RECRUITING AND TALENT ACQUISITION: TAKING STORM IN 2024

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TABLE OF CONTENTS

3 WAYS TO MANAGE A HIGH-VOLUME RECRUITING CAMPAIGN

BY DANIELLE POND, DIRECTOR OF RECRUITING, AERTEK

High-volume hiring is when a company quickly brings on many workers to fill multiple positions. It takes a lot of effort and resources at all stages to successfully conduct a high-volume hiring campaign. It's more than going through hundreds or thousands of applications. It also involves screening final candidates and then onboarding new hires. Fortunately, high-volume hiring projects are common, and we've developed best practices to help guide our clients through the process.

What Are Some High-Volume Recruiting Challenges?

The biggest challenge is often the large number of candidates and new hires involved. Even for a large company, high-volume recruitment will take up a large part of the HR department's time.

Speaking of time, that is another key concern. High-volume hiring often comes with tight deadlines and time constraints. The need to fill multiple positions quickly can put significant pressure on your HR department. This is often where a staffing agency can provide much needed assistance. They specialize in time-efficient recruitment strategies and have the necessary resources to expedite the hiring process without compromising on quality.

Other high-volume hiring challenges typically are in the candidate pool, pay rate and geographic location for the roles. When companies need to scale quickly, they build off current strategies in their locations, and often the labor pool for that market is already saturated. Inflated pay rates that disrupt the market help to combat this issue. If a company is identifying space in a less populated geographic area, the challenge then becomes identifying enough people in the area and quickly building brand loyalty with a market that has never heard of the company before.

3 Ways to Manage High-Volume Recruiting

Chances are your company is busy — or preparing to get busy — if you're about to launch a high-volume recruiting campaign. While it requires a lot of effort, there are ways to make it more manageable.

1. Automate What You Can

Using technology in your high-volume hiring process will not only save you time doing administrative work, but also help you reach the quality candidates more quickly. This can be done by screening for keywords in the applications or resumes, using calendars for potential candidates to select interview times online, and using virtual interviews through Zoom, Google or Facetime.

2. Utilize Talent Databases

Often, companies will compile databases of leads where talented individuals can

submit their credentials, contact information and other data. This makes it easier for marketing personnel to reach out if they require talent in that niche. It grants easier access to qualified candidates who are often looking for work.

3. Leverage Data

When working with recruiters to find potential candidates, it's important for the staffing agency to know what the gearing ratio is for the company so we can work backward to effectively fill each start class needed. We need to research the geographic area to ensure that pay rates meet or exceed the market standard and that we are familiar with companies to identify potential candidates in the market. We also need to identify how many recruiters will need to support the high-volume business to meet client expectations each week. We need a plan for interview, references, onboarding and start classes to ensure we're setting our candidates up for success.

The high-volume hiring process isn't easy, especially in a tight labor market. By leveraging the strategies above you can put your company in a better position to overcome the challenges you may experience.

5 LEADING TALENT ACQUISITION TRENDS TAKING STORM IN 2024

BY BRIANNA ROONEY, TALENTPERCH

It's hard to believe that 2023 is nearly over, marking now as the time when HR professionals and organizational leaders should start planning for the next year, including their plans for talent acquisition. The work and hiring landscape is rapidly evolving, especially following the pandemic and the Great Resignation.

Today's job seekers bring a wealth of unique skills to the table, which also means they're looking for better benefits and more flexible positions. As a result, HR teams and staffing professionals will need to grow out of their previous recruitment strategies to consider these shifting trends and attract the best, most skilled talent.

When evaluating talent acquisition trends in 2024, HR professionals should closely analyze their hiring process, job descriptions, and qualification outlines to determine what changes or improvements need to be made. They should also consider whether there are any new sources for talent acquisition and determine how to gain access to those opportunities.

As we look toward a new year of hiring and onboarding new employees, here are some of the recruitment predictions for 2024 to keep a particularly close eye on.

1. AI in Recruitment

Artificial intelligence is nothing new, but innovations in AI have allowed broader use of the technology in all areas of business, including hiring. AI in recruitment came into play heavily in 2023—specifically the use of ChatGPT— and looking into 2024, HR professionals can look forward to AI continuing to play a core role in streamlining and optimizing the hiring process.

AI-powered tools can help with such tasks as CV screening, candidate matching, job posting, and interview scheduling by leverage machine learning algorithms to analyze immense volumes of data, identifying the most qualified candidates, and saving recruiters time and effort. Analytical tools can help identify patterns, predict success, and measure the effectiveness of recruitment strategies, allowing organizations to make more informed decisions and enhance their overall recruitment outcomes.

2. Virtual Reality for Assessments

Virtual reality (VR) tech has gained significant traction in recent years, and we can expect it to make an even bigger impact in 2024 with particular regard to hiring and recruiting strategies. For instance, VR assessments allow candidates to showcase their skills and abilities in a simulated environment, providing a more realistic view of what day-to-day work may be like for them, and allowing recruiters to measure their performance in specific areas key to the role.

