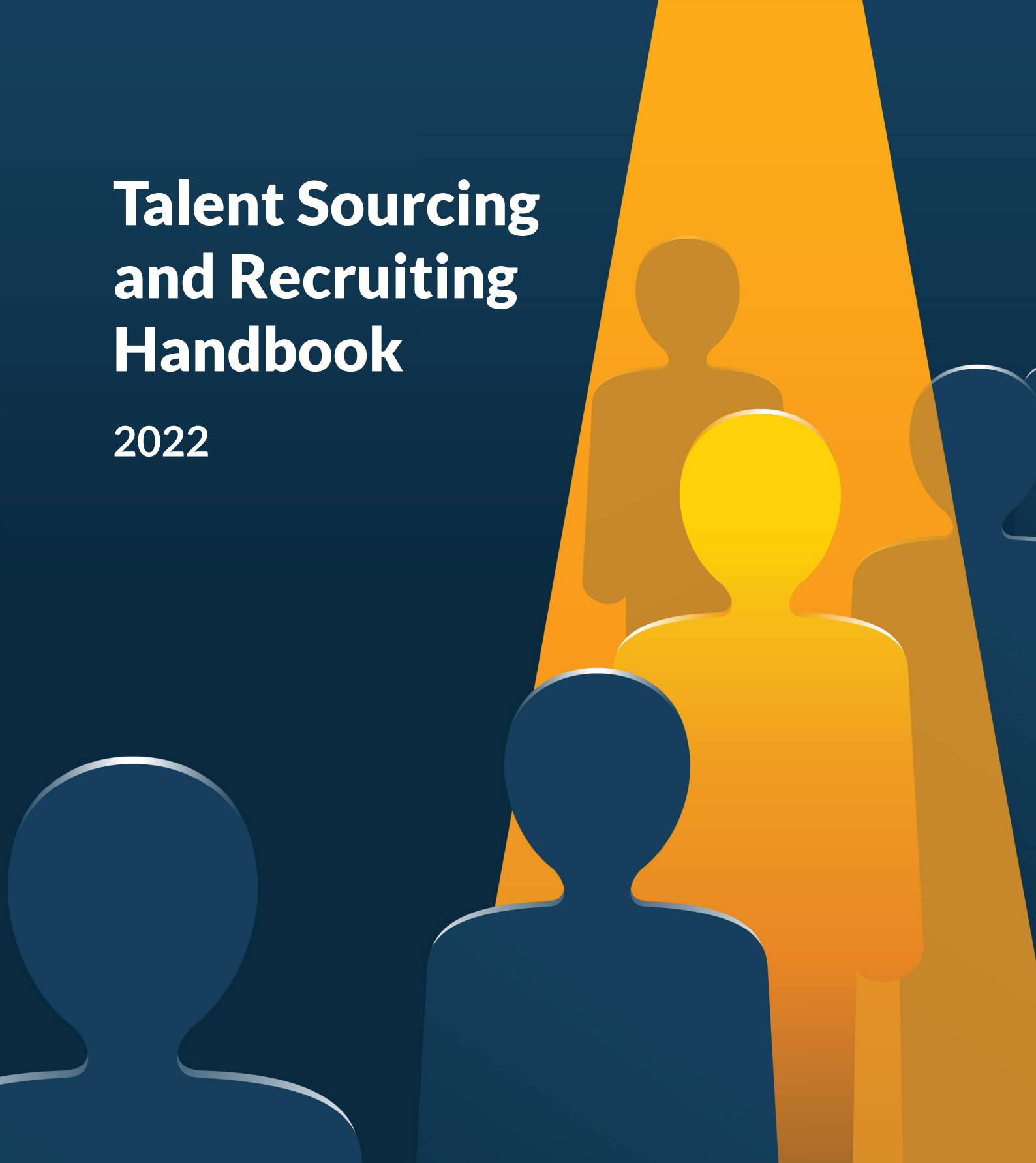


Talent Sourcing and Recruiting Handbook

2022



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Enabling Transformation

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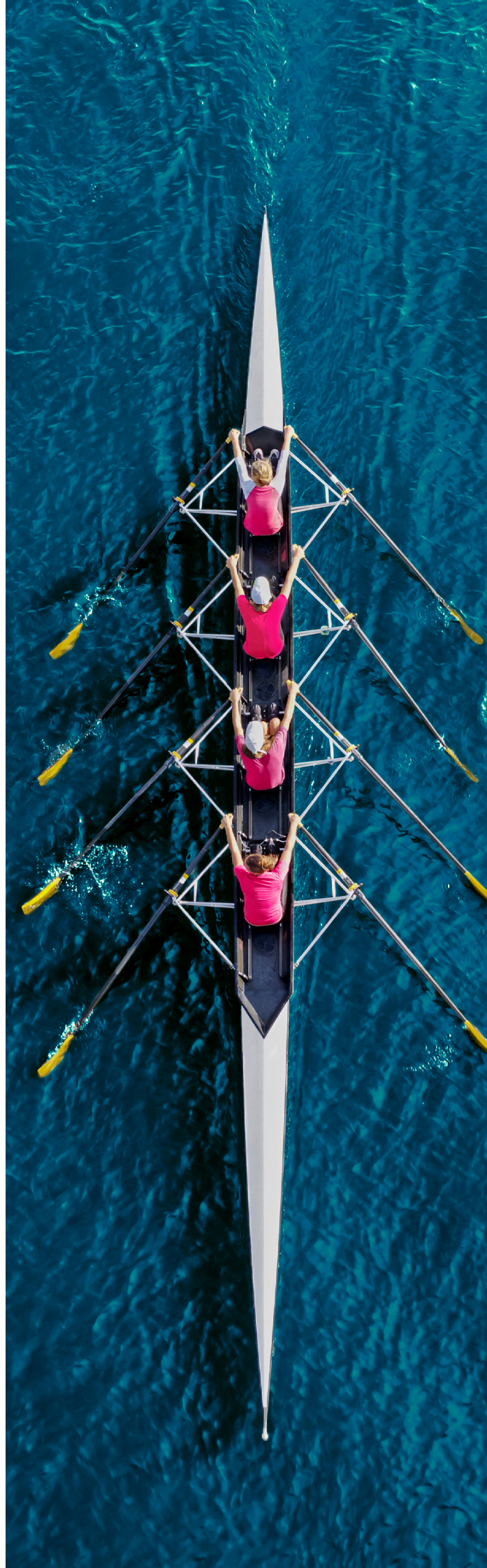
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Introduction

