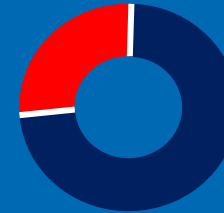


2022 - Recruiting The Best Talent

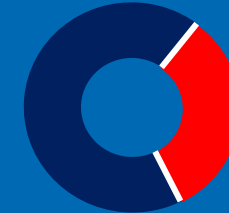


Key Trends

- Job vacancies have hit a decade high with nearly 4 times the number of openings compared to 10 years ago
- The most common reason candidates give for wanting to move, is the desire to achieve a better work / life balance, which predominantly means flexible working
- Candidates define career progression in two key areas:
 - 1: Financial Reward
 - 2: Business Management Responsibility
- Candidates now consider a company's image and brand as equally important as a roles compensation and its responsibility



26% of the skilled workforce changed role and employer during 2021



38% of the skilled workforce are keen to change role & employer in 2022



50% of candidates want a better work structure & 50% want progression

What Candidates Expect From Recruiters

- Candidates expect a targeted and specific approach, with clear reason to start a conversation. If they don't see this immediately they won't engage.
- Candidates are less interested in job descriptions and are more interested in the narrative of the role and the business
- People will not respond to phishing emails and have their social media muted, to weed these types of contact out
- The recruitment process is key, over 50% of job offers made are declined because of a negative view of the recruitment process

Ways To Engage Talent

- Candidates want a clear reason to engage, so work out what this is and make it clear during the initial outreach
- 70% of Candidates ignore the first contact as they are seen as phishing emails, if they don't respond, approach them a second and possibly a third time
- Response rates on the 2nd connection increase by around 2.5x, as long as the approach differs from the first
- Candidates engage if they are approached in an open and honest way, so be up front and direct about why you are looking to connect
- Sharing hard information will lead to a greater level of engagement, so share as much as possible in the early stages of engagement and give them a reason to want to speak with you