Talent Acquisition: Trends to Watch Out for in 2019!

2nd Annual
Digital Talent Acquisition Summit

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Finding the right talent has never been more challenging, and bringing the right employees onboard is critical for your organization's success! Embrace the future of talent sourcing and recruitment to keep pace with your candidates.

We've got insight from Talent Acquisition Leaders on some of the trends that will play an important role in shaping the Future of Talent Acquisition.

Question:

What, according to you, are the top 3 Talent Acquisition trends to watch out for in 2019?

Hear from:

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Q3. What, according to you, are the top 3 Talent Acquisition trends to watch out for in 2019?

Mike Jackson
Senior Manager, Human Capital Consulting
Deloitte

Looking at 2019, I believe there are 3 key trends on the horizon, and all 3 relate to the future of work

1) Alternative talent will continue to grow and become more mainstream. Leveraging external expertise to solve niche problems allows for organizations to remain nimble and scalable – but it also needs to be integrated into how we source for future needs and change our mindset from pools of talent that we will "acquire" to pools of talent that we will "connect with" – but never really own

2) Data will push our thinking beyond current TA metrics. Predictive analytics will allow us to connect recruitment data to organizational performance and help to remove bias in our candidate selections. Predicting that candidate A will drive more long term revenue than candidate B will become our new selection criteria

3) Agile, or mission based teams, will become the operating model of high performing TA teams. TA teams that can mobilize quickly across various business units, while leveraging key COE resources will see dramatic improvement over traditional linear requisition based models. They will enable the business units and re-define how they approach TA as an integrated unit

Frank Monteleone
Senior Vice President, Human Resources & Corporate Relations
Rexall

1. **Employer Brand Strategy** – It's never been more important to build organizational self-awareness, understand your employee value proposition, and consistently share your authentic story. A comprehensive employer brand strategy that identifies market positioning, key messages, and brand character, helps to activate each stage of the recruitment funnel.

2. **Content marketing** – Once the "big picture" employer brand strategy has been developed, sharing your story via consistent content creation is critical. Showcase your employees, not stock images, across digital channels. Encourage employee generated content and you will ignite employee pride in your workforce. This not only supports engagement, but it magnetizes the right talent to your organization.

3. **Candidate experience** – All attraction tactics are a waste of time if we do not get the candidate experience right. Every interaction has the opportunity to enhance or erode one's employer brand. Investing time in a candidate-centric, connection filled experience will pay dividenwds for both your employer and consumer brands.

Q3. What, according to you, are the top 3 Talent Acquisition trends to watch out for in 2019?

Chelsea Howard
Director, Talent Strategies
CIBC

1. **Amplifying Employee Voice** – I believe that employee and leader advocacy will only become more prevalent on social platforms link LinkedIn and Medium when it comes to providing an authentic, unvarnished look into what life and culture is like at organizations. More and more, talent is looking to engage with brand storytelling through employees and leaders to inform decisions about where they want their careers to take them.

2. **The Nature of "Career" is shifting** – talent expects much more from their experience with an organization throughout the recruitment lifecycle. As the nature of the workforce changes (gig, contingent employee population is growing), so must employee value propositions. Self-directed learning that approaches the emerging skillsets that are becoming so critical to the way we upskill and develop talent is going to become critical to EVP and employer brand positioning.

3. **AI across all recruitment processes** – Artificial Intelligence will continue to make it's way into the way we tailor candidate experiences, pre-screen, interview, hire and develop talent..

Lorrayne Dusevic
Talent Acquisition Manager
AIG Canada

In 2018 we saw artificial intelligence, diversity and inclusion initiatives, the increase use of Customer Relationship Management (CRM) tools and social recruiting, and virtual reality. How can we possibly top that in 2019? What more to expect? In my opinion, I believe three major trends, not only locally, but on a global scale, will emerge in 2019: i. Talent shortages persist as we continue to see unemployment rates at record lows, making it increasingly difficult to find top talent and qualified candidates, which will lead to reskilling workers and investing in internal population resources, ii. Globalization of businesses as they increase their international footprint, a win-win for employers and job seekers, and iii. The increase of temporary opportunities.

Q3. What, according to you, are the top 3 Talent Acquisition trends to watch out for in 2019?

Jesper Bendsten
Head of Global Talent Acquisition
Thomson Reuters

- Continued practical applications and positive impacts from using AI in recruiting
- Greater focus on reducing system fatigue for recruiting teams by leveraging integrated technologies
- Return to focusing on real recruiting productivity through improved analytics (this is driven both through improved reporting capabilities and better discipline and analytical mindset of recruiting leaders)

Jordan Beresford
Global Talent Marketing
Scotiabank

1. **Insight driven decision making.** Gone are the days that you can go into talent strategy meetings with anecdotal evidence of market trends or rely on "gut feelings" regarding what is or isn't going to work. It's imperative to use insights from data analysis to inform our decision making and we're seeing products like LinkedIn Talent Insights contribute to our data backed decision making. Not only is it important to come armed with data, but it's even more important to understand what the data is saying and glean actionable insights from it that businesses can use to drive impact and ultimately hires.

2. **Automation and personalization.** With requisition loads of 30 to sometimes 50 roles, we have to arm our Recruiters with the tools to pipeline quality talent so that they can focus on giving our candidates that "white glove service". The more we can automate our tasks, while maintaining personalization (think shopping on Amazon) we can keep the processes human, but also allow our human Recruiters to go up and above.

3. **Content is still King.** With more passive candidates in the market than ever, content is still king and is ultimately going to be what catches the eye of a potential candidate. Content relevancy is more important than ever and getting the right content, in front of the right candidate, at the right time is gold. Programmatic ad buying, as well as paid social media campaigns, are becoming the new norm when it comes to Talent Marketing. If your Marketing teams aren't helping you creative valuable candidate-centric content, you're showing up to the war on talent unarmed.

Q3. What, according to you, are the top 3 Talent Acquisition trends to watch out for in 2019?

Ross Johston
Executive Director, Co-operative Education
HIRE Waterloo

By 2025, millennials will comprise three quarters of the entire working population. In preparation for this multigenerational shift in the workforce, companies are working to ensure they are attracting and maintaining the best available collection of innovative minds with unique skills. As a result, we are going see more organizations strive to increase talent acquisition by:

1. Creating new company cultures and work environments to attract employees.
2. Leveraging technology to aid in recruiting the appropriate talent.
3. Adopting more diverse hiring strategies to maximise attracting talent.

Companies are thinking about whether their work environments, their culture, the work they do, and how they go about doing it, is attractively relevant to the young and upcoming Millennial and Gen Z talent. They are moving outside of their traditional methods – changing job descriptions to better reflect the workplace culture, creating new innovation spaces to provide collaborative environments, and recruiting outside of common disciplines – to find and keep strong candidates.

Joe Cuscianna
Senior Manager, Talent Acquisition
Meridian Credit Union

1. Increased AI Capability
2. Moving to the show me don't tell me assessment approach – Video interviewing capability as well
3. Digital Marketing

Q3. What, according to you, are the top 3 Talent Acquisition trends to watch out for in 2019?

Jay Zaidi

1. Automation and Use of AI to speed up the Talent Acquisition Pipeline
2. Diversity and Inclusion Initiatives
3. Use of Data to tell the branding story

Aamna Contractor
Product Owner | Talent & People Analytics
TELUS Digital

#1 Candidate Experience will be our top Priority

90% of the current job market is candidate-driven, this means that we don't just pick the talent but the talent picks us. Candidates that have a positive candidate experience in your recruitment process will more likely accept your offer, reapply in the future and possibly refer other colleagues to your company.

#2 Data

As a big believer in people analytics – I have seen the power that analytics has in the overall recruitment process. It can give you great insights on which parts of your hiring strategy work well and which ones have room for improvement.

#3 Collaborative Hiring

At TELUS Digital, we have embedded practitioners into our hiring process. Our resumes are reviewed by Recruiters AND team members. This has significantly improved the quality of our new hires along with decreasing our time-to-offer as we have a team to review all incoming resumes.

Learn from 20+ Talent Acquisition Experts

2nd Annual Digital Talent Acquisition Summit
May 14-15, 2019 | Old Mill Toronto

Leverage Technology to Transform Your Talent Acquisition Strategy. Learn about:

1. **New technologies:** Discover the potential of digital to enhance your recruitment strategy

2. **Candidate experience:** Deliver a positive experience to ensure a quality pipeline

3. **Corporate branding:** Create a captivating brand to bring talent to you

4. **Social media:** Leverage social media platforms to better connect with candidates

5. **Content marketing:** Reach the best talent with meaningful information

6. **Mobile first:** Make the application process simple and easy on the small screen

7. **Online reviews:** Develop a positive online reputation

8. **Data-driven:** Improve your decision-making with data and analytics

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THANK YOU FOR READING!