
ABC COMPANY



**2018
RECRUITING
STRATEGIES**

JANUARY 2018

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3 Strategies for 2018: Hiring Top Talent in a Hyper-Competitive Market

Introduction

Finding top talent in 2018 will continue to be challenging, primarily due to low unemployment rates and dire shortages of top talent, especially in the tech world. Mega firms like Amazon, Facebook, RBC, and Morgan Stanley, in addition to Artificial Intelligence (AI) ventures, continue to flex their muscles and open their bottomless checkbooks. But what do you do if you're not a big brand with big money? Is there still hope?

The answer is YES. But you must be competitive, not complacent. It's a *candidate-driven* marketplace and they make the rules. If you're waiting for candidates to come to you, you won't survive. It's time to hit the streets and pull out all the stops to attract top talent while keeping current employees happy and engaged.

At ABC Recruiting and Associates, we're offering you our *Top 7 Strategies for 2018* that will help you survive in a hyper-competitive market. We use these proven strategies every day to recruit valued employees for our industry-leading clients.

We wish you the best for 2018!

Vice President

ABC Recruiting and Associates

Strategy #1: Consider EVERY employee to be an active job seeker

According to StatCan, Canada has the strongest job growth in 15 years. Quebec has the lowest unemployment on record, and Ontario accounts for the biggest share of Canada's job growth. Overall unemployment levels are 6% or lower. Every talented employee is now a hot commodity.

Talent-starved companies seek experienced candidates. But to minimize distractions, some sought-after professionals are shutting down their LinkedIn profiles, changing their email accounts, and avoiding phone calls. Highly prized candidates are turning the tables and asking potential employers to provide references. What can you do to survive in this candidate-driven marketplace?

1. **Be quick to hire.** Your strategy must be *immediate* fulfillment of a position. Get hiring managers on board early and use tools like Skype if personal interviews create logistical nightmares. Make hiring decisions within 24-48 hours or expect to lose the candidate. You can protect yourself by making your offer contingent on a final interview and reference checks, but hiring decisions cannot wait.
2. **Don't be complacent.** If the rumor mill hints that your top talent is jumping ship, address it immediately and motivate current employees to stay in their seats. It doesn't take much in today's market for employees to feel disgruntled and search out other opportunities.
3. **Bonuses and Perks** - Strengthen your position at the bargaining table with sign-on bonuses, retention bonuses, flexible schedules and unique perks. Free lunches and time off go a long way towards keeping valuable employees from joining your competitor.

Strategy #2: Make it easy for the Candidate to say YES!

Do your job descriptions look more like a dissertation than a want ad? Does your company website ask for more information than the candidate can remember? Are you expecting Indeed, LinkedIn, and aggregator platforms to deliver best-in-class talent?

You can no longer expect candidates to fit into *your* system. You must fit into *their world*. If your system is too complex, they won't participate. If your candidates don't trust you, they won't work for you. You must make your process convenient *and* develop a relationship. Here's what you can do to make them say YES!

1. **Test your application process.** If it takes more than two clicks for the candidate to enter their data, you've lost them. Do you really need them to fill out 100 data fields? Decide what information is critical and streamline your application process. Throw out the two-page detailed job descriptions in lieu of a punchy paragraph that sells the position.
2. **Consider new recruiting platforms.** Indeed and LinkedIn may inundate you with resumes, but do they provide quality candidates? Google's *Hire* is on the horizon and includes applicant tracking, relationship management, and sourcing functions. Consider a beta test to see if it works for you.
3. **Leverage Social Media.** Tell your company's story. Write articles, promote your brand, and increase your reputation as a go-to recruiter. Prove you're an industry authority and someone worth knowing by connecting others and being a valued resource.

Strategy #3: Consider Immigrant Candidates

Are you rejecting candidates because of their phone number prefix? Does the thought of a work visa sound like one more thing you have to manage? In a tight job market, it's time to open up to all sources, including immigrant candidates. The *Working Holiday* and *Quebec Selected Skills Workers Program (QSWP)* visas are designed to attract candidates to become permanent Canadian residents if they meet all the criteria. These candidates have hard skills like coding, finance, and marketing but also bring soft skills like cultural diversity, collaboration, and enhanced work ethic. And in some cases, they may be less expensive, but prove to be invaluable as they grow in the employer's culture.

Looking to grow internationally? Immigrant candidates speak the language, can help you navigate business, finance and government systems and potentially provide valued introductions. It's time to learn more about what it takes to bring them onboard.

1. **Encourage immigrant candidates to visit Canada.** Have you received an email from an immigrant candidate but aren't sure about their commitment? Encourage them to come to Canada and meet with you to evaluate their skills. Flying halfway around the globe is a clear differentiator of a motivated candidate.
2. **Invest in their potential.** Immigrant candidates have professional growth potential but require an investment in onboarding, mentoring and training. An initial lower salary can offset that investment and establish them as a valued employee for the long term.
3. **Consult with a local immigration attorney.** Immigration lawyers in all Provinces can educate about the visa process and how to leverage it for your firm and clients. Get a free assessment at immigration firms to understand the types of visas for which your company may qualify.