In this way, VR allows HR professionals to evaluate candidates without spending excess money and time by having them come onsite for multiple interviews and assessments. I expect this to become a key talent acquisition trend in 2024, as it eliminates some of the more common roadblocks that may otherwise prevent efficient hiring processes.

3. Chatbots for Screening and Q&A

The use of chatbots in hiring and recruiting increased exponentially in 2023, and will likely continue gaining popularity as we move into 2024. Automated, AI-powered chatbots can help screen and initially interview candidates for positions, freeing up time for HR professionals to focus on the candidates who are the best fit for the role.

Chatbots can also be used to answer questions candidates may have during the application, interview, and hiring process. However, chatbots are unable to properly assess candidates' more human qualities, such as work ethic and culture fit, so recruiters and hiring teams still need to be involved in the process.

4. Onsite and Hybrid Role Considerations

The pandemic accelerated the adoption of remote work, which has since shifted from a "trend" to an expectation in many fields. As a result, countless organizations have become far more comfortable implementing remote hiring processes, virtual assessments, online onboarding, and remote work models for their teams.

When it comes to recruitment predictions for 2024, I expect companies to continue improving their processes for evaluating candidates' soft skills critical for remote work, such as self-discipline and communication. In addition, onsite and hybrid positions may become tougher to fill as more people become comfortable with the benefits remote work environments can provide—both for employers and employees.

"When it comes to recruitment predictions for 2024, I expect companies to continue improving their processes for evaluating candidates' soft skills critical for remote work."

5. Consider Skills-Based Hiring

Anyone who's ever searched for a job knows that most listings have stark similarities, with hardline requirements like specific degrees and a certain amount of years worth of experience. As we continue moving into 2024, however, with diversity, equity, and inclusion (DEI) initiatives taking center stage, a skills-based approach to recruiting may better serve organizations overall.

Changes to job listings, such as stating a certain degree is preferred but not required, may encourage more highly skilled and qualified candidates to apply. There are millions of people currently seeking jobs who have a wealth of self-taught skills—or ones not related to their college degrees—who could still prove to be a tremendous asset to companies.

Early adopters of skill-based hiring in 2023 saw significant returns in KPIs such as reduced time to fill open positions, cost per hire, and an increase in diversity. The future of talent acquisition will likely see many teams carry skills-based hiring into 2024.

The world of talent acquisition is becoming more and more competitive. In order to source and entice the most talented employees, recruiters must be on the cutting edge of the talent acquisition field. Embracing these emerging trends will allow recruiters and HR professionals to be more effective, efficient, and make better-informed hiring decisions.

This, in turn, will let them free up more time to focus on building relationships with candidates, hiring managers, and clients.

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By taking a hard look at your hiring processes and implementing tested and trending techniques, 2024 can be a year that the talent pool in your organization exponentially grows.

EMPOWERING DIVERSITY THROUGH GENDER-INCLUSIVE RECRUITING STRATEGIES

BY BRIANNA ROONEY, TALENTPERCH

In today's business world, inclusivity is more than a value—it's an essential part of a sound business strategy.

A recent McKinsey and Company report shows that companies that build diverse executive teams by focusing on gender inclusivity are 25% more likely to outperform those that don't financially. For those that build ethnically diverse teams, the likelihood rises to 36%.

More importantly, the McKinsey report shows that inclusivity becomes more impactful for businesses with each passing year. In other words, organizations that don't take the steps necessary to build a diverse workforce will fall further and further behind.

To build diverse teams, organizations must begin with inclusive recruiting strategies. For businesses in 2023, those strategies need to include components that address the evolving gender landscape.

Understanding Gender Inclusivity in 2023

Traditionally, gender was viewed as a binary classification. It was either male or female. Businesses considered gender-inclusive were those that provided equal opportunities for both sexes.

Modern gender classifications are more nuanced. Our gender vocabulary now includes terms such as cisgender, transgender, nonbinary, gender fluid, and gender nonconforming. To be truly inclusive, recruiting strategies must be compatible with this new landscape.

Developing an Inclusive Strategy

As with any new business initiative, clear communication is a critical component of establishing a gender-inclusive recruiting strategy. This starts with internal communication. All employees must understand that the organization values diversity and inclusion.

Promoting gender inclusion in the workplace may require ongoing education and training. Gender identity is a complex and evolving issue. It's also an issue with political overtones, which means employees may need help understanding how to communicate about the topic with sensitivity and respect.

Outward-facing communications also must be updated to promote inclusivity. Job postings should use neutral and inclusive language and focus on the skills and qualifications required for the position. Gendered language and biased requirements should be removed.

Potential recruits who value inclusivity will likely look beyond an organization's job posting to brand communication as they assess its commitment to inclusivity. As companies embrace inclusivity and diversity, they should promote it in all outward-facing communications.

