

Sourcing and Recruiting Talent

About Me

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Background in People Management and Recruitment

Career and Interview Coach past 12 years

Soft skills and HR related training

Seminar speaker Jobs EXPO

QQI cert. People management and Group Training



What will we cover ?

- Why is it important to have a well-planned and comprehensive recruitment and sourcing process
- Current challenges and trends for companies sourcing for candidates
- What are candidates looking in 2023
- Inclusive workforce & awareness of bias
- Methods and tools to use to ensure your company obtains the best talent
 - Use of social platforms
 - Incentive schemes and how to be competitive



Why is it important to have a well-planned and comprehensive sourcing process

The costs of getting the recruitment process wrong



IMPACT
COMPANY
PROFITS



WASTE
MANAGERS
VALUABLE TIME



CAUSE INTERNAL
ISSUES



LEAD TO
PROBLEMS
AMONG STAFF



AFFECT SERVICE
TO CLIENTS



BAD PR FOR THE
COMPANY

Quick Fire Quiz

The monetary impact of a bad hire

???? Employers admit making bad hiring decision

???? Hired turn out to be bad hires by 18 months

???? Up to of the persons first years' salary





- ? % Employers admit making bad hiring decisions
85% employers admit making bad hiring decision
- ? % hired turned out to be bad hires by 18 months
- ? % 40% hired turn out to be bad hires by 18 months
? % of the persons first years' salary

Up to 30 % of the persons first years' salary
(more for higher level roles)

Research ..

Feedback from candidates biggest frustrations during the recruitment process

- Promised update or answer by a certain time – long delay & no update given
- Post Interview do not hear back from the company at all
- Role mis sold on the job spec
- Wrong job spec put up/ confusion what role interviewing for
- Interview very unstructured
- Distractions /Interruptions during Interview

Research ..

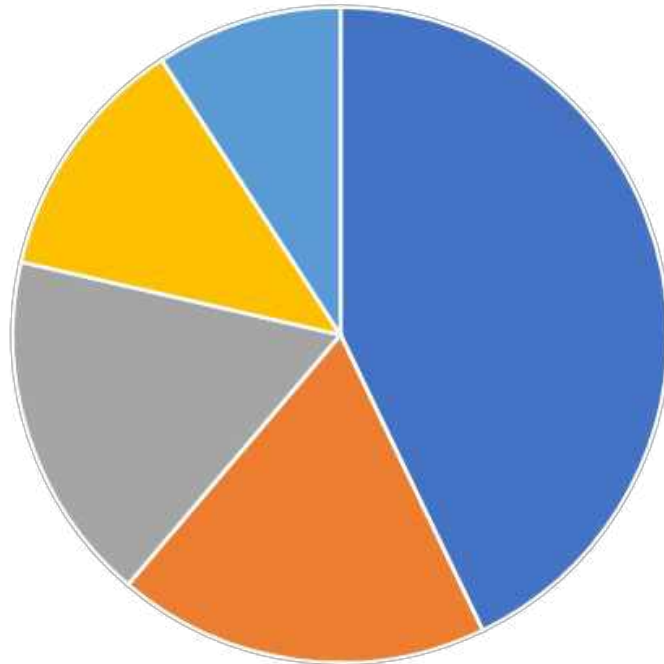
Feedback from candidates biggest frustrations during the recruitment process cont..

- Surprise format e.g. Panel , Group, asked complete task without warning
- Interviewers inexperience , awkward situation where candidate leads the interview
- Interviewers obviously are not familiar with their application or haven't read the candidates CV
- Unpleasant experience at the Interview
 - Interrogation
 - Little information on the job or company

- What are candidates looking for in 2023
- Inclusive workforce & awareness of bias

Current challenges and trends for companies sourcing for candidates

Why candidates accept a role



- Learning & Growth
- Culture
- Pay & Benefits
- Types of business
- Workplace flexibility
- Company reputation

Survey by Miles Employment Group

- Learning and Growth Opportunities – 42%
- Company's Culture – 18%
- Pay and Benefits – 17%
- What the Company Does – 12%
- Workplace Flexibility – 9%
- Company's Online Reputation – 2%



Upcoming trends

- Demand for work from home full-time
- Demand for hybrid arrangement (60%)
- Balance between being competitive on job market and keeping in line with your organisations business and structure
- Offer hybrid after 6 months probation
- 2 days a week

Why candidates accept a role
cont....

Inclusive workforce & awareness of bias



What is bias?

A tendency or inclination that results in judgement without question

It is a subconscious response

All humans are biased

Ref MASF Consulting 2023

What influences our bias?

- Education
- Friends and family
- Beliefs
- Place of work
- Media

Ref MASF Consulting 2023

How could it affect who we hire ?

