

A photograph of three men in business suits shaking hands in an office. The man on the left is wearing glasses and a dark suit. The man in the middle is older, with grey hair and glasses, wearing a blue suit. The man on the right is partially visible, wearing a light blue suit. They are all smiling. The background is a blurred office environment.

**PRIDESTAFF®**

IT'S TIME TO RETHINK YOUR  
*hiring strategy*

Outdated hiring practices don't work anymore. Let's talk about how your company can create a dynamic hiring strategy to capture attention, inspire engagement, and sustain your business during the ongoing talent crisis.

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## HIRING FOR THE FUTURE

Most hiring managers are now aware of the current demographic drought and what it means for hiring in the future. If the term “sansdemic” isn’t familiar to you, here are a few key takeaways:

- Birth rates are declining
- Baby Boomers are retiring
- Labor participation rates are shrinking

There aren’t enough new workers to replace those leaving the workplace.

By 2028, the U.S. is expected to see a deficit of 6 million workers.

As of June 2022, the unemployment rate sits at 3.6%.

Historically, when there are more job openings than unemployed workers, recruiters and hiring managers have difficulty filling positions and retaining employees.

Yes, indeed—these statistics make present and future hiring look bleak...but we’re not quitters.

And neither are you!

So how can your organization weather the talent crisis, un-sans the “sansdemic,” and hire the people you need to keep growing? Read on...

### WHAT IS THE “SANSDEMIC?”

Sansdemic means “without people.” The term was coined by EMSI, a leading provider of labor market data ([www.economicmodeling.com](http://www.economicmodeling.com)). Ron Hetrick, Senior Labor Economist, explains their research in his publication, *Demographic Drought: How the Approaching Sansdemic Will Transform the Labor Market For the Rest of Our Lives*.





## ADAPTING: OPTIMIZE YOUR END-TO-END HIRING STRATEGY

**“If you fail to plan, you are planning to fail.”** – Benjamin Franklin

With a candidate shortage underway, employers must examine their end-to-end hiring strategy—from sourcing through onboarding and beyond—or lose great candidates to competitors.

Today’s job seekers have tons of options, and workers’ needs have changed during the pandemic. A great salary is not always the most influential factor in a job offer. Candidates care as much—and sometimes more—about company culture, work/life balance, development opportunities, and benefits.

To close the deal, you must do two things:

- Know what candidates genuinely want in a job (and make a good offer)
- Create an exceptional candidate experience

Here are a few things to keep in mind as you review each step of your hiring strategy:

**Be proactive.** Occasionally, every employer has last-minute hiring needs. But reactionary hiring can cause unnecessary stress. Instead of waiting until you have a critical vacancy to begin recruiting efforts, try to predict upcoming needs, decide if those needs can be filled internally, and create a candidate pool well before you need to hire. Staying on top of emerging hiring needs can help you fill positions faster.

**Accelerate processes.** Where can you speed up your hiring process—without sacrificing quality—to get job seekers to work faster? Each day a candidate spends in your pipeline without being placed is a risk to lose them to a competitor.

**What’s in it for them?** Put yourself in your ideal candidates’ shoes—at every step in the process—and think about what would compel them to take the next step.







## SOURCING: CAST A WIDER NET

Success in this job market means:

- Getting the right people into the hiring process
- Having a great process in place
- Accelerating the process without losing quality to keep candidates moving through your funnel

## USE THE RIGHT TOOLS FOR THE JOB

If you're posting your jobs on your company job board and waiting for a flood of applications to come pouring in, you may be waiting forever. Passive candidates make up the bulk of talent these days, and you must meet them where they are. At the very least, you need to cast a wider net.

Great candidates come from multiple sources:

- Referrals
- Job boards
- Your company website
- Social media
- Talent communities
- Networking events
- Industry conferences





## CAST YOUR HIRING NET IN A NEW POOL

Even casting a wide net may not get candidates' attention, especially if they aren't looking to make a change. Try exploring a new talent pool entirely. Changing times call for creative sourcing strategies. How can you find the people you need to fill your open positions?