Featuring gender inclusivity on the organization's website, especially on its "careers" or "values" pages, is important. Addressing inclusivity in social messaging is also important. Those in leadership who support inclusivity can communicate their position by adding their pronouns to their Linkedln profiles and e-mail signatures.

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Leveraging Diversified Recruiting Channels

Businesses can also boost inclusion in their recruitment efforts by looking beyond traditional channels. The growing

need for inclusion has led to the creation of organizations that specialize in promoting employment opportunities to underrepresented groups. Posting to the sites managed by those groups can ensure job opportunities reach a more diverse audience.

Networking with organizations focused on supporting underrepresented groups is another way to connect with a more diverse talent pool. Organizations that sponsor employee resource groups focused on diversity and inclusion may find that members of those groups can provide referrals that further diversity goals.

Removing Bias from the Recruiting Process

Identifying bias in the recruiting process is another key step organizations must take to develop gender-inclusive processes. Biases that favor one gender over another can cause managers to overlook the most talented applicants and discourage qualified applicants from applying.

As mentioned above, language is an integral part of a gender-inclusive strategy. This includes not only language that explicitly identifies gender but also language associated with a certain gender. For example, using words like "dominant," "aggressive," or "ambitious" has been found to attract applicants who identify with masculine roles while repelling those who identify with feminine roles.

"Establishing clear evaluation criteria and using structured scoring systems can help ensure applicants are assessed fairly and that unbiased comparisons can be made."

Those involved in the recruiting process may need to be trained to identify and avoid bias. They should be aware of how bias can affect the résumé screening process, as well as the interviewing process. Establishing clear evaluation criteria and using structured scoring systems can help ensure applicants are assessed fairly and that unbiased comparisons can be made.

When interviews are conducted by a panel, organizations should make sure the panel is also diverse. This ensures multiple perspectives will be considered before a final hiring decision is made. It also communicates to applicants that the organization values diversity and inclusion.

Committing to Constant Improvement

As the gender identity landscape continues to evolve, organizations must be committed to adjusting their inclusivity efforts on an ongoing basis. Goals should be set, data should be collected, metrics goals should be implemented, and effectiveness should be evaluated. When efforts fall short, members of leadership should communicate openly and transparently about how they plan to improve.

Realizing the Benefits of Gender-Inclusive Recruiting

The overarching goal of a gender-inclusive recruiting process is to ensure every applicant, regardless of gender identity, feels respected and welcomed to apply. Organizations that take the necessary steps to put such a system in place will realize many benefits, not the least of which is gaining access to a broader talent pool.

Organizations that authentically embrace gender inclusivity will also benefit from a more diverse workforce, one where innovation and impactful collaboration are the norm. This can only be accomplished, however, with a strong commitment from organizational leadership. Leaders and managers must foster gender inclusivity by modeling the value in their own actions and decision-making processes.

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Name: Aashir Shroff, VP of Product - Talent Acquisition,

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Biography: Aashir Shroff is a seasoned product leader, hr & gig economy expert, speaker, and author focused on leveraging AI and technology to help companies build a diverse and balanced workforce. Aashir is the VP of Product - Talent Acquisition, Flex & Resource Management at Eightfold, helping customers reimagine their talent acquisition strategy and developing their contingent workforce. Prior to joining Eightfold, Aashir co-founded GigNow, an EY-backed startup that helped enterprises transform their contractor hiring experience.

What is the top challenge impacting hiring teams in 2024 when trying to recruit and retain talented employees?

There are many, but one we'd like to highlight is that your team is consistently learning, growing, and building their skill sets. But they're not exactly updating their resume every day, and you probably don't want them doing that. If you have the ability to understand how their skill sets are dynamically changing within their current role, your organization can play a part in growing their career and keeping your best talent operating at its highest potential.

How does your company support HR leaders through these challenges and ensure success?

HR leaders are becoming more familiar with the speed and efficiency that AI can introduce to their organization, but may have questions about how to approach regulation of the space. This is an area where Eightfold has truly distinguished

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itself – in addition to the pedigree of the team working on the technology, we work with our customers to ensure they have access to third-party AI compliance, ethics councils, diversity and safety measures, as well as guidelines for managing their platform above and beyond today's regulation standards.

How has technology impacted the way organizations approach recruitment?

There's a lot to cover here, but let's start with the obvious – the days of one person, or even a team, reviewing 5,000 resumes are over with. It's not efficient, it leads to people taking shortcuts and that introduces bias. Technology advancement has put better decision-making on the table. But the reality is that 'recruitment' is no longer a complete picture. HR teams today are trying to create talent-centered organizations, where recruitment, growth, and the effective use of talent are all in the same bucket.

What emerging trend or technology do you think will significantly impact recruiting and retention going forward?

One area to highlight is real-time skill development. As one project ends, another is usually being started, and all too often the same people or teams are shifted into that next requirement. But is it really the same team? The prior project has given them new capabilities. They're learning, every day, and the technology has arrived that factors those developments into future deployment and ultimately career pathing.