Given the evolving talent landscape and technology, recruitment agencies face many challenges throughout the recruitment process, especially while sourcing candidates. Talent Sourcing is a critical staffing process which involves finding and recruiting the best talent. If you wait for candidates to approach you after posting requirements on job boards, you may lose the opportunity to hire the best available talent.

Sourcing talent is critical for every company, be it small firms, mid-sized companies, or large-scale organizations. To succeed in today's talent market, recruiters must be strategic and proactive in their sourcing efforts.

This **Talent Sourcing and Recruiting Handbook 2022** will take you through the different aspects of sourcing candidates and help recruiters develop an effective talent acquisition strategy. It gives an in-depth understanding of the nitty-gritty of SOURCING and suggests ways to address the challenges talent sourcers face post-pandemic. That's not it! Read this E-book to discover talent sourcing best practices and learn more about the latest trends in talent sourcing in 2022.



What is Talent Sourcing?

What Is Talent Sourcing | Process, Strategy & Services

Talent sourcing is the process of identifying and attracting potential talent or qualified candidates to apply for open positions at the hiring organization. Talent sourcers are responsible for establishing the initial contact with potential candidates and encouraging them to convert into job applicants.

A talent sourcing specialist will not only source candidates actively looking for jobs across various job boards or other digital platforms but also reach out to a talent pool of passive candidates who may not be looking for a job change. Connecting with passive candidates is a highly effective talent sourcing strategy that helps build a talent pipeline for sourcing candidates in the long run.

Talent sourcing services have become highly specialized, streamlined, and well-defined as the entire talent acquisition process has undergone a massive change. Increased competition, labor shortage, and skills shortage have made sourcing candidates extremely challenging for a recruiter. Hence, specialist talent sourcers need to optimize the recruitment process, identify the best talent, build a talent pipeline, and convert potential candidates into actual job applicants.



Sourcing is not Recruiting. There is a difference!

Sourcing and recruitment are related terms often used interchangeably. However, they are not the same and represent different tasks in the hiring process. Although the role of sourcer and recruiter may be carried out by the same person in the hiring team, there is a difference between talent sourcing and recruitment.

Sourcers and recruiters need different kinds of technology, and people support to accomplish their tasks; hence it is critical to know the difference between sourcing and recruiting.

Sourcer	v/s	Recruiter
Responsibility of a Sourcer <ul style="list-style-type: none">✓ Engaging potential candidates✓ Approaching passive candidates✓ Assessing an organization's talent requirements✓ Creating interest and driving talent to the company✓ Establishing initial contact with candidates✓ Searching job boards✓ Networking through industry-related groups✓ Removing bias from the selection process		Responsibility of a Recruiter <ul style="list-style-type: none">✓ Screening qualified candidates✓ Scheduling interviews✓ Negotiation regarding job offer✓ Liaising with the hiring manager✓ Managing talent pool database on CRM and ATS tools✓ Guiding candidates through the evaluation process✓ Communicating and coordinating with potential candidates✓ Posting openings on job boards and other social media platforms✓ Maintaining and nurturing a pipeline of potential talent✓ Building employer brand reputation

Benefits of Separating Talent Sourcing and Recruiting

A recruiter's role begins where a sourcer's role ends. Separating sourcing from recruiting has several benefits in terms of improved efficiency and effectiveness of the recruitment process.

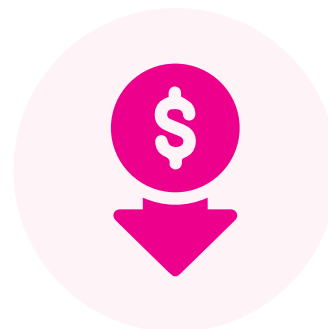


Higher Efficiency:

With well-defined roles, sourcers and recruiters can work more efficiently. They can perform their dedicated tasks with better focus, have more time to complete their job, and achieve their targets more easily.

Lower Hiring Costs:

If a single person performs all sourcing and recruiting functions, it lowers efficiency and takes longer to hire, increasing the overall cost per hire. A dedicated sourcer can help fill the talent pipeline and reduce the hiring time, reducing the overall hiring costs.



Hire the Best-Fit Candidates:

Outsourcing candidate sourcing or hiring a dedicated talent sourcing specialist is the best way to access a qualified talent pool. This ensures that recruiters have ready availability of pre-qualified, high-quality candidates in the pipeline. Sourcing effectively engