



**RIZING**

The Ultimate Checklist  
to Attract & Hire  
the Talent You Need

# Table of Contents

01

**Hiring the Best Candidates**

page 3

---

02

**5 Factors that Affect Your Talent Acquisition Efforts**

page 4

---

03

**The Ultimate Checklist to Attract the Talent You Need**

page 8

---

04

**Find and Keep the Talent You Need**

page 10

---

# Hiring the Best Candidates

# 01

**Every business needs the right talent to succeed.**

**But, with an increasingly tight labor market, attracting the people your organization needs is becoming more difficult by the day.**

Being aware of the challenges your company faces is a start. From there, you need to focus on building a recruiting strategy that will sustain your business for the long haul.

As you evaluate your talent acquisition strategies and transform your practices to reflect the expectations of a multigenerational, and increasingly diverse workforce, this ultimate checklist will help you reduce errors, save time, and stay on track.

Use it to build a system that efficiently attracts and engages the right people through every step of the hiring process.

Let's get started!



# 5 Factors That Affect Your Talent Acquisition Efforts

The first step to building an effective acquisition strategy is to know what internal and external factors affect your recruitment efforts.

Based on our experience and a study of current market conditions, here's 5 factors that you need to be aware of when building your strategy.

You need to determine how you'll adapt, counter, and respond to each of these.





## 01 GROWING DEMAND & DWINDLING SUPPLY

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With just about every major industry facing staffing shortages, the candidates are now in the driver's seat with the option of picking an employer that responds to their needs in a location of their choosing. While talent acquisition and human resources teams can't change the growing supply/demand imbalance, they need to be aware of how this affects their acquisition strategy and take active steps to attract Gen X, Millennials, and pretty soon Gen Z before the competition does.

## 02 TURNOVER & BURNOUT

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The staffing shortage also has an adverse effect on current professionals who have to work longer hours leading to burnout and turnover – which leads to a dangerous loop of an exhausted workforce, an ever-growing pile of work, and more turnover. Furthermore, an organization with a reputation for high turnover and burnout creates additional challenges for recruitment teams when it comes to hiring the best talent.

## 03 INCONSISTENT HIRING PROCESSES

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Modern businesses often have complex org charts, siloed branches, and evolving parts. This creates inconsistent hiring processes that vary from department to department, region to region, and result in poor candidate experiences that negatively affect the organization's brand image. While the HR team can't control everything, cloud-based comprehensive talent solutions such as SAP SuccessFactors can help companies centralize their processes and bring visibility to internal teams and candidates.

## 04 INTENSE FOCUS ON COST MANAGEMENT

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Companies are always under pressure to control costs. Up against this mentality, HR managers struggle to secure funding for talent management initiatives and, as a result, end up using disparate, on premise or outdated recruitment technologies. This leads to error prone processes due to the doubling of data across systems, labor intensive and slow hiring steps, and a disconnected candidate experience.

## 05 EVOLVING EXPECTATIONS

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The largest generation in the workforce today is tech-savvy and socially aware Millennials. As candidates, Millennials look for companies that align with their values, offer training and development, and deliver opportunities for career growth. They expect their future employers to be digitally connected with an intuitive website that showcases its brand and culture. They want a simple, mobile friendly job application process, transparent and timely communication, and an active social media presence so they can interact with the company during the hiring process.





“Company values are the most important marketing content that influence a candidate’s decision (42%) to apply for a job followed by employee testimonials (36%)”, according to a recent report by the Talent Board.<sup>2</sup>



<sup>2</sup> 2016 Talent Board NAM CandE Research Report FINAL 170202.pdf

# The Ultimate Checklist to Attract & Hire the Talent You Need

# 03

When it comes to recruiting the best, you can't let anything slip through the cracks!

Free up some mental RAM (and time) by using this ultimate checklist as a guide to transform your recruiting processes from start to finish.

## Evaluate your hiring process from start to finish

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### **Storyboard the hiring process and map out outcomes**

Plot the set experiences a candidate could have and optimize every step

### **Secret-shop the hiring process**

Make sure you know what your candidate experience is really like

### **Use data insights to create repeatable processes**

Rely on full data visibility to streamline your processes from start to finish

### **Make sure candidate experiences align with values & culture**

## Create a strong, attractive brand that shows your value to top talent

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### **Develop your Employee Value Proposition**





## Build a talent pipeline and nurture talent

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### Source talent globally through an omni-channel approach

Seek out job boards, social platforms as well as offline ways (events) to share open roles

### Create a network of communities, content and contact points

Stay active on LinkedIn, joining relevant groups to connect with new talent

### Adopt a system of candidate engagement for optimal communication

Make it simple for candidates to get in touch and follow up with HR

### Keep candidates in the know with company news, not just job updates

Take the opportunity to share your culture and events

### Enable your database to automatically update and track progress

Rely on technology to track candidate progress and development benchmarks

## Enhance the candidate experience

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### Adopt a system of candidate engagement that keeps everyone on the same page

Your RCM should allow you to track and communicate with candidates continuously

### Keep your career site updated with current openings and culture info

Your site is your platform for sharing who you are as a company

### Stay active on your social sites and review channels

## Create and share a consistent message

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### Build communities, content and contact points to engage passive talent

Connect with talent that isn't actively job searching to increase your candidate pool



As you complete each task, check it off the list to make sure you're completing everything you need for stronger recruiting.



# Find and Keep the Talent You Need

Our economic times are changing, our workforce is diversifying, and candidates are becoming increasingly more selective in where they choose to work.

**But organizations that recruit well can still thrive in this modern world.**

Our certified SAP SuccessFactors professionals can help you master your new recruiting system. But most importantly, we help you align that system to your overall HR strategy and your company culture. Our goal is to help you transform your business so you can find and attract great talent.



Contact us today to find out how we can help you deliver a recruiting solution designed to let your organization's recruiting efforts thrive.



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