Opportunities exist, but you may find them in places you haven't considered looking. Consider developing a recruiting strategy for demographics like work-from-home moms, early retirees, boomerang employees, and military veterans. If your job description lists a degree requirement, ask yourself if that degree is necessary to succeed in the role. If not, consider loosening the degree requirement. Explore the rich and diverse talent among those with disabilities, the neurodivergent, or people leaving incarceration or rehabilitation.

## LOOK DEEPER THAN SKILLS AND EXPERIENCE

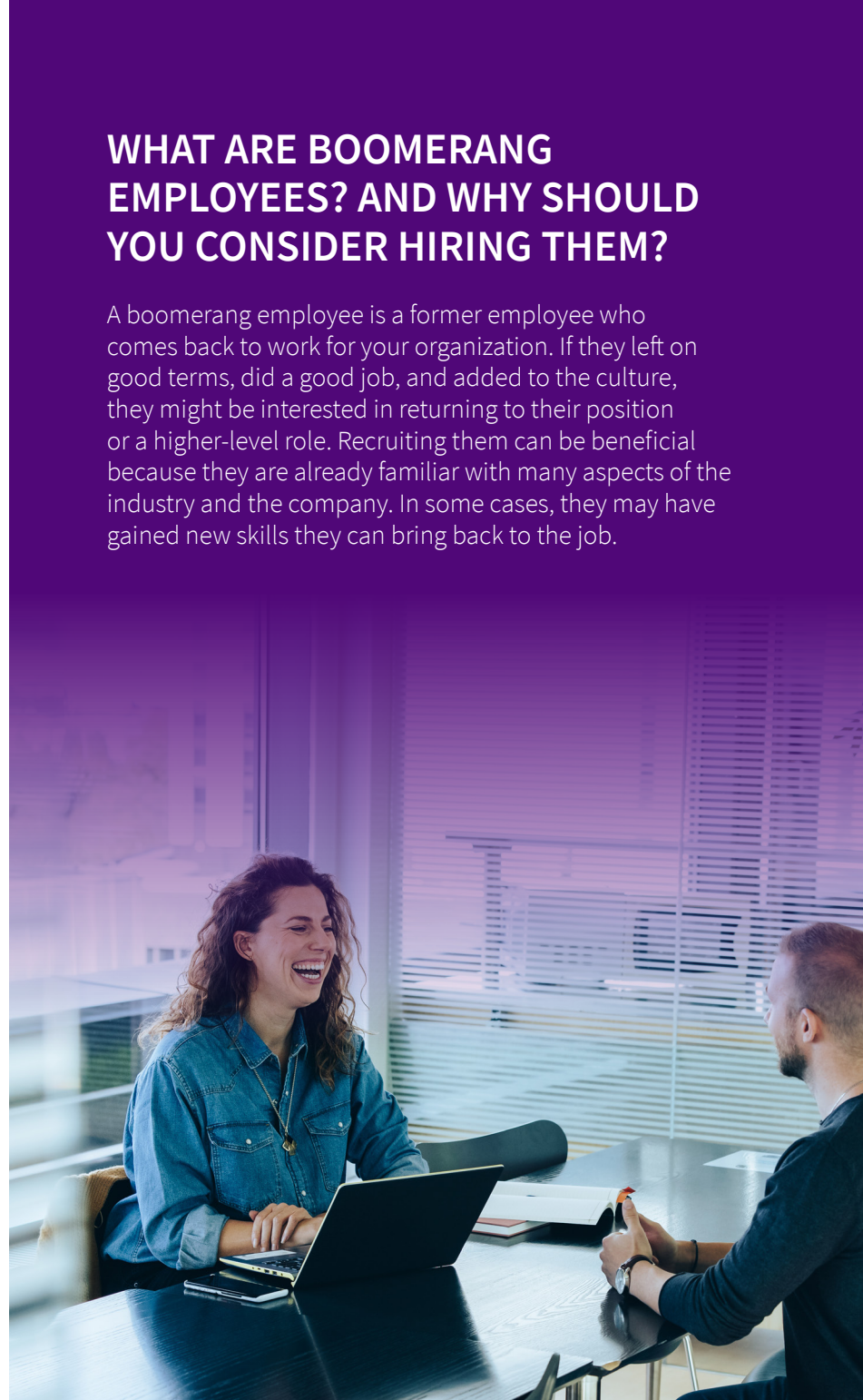
**Internal candidates.** Sometimes the perfect candidate is right under your nose. Offering upskilling or reskilling opportunities to existing employees is a great way to retain and grow talent within your organization. Additional benefits of internal promotion include a shorter hiring process, lower acquisition costs, and great cultural fit!

**Under-experienced candidates.** Try hiring for potential, even if candidates don't yet possess the skills needed for the role. Providing on-the-job training allows you to customize their training to best fit your company's needs. Another perk: your new employee won't have to unlearn any bad habits picked up in previous roles!

**"Can-do" candidates.** Attitude is an enormous component of job success. Hiring a candidate with a "can-do" attitude (and investing in their training) could net an employee with the drive and passion to learn and grow with your company.

## WHAT ARE BOOMERANG EMPLOYEES? AND WHY SHOULD YOU CONSIDER HIRING THEM?

A boomerang employee is a former employee who comes back to work for your organization. If they left on good terms, did a good job, and added to the culture, they might be interested in returning to their position or a higher-level role. Recruiting them can be beneficial because they are already familiar with many aspects of the industry and the company. In some cases, they may have gained new skills they can bring back to the job.



## RECRUITING: WIIFM?

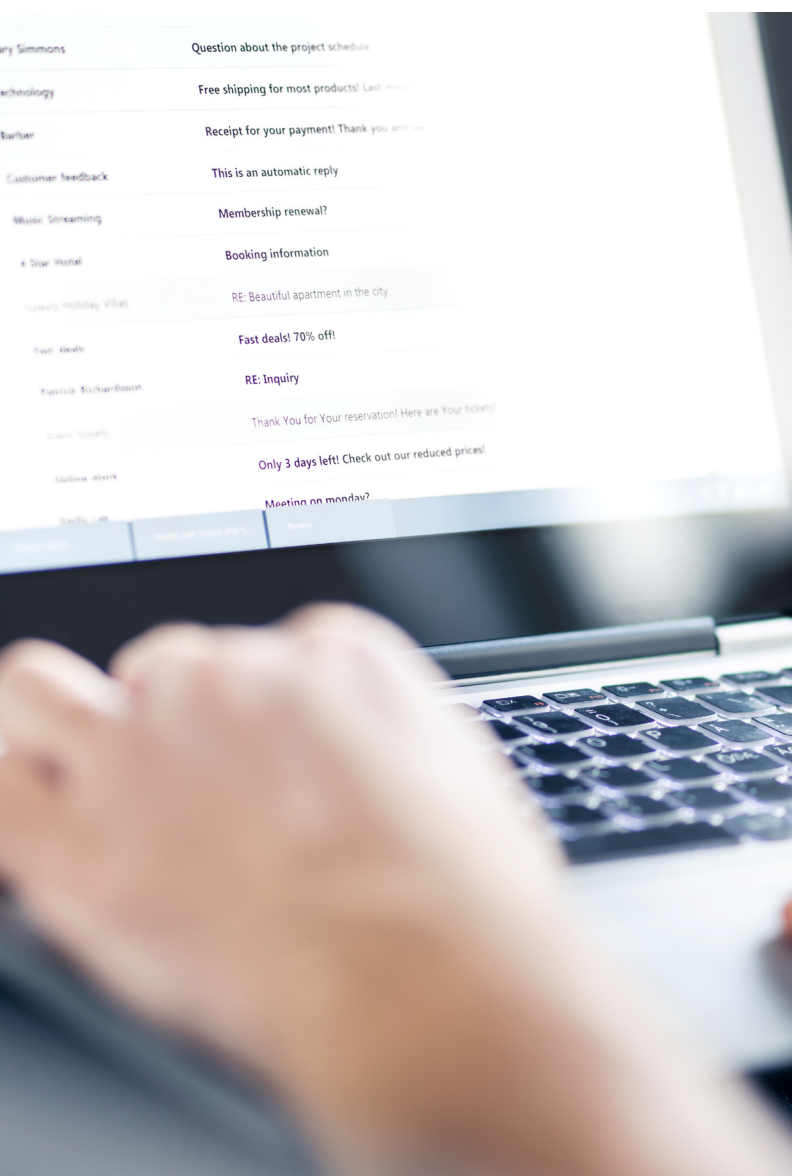
As you cast a wider net, understanding what is important to each audience is crucial to recruiting them for your organization. Keep your new demographics in mind and think through what job benefits will appeal to those potential candidates. Be sure to use inclusive language to appeal to diverse candidates.