- We like people who are like ourselves
- We may undermine or discount people who are very different to us or our values

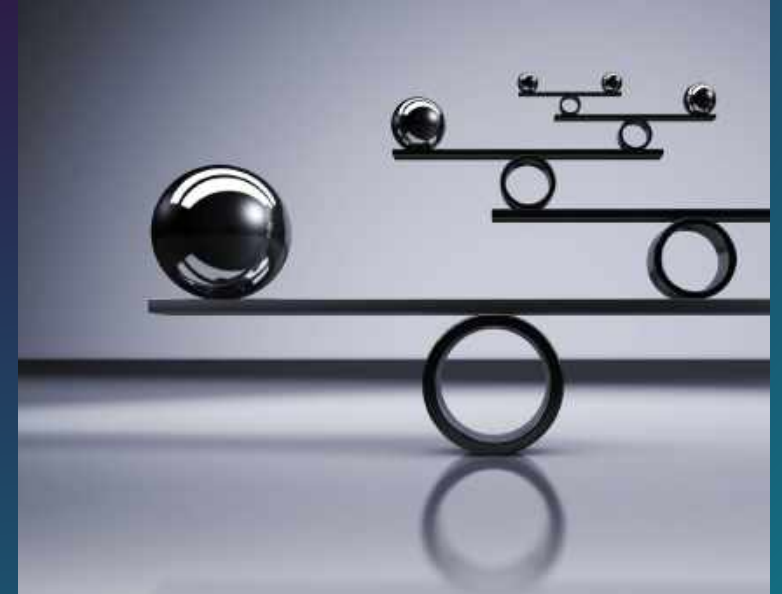
Ref MASF Consulting 2023



Key challenges for interviewers/Recruiters

Striking the balance

- Being aware of potential bias as recruiters
 - In ourselves and others
- Conducting an open minded selection and recruitment process
 - Candidate that will “Add value” rather than “a fit”
- Goal = Finding the best person for the job



Equality, Diversity and Inclusion



- **These days**, candidates do take note of companies have a strong focus in EDI
- Candidates are more attracted to companies that have invested in EDI



Use of socials platforms

Incentive schemes to attract talent

Methods and tools to use to ensure your company obtains the best talent

Which social media platforms are recruiters using?

| Social media platform | Percentage of recruiters using |
|-----------------------|--------------------------------|
| LinkedIn | 91% |
| Twitter | 47% |
| Glassdoor | 40% |
| Facebook | 39% |
| Instagram | 11% |

Figures from stand out CV.com

Social Platforms



LinkedIn

- 740m members including 30m UK users
- 40m weekly job searches
- 3 people secure a job every minute
- 14m jobs listed globally



Glassdoor

- 50m monthly users
- 1.3m employers listed
- 90% of job seekers have a university degree
- 260K UK jobs listed | 2.5m USA jobs

 Job Description Library

Key sourcing methods for attracting top talent

- Social media platforms
 - LinkedIn/Twitter /Glassdoor
- Job boards
 - Indeed /Irish jobs /jobs.ie
- Applicant tracking system (ATS)
- Recruitment agencies and Head-hunters
- Referrals
- Job fairs
- Company database
 - Previous candidates/employees
- Promoting your company brand

Which method to use?



Do what is right for your business



Key considerations

Budget

Time constraints

Type of candidates wish to attract



What do people want ?



Incentive schemes and how to be competitive

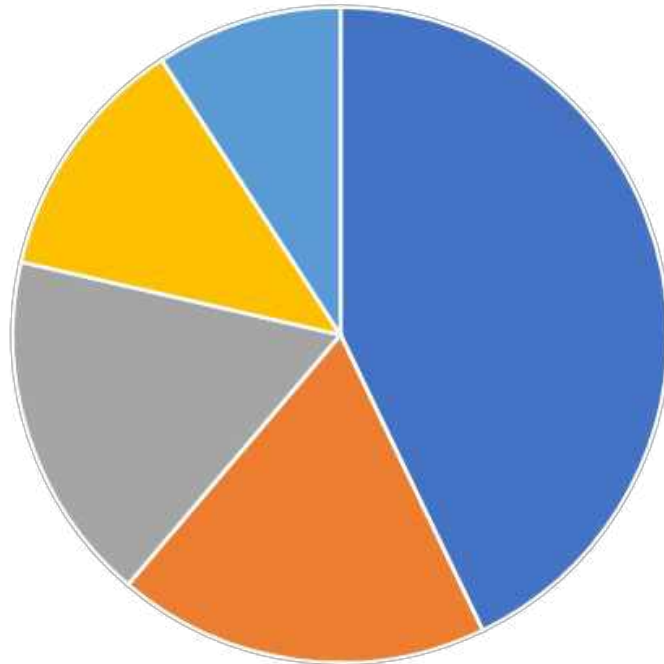
Primary motivations ■ ■ ■ ●



Maslow's hierarchy of needs

Ref <https://www.simplypsychology.org/maslow.html>

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Incentive schemes to attract talent

Salary and remuneration

- Market rate and above where possible

Flexible hours

- Since covid huge demand in request for
- 100% working from home
- Hybrid
- Need to suit company business model

Incentive schemes to attract talent

Career path and skills development

Education schemes

- Volkswagen financial services - 3 month sabbatical

Inclusive and diverse focused company culture

- More likely to feel embedded in the company culture
- Diverse workforce = huge add value

Selling the role

Key elements to being competitive and being able to fill the position

What are the selling points working here ?

Company culture & environment

Storytelling

Salary and benefits

Different people
= different
motivators

What others are doing

Organisations highest retention rates 2022 (USA Stat's)

- ***HSBC = 10 years***

- Remuneration and benefits package
- Regular and significant pay rises
- Work life balance
- Employees have a positive view of their colleagues

- ***Neutrogena = 10.2 years***

- Positive work culture
 - Employees feel appreciated
 - Supportive management
 - Professional development
-

Large Organisations

1. Version 1
2. Cisco
3. Salesforce
4. Workhuman
5. CPL

What we covered

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Thank You