

Your Most Common Recruiting Leadership Challenges Solved



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Even the most experienced talent acquisition leaders can hit roadblocks leading a high-performance recruiting team.

We've compiled the top challenges you likely face as a recruiting leader and identified solutions to help you and your team avoid recurring frustration. Read on for tactics to help lead your team to talent acquisition success. **You'll learn how to resolve common recruiting challenges like:**

- Sparse candidate pipelines.
- Inability to position your company's unique strengths in a crowded space.
- Struggling with reporting strategies to measure your team's success.
- Losing candidates to the competition.
- And more!



CHALLENGE 1

You have enough qualified candidates to fill your immediate hiring needs, but your three-, six- and 12-month pipeline is sparse.

SOLUTIONS:

Automate candidate communication.

Work with your team to automate the first point of contact with candidates who apply or join your talent community. Every candidate should receive an automated series of welcome emails that detail what they can expect throughout the hiring process or as part of the talent community.

Develop a communication program.

Partner with your organization's head of content to create a talent community content calendar.

✓ . . . **"Content, when strategically planned, developed and distributed can help lead today's job seekers right into your ATS and help engage them throughout the hiring process," says Red Branch Media's Maren Hogan.¹** Candidates should receive regular communication from your company that keeps them interested until a position they might like becomes available.

Highlight company culture.

Job seekers now rank company culture as the third most important factor in their search, right behind salary and vacation time.² Highlight the company's unique culture in your team's branding efforts to provide candidates with valuable insight before they apply. Work with the head of marketing to create Q&A-style videos or articles featuring employees across different departments, and create content to engage candidates looking for similar values and interests.

Implement a referral program.

Not adding referral candidates to your talent community can negatively impact your long-term talent pipeline. **According to HR thought leader Dr. John Sullivan, employee referral programs are the most powerful corporate recruiting tool and should produce 50 percent of all of your hires.³** Referrals are more likely to be strong cultural fits and valuable additions to your pipeline.

Implement a [talent community](#) to capture passive candidates and build your brand.

CHALLENGE 2

It's an ongoing struggle to position your company's unique strengths in a crowded space. It seems every company is going after the same talent and you know what sets your company apart, but you have a difficult time explaining this to candidates.

SOLUTIONS:

Start recruiting early.

- ✓ ... **Since 20 percent of college juniors have already secured a job for after graduation**, it's vital to build an early-stage campus recruitment program with students as early as freshman year.⁴ Engaging with them early in their education will give you an edge on other companies and will build familiarity and interest with underclassmen. When it's time for them to begin job searching, your company will be among the first that come to mind.

Develop career growth opportunities.

Solely increasing the salary to land in-demand candidates no longer works; today's job seekers seek career growth. Collaborate closely with other department heads to establish employee development paths that align with long-term business goals. Include a framework so hiring managers can assign personalized goals and a tactical plan for each employee.

Offer learning opportunities.

An important part of internal growth is to encourage continuing education. Work with your organization's CFO to allocate budget to professional development opportunities for employees. After all, 87 percent of millennials (versus 69 percent of non-millennials) say professional development is important to them in a job.⁵ This investment can make the difference between your company's future executive team coming up through the ranks internally—or watching them jump ship to a competitor. Also, consider launching an internal mentorship program that pairs senior-level leaders with these high-potential, entry-level employees for added support and learning.

Implement [campus recruiting tools](#) to reach candidates early in their career search, before other companies appear on their radar.

CHALLENGE 3

You don't have visibility into your team's progress, specifically at events. You know career fairs deliver results, but you don't have anything tangible to report to the rest of the leadership team.

SOLUTIONS:

Embrace event data.

Gain complete event data transparency through recruitment technology to provide all stakeholders with a variety of metrics (such as number of new candidates in your talent community post-event, event registration rates and more) that support your company's event attendance and highlight your team's value.

Manage event ROI, not staffing logistics.

Research has shown that **hands-on, managerial CEOs who get bogged down in the details of day-to-day work are less effective** than leaders who stay more high-level.⁶ In a recruiting event context, remove yourself from managing logistics, so you can concentrate on measuring event results. Oversee event staff resources and delegate tasks all from one system, so you can focus on monitoring the results of the events.

Implement recruitment events technology to easily report on relevant event data.

Measure the events that result in the highest ROI.

Track the number of hires and overall expenses per recruitment marketing effort and in aggregate over a season or annually. This will let you best allocate your team's time and department budget to the events that offer the biggest return.

CHALLENGE 4

Your company is losing candidates to other companies because your team doesn't have the resources to make offers fast enough.

SOLUTIONS:

Eliminate administrative tasks.

Your recruiting team's talent lies in hiring great people and shouldn't be spent on administrative work. Tedious tasks, such as scheduling interviews, can be removed from your team's plate, so they can focus their efforts on hiring top candidates. **Time is money—the average cost-per-day of an unfilled position is \$500—and automation can significantly improve your time-to-fill.** ✓

Empower your team to focus on building relationships.

Great recruiters focus on building authentic connections with candidates. Coach them on the importance of genuine conversations, the power of listening and a hospitable in-person interview experience. Then, provide the technology to help them move the interview process along faster to facilitate authentic candidate relationships.

Implement [scheduling software](#) to streamline interviews for both candidates and hiring managers.



CHALLENGE 5

Your team is frustrated because they aren't getting the level of involvement from hiring managers they need to move forward in the interview process.

SOLUTIONS:

Implement high-impact tools.

Often, manual and inefficient systems result in bottlenecks in the hiring process. If your team spends too much time compiling interviewer feedback and scheduling meetings to discuss the candidate, there is a strong chance you will lose the candidate to another faster-moving company. The average time-to-fill is 42 days, but according to Dr. John Sullivan, **"The very best candidates are being pursued by several firms, so they are likely to have one or more offers within 10 days."**⁸ Use technology to remove obstacles, improve time-to-hire and prevent candidate attrition. Technology will also provide you with important data on program-wide scores and evaluations to further analyze trends and help determine organizational efficiencies.

Implement [evaluation management software](#) to speed up the hiring process and remove obstacles associated with lack of interviewer feedback.

Standardize the evaluation process.

Implement a standardized evaluation process for every interview. It's working for Google: "Way before we ask any questions, we can anticipate what we think a good versus a mediocre versus a poor answer is going to look like. It makes assessing candidates so much easier and so much more consistent," says global staffing leader and senior recruiter Lisa Stern Haynes.⁹ Provide hiring managers with the proper tools and training up front to mitigate delays later in the process.

Automate follow-up communication.

When your recruiting team must follow-up multiple times to collect candidate feedback, it takes away valuable time that could be spent making offers. Automate the follow-up communication to the hiring team, so your recruiters can focus on offers—not chasing down colleagues for the feedback that will ultimately decide whether or not the candidate moves forward in the interview process.

CHALLENGE 6


You see that referrals are some of your best candidates, but you don't know how to implement a formalized program.

SOLUTIONS:

Create a transparent referral process.

Provide employees insight into what happens after they refer candidates to your company. Demonstrate where referral candidates are through every step of the process – from application to offer status. Allowing employees to view the process independent of the recruiting team promotes employee engagement and allows your team to focus on sourcing candidates and making offers, not providing administrative updates as to where candidates stand in the process.

Encourage a recruiting mindset.

Implement referral technology to make referring candidates fast, easy and engaging for employees. Providing them with the tools to “shop” your open positions and refer great candidates will keep them in an active recruiting mindset and engaged in their referrals’ interview process. And don’t forget to heed the advice of Dr. John Sullivan: “Provide your employees with multiple options for submitting referrals (web, email, phone, text). **Providing multiple options can make it easier for busy employees to make referrals 24/7, while they are on the run.**”¹⁰ 

Incentivize by position.

Adjust the referral incentives associated with highly competitive positions, such as developers, by increasing the monetary reward associated with these roles. Regardless of the cost, it will always be less expensive than an outside recruiting firm (most referral bonuses fall between \$1,000 and \$2,500).¹¹ Every company is fighting for the same top talent — reward your employees for referring candidates to your company.

Implement referrals technology to engage your most valuable asset—your employees—to recruit top talent.

Are you ready to solve your department's recurring talent acquisition challenges?

Find out how recruiting software can help. Visit the link below to learn more.

[Request a Demo](#)



References

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