Try these tips to write job posts that tell candidates **“what’s in it for them:”**

- Work-from-home moms might value schedule flexibility, part-time work, remote work opportunities, extra income, and the chance to use their professional skills.
- Attract retirees by offering the chance to use their career experience in a meaningful role, part-time work schedules, mentorship opportunities, work-from-home options, and health benefits.
- Military veterans may be looking for opportunities to put transferable skills to work. Let veterans know your organization values soft skills like leadership, teamwork, and communication and is willing to provide on-the-job training for hard skills.







## JOB POSTS: MAKE IT WORTH THEIR TIME AND EFFORT

You may not have a lot of space to prove the value of working with your company, but make sure you include basic information and more enticing details to tempt active and passive candidates.

### THE BASICS

- **Pay rate.** If you aren't willing to share salary information, you might need to consider your reasons. Not high enough to tempt candidates? Get the data you need to offer a competitive wage or candidates will skim right over your post and click on a competitor's.
- **Benefits.** Think carefully about what your company has to offer, and lead with the strongest benefits in your job post.
- **Location.** Many candidates prefer remote work these days. If your company offers remote work options, make that clear. If not, let candidates know how far they'll need to travel to work each day.
- **Job description.** Detail the skills, abilities, and experience needed for the position, but resist making your job post read like a snooze-fest of duties and requirements.

### THE ADDITIONAL WIIFM

- **Culture.** As many as 77% of job seekers consider company culture before applying. Include details that tell candidates what it's like to work for your company.\*
- **Mission and values.** Many candidates these days are looking for more meaningful work. Sharing your company's mission and values will attract candidates with similar goals and beliefs.
- **Success factors.** Move beyond the minimum requirements and amp up your job posting with aspirational qualities that lead to success in the role.
- **Pain points.** Draw a job seeker's attention by calling out a specific pain point they might have.
- **FOMO.** Frame your job in a way that makes it seem like a not-to-be-missed opportunity for incredible culture, exciting work, or career potential.

\* <https://www.businessnewsdaily.com/15206-company-culture-matters-to-workers.html>

## INTERVIEWING: HIRE FOR THE FUTURE

In a recent survey, 56% of respondents reported opting out of a recruiting process within the last year, with 22% citing their interview as the reason they lost interest.\* Whether interviews are conducted in person or virtually, they remain a critical part of the candidate experience. Examine your organization's interview process to see if it provides a compelling candidate experience.

Do your interviewers:

- Respect a candidate's time and schedule?
- Convey information about the job, the company, compensation, benefits, company culture, DEI policy?
- Follow a structured process that informs candidates of what to expect during the session?
- Sell the job by telling candidates "what's in it for them?"
- Explain next steps with clear time expectations?
- Follow up with candidates after the initial screening to provide feedback or resources to improve their job search?
- Ask questions that will help determine whether a candidate has a "can-do" attitude or the soft skills to succeed in the role, even if they don't have the hard skills or experience...yet?



