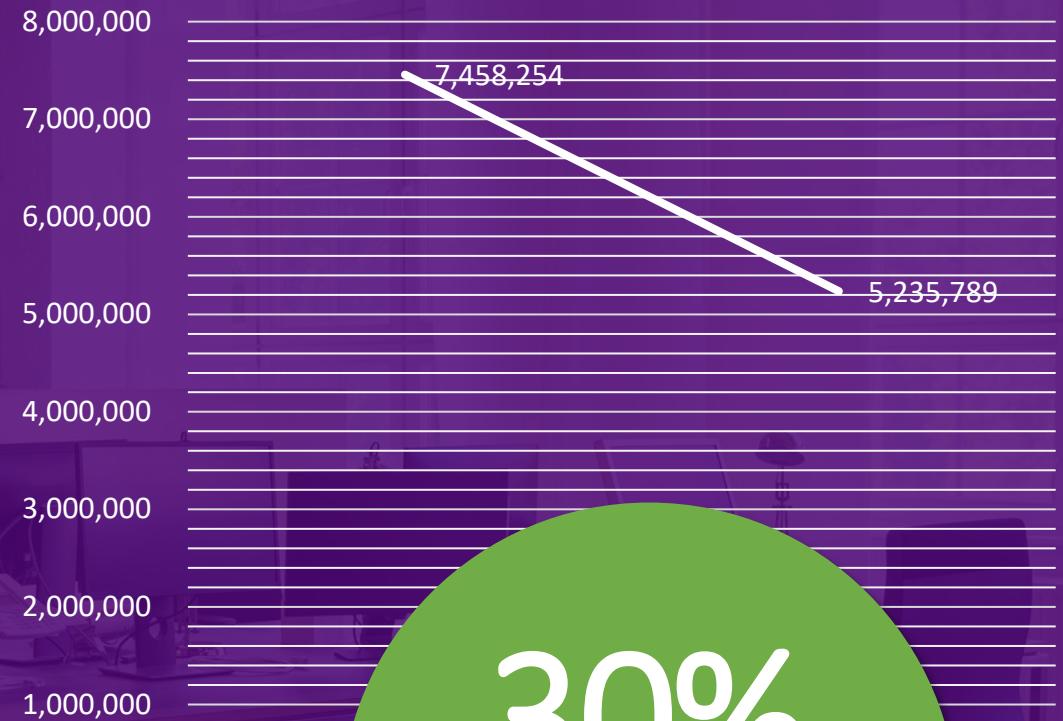
# Job Board Effectiveness

# Job Postings vs. Applicants 2020-2021



49%

Increase in Job  
Postings



30%

Decrease in  
Applicants

Source: CareerPlug



# Job Boards as Your Primary Recruiting Strategy Doesn't Add Up



**13% of the workforce**

Dependency on a recruiting avenue that appeals to a small percentage of the workforce

**50%**

Dropoff in applicant views from page 1 to page 2.  
70% dropoff to page 3

**3%**

Views that result in an application

Plus:

- Hope our posting matches their search keywords
- Hope we time our posting right with their job search
- Lower quality applicants
- Greater competition
- Higher ghosting rates
- Higher fill-of rates

# Most Common Job Posting Mistakes

- Posting job descriptions, not marketing pieces
- Acting like candidates don't have choices
- Making everything about what WE want and need
- Writing postings that try to screen out “unqualified” candidates
- Assuming job postings are meant for active job seekers
- Thinking that exclamation marks make a job more exciting!!!!





# Employer vs. Candidate-Centric Phrases

## Employer-Centric

- "The ideal candidate must possess the following skills"
- "We are looking for candidates that can..."
- "Are you hard-working and dependable?"
- "Must be able to pass a drug screen"

## Candidate-Centric

- "Are you looking for the next stage in your career?"
- "Plenty of time for your personal life"
- "Have you always wanted to.."
- "You are the type of person who enjoys..."

Are you a passionate and experienced server who thrives in a fast-paced and vibrant environment? Look no further – ABC Café is eagerly searching for dynamic individuals like you to enhance our team!

#### Why ABC Café Stands Out:

- Immerse yourself in a culture that values courteous, efficient, and prompt service to every guest.
- Embrace a positive, pleasant, and enthusiastic attitude that aligns seamlessly with our teamwork philosophy.
- Elevate the dining experience by offering personalized recommendations and creating a lively and enjoyable atmosphere.

#### Why You'll Love ABC Café:

- Unlock competitive compensation that truly values your skills and dedication.
- Enjoy a comprehensive benefits package that rewards your commitment to the team's success.
- Benefit from consistent hours that allow you to plan and balance your life effectively.

#### Ready to Elevate Your Career?

We encourage you to apply through our user-friendly website. Become a part of the ABC Café family and let's create extraordinary dining experiences together!



# Would You Work Here?





Find jobs

Company reviews

Salary guide



within 25 miles

Recruiting Strategy  
for most  
companies

Job Boards

873 jobs ?



e +4

ates

- We are looking for childcarers (Nannies, Nursery Practitioners, Childminders, Teachers/Teaching A s or

- Develop and
- Execute a Holistic
- Recruiting Strategy





# You're Too Slow



Questions to ask yourself:

- How long are my candidates available?
- How fast do we typically take to respond to an application?
- What percentage of my applicants apply during non-traditional business hours?
- Who is truly responsible in my organization for responding rapidly to all applicants?



Candidate  
Sourcing

Application  
Process

Lag  
between  
application  
and  
interview

Back-  
ground  
Check/Drug  
Screen

Skills  
Testing

Interview/  
Selection  
Process

Lag from  
Acceptance  
to Start

Onboarding

Retention

Candidate/ Employee  
Fall-Off Points



# 3 Strategies for Retaining Employees

1

## Break up the 40-hour Work week

- Fill by shift or block
- Utilize scheduling technology

2

## Go Remote

- Candidates are 2 ½ times as likely to apply to a remote job
- Prior to pandemic, one in 67 jobs were virtual
- Today that number is one in 7

3

## Beef up your Benefits

- Revisit your healthcare and paid time off benefit programs
- Evaluate benefit programs for part-time workers
- Consider incentive programs that reward employees for working more hours



# In Conclusion

Develop an ongoing talent strategy focused on:

- Ongoing holistic recruiting
- Building candidate demand for your company
- Eliminating friction in your selection process
- Creating unique job and company features that drive both attraction and retention





# Any Questions?

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# Thanks for joining us!

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