\* <https://www.prnewswire.com/news-releases/cappfinity-survey-80-of-job-seekers-want-to-understand-company-culture-before-accepting-offer-301469525.html>





## OFFERING: CLOSE STRONG

Preparation and speed are the keys to success! In this job market, there's no time to waste and no room for indecision. Have your offer letter ready to go and be prepared to address objections. The best candidates will receive multiple offers, and you want them to work with your company.

Close the deal by focusing on what is important to them and how your company can provide value in those specific areas of importance. How do you sell top candidates on what you have to offer?

### TRY THE 5 F'S OF SELLING:

- **Fit.** Use this opportunity to detail how their skills, experience, or attitude will help them do a fantastic job and how they are an excellent fit for your company culture.
- **Family.** Many candidates have more to consider than their own satisfaction. Work with candidates to understand how the new role will provide for their family's happiness as well.
- **Freedom.** Today's candidates want autonomy, flexibility, and the freedom to do their job without micromanagement. Explain how the candidate will have the freedom to reach goals within the parameters of your company policy and have examples ready.
- **Fortune.** Make sure your offer meets or exceeds the industry standard. Pay may not be the most important piece of the puzzle for every candidate, but it's always a consideration. Be prepared for candidates to ask for more money; candidates know their worth in this job market.
- **Fun.** Candidates' priorities shifted during the pandemic. They want more from a job than "eight and skate" and collecting a paycheck. They want enjoyable, meaningful work. Learn what "fun" means to your candidates and tell them how and why they will enjoy working with your company.

**Pro tip:** Use the 5 F's at each step of your hiring process—during sourcing, interviews, between offer and acceptance, during onboarding, and beyond—to continuously engage candidates and improve loyalty and retention.

## ONBOARDING: STICK THE LANDING

The candidate has accepted your offer—congratulations!

Now you must deliver the great employee experience you've promised. Whether you're onboarding remotely or in-person, you want to make your new employees feel welcomed, prepared, and engaged from their first minute on the job. A great onboarding experience will help them feel confident and motivated as they begin work with you.

Here are a few ways to continue answering WIIFM as you onboard:

- Send a welcome email.
- Ensure employees have the tech they need to do their jobs (especially remote employees!)
- Announce new hires and invite the team to welcome them.
- Set up introductions with key team members.
- Invite them to lunch on their first day.
- Create a schedule if they need help getting accustomed to their new role.
- Create 30-, 60-, and 90-day goals to help them feel successful.
- Set a regular meeting cadence, or plan informal check-ins, to continue building relationships and supporting their training and goals.
- Ask for feedback on the onboarding process so you can continue to provide an exceptional experience for new employees. Times change—and you'll want to keep reviewing and adapting your onboarding process to change with them.







## PARTNERING: YOU AREN'T ALONE

PrideStaff is the ideal hiring partner. We'll work with you to rethink your hiring strategy to find motivated, qualified individuals to grow with your company—even in a talent crisis.

The staffing experts at PrideStaff can:

- Shorten your time to hire by providing qualified, ready-to-work candidates.
- Supply great-fit options using our On Target fulfillment process.
- Speed up successful hiring using the right mix of sourcing and selection tools for your needs.
- Provide temporary staffing support to “fill the gap” as we search for your ideal candidate.
- Help you plan a strategy for future hiring needs.
- Update your job descriptions to highlight value for candidates.
- Provide onboarding support to help you create a great employee experience.
- Create a compensation guide to help you determine a pay range that's competitive enough to attract qualified candidates.

## EVOLVING: PRIDESTAFF GROWS WITH YOU

PrideStaff helps employers of all sizes achieve their strategic hiring goals by connecting them with workers who need and value what they have to offer. Put PrideStaff to the test and let us show you the value an expert staffing and recruiting partner can make for your business.



# PRIDESTAFF®

### Our Mission:

Consistently provide client experiences focused on what they value most.

[pridestaff.com](https://pridestaff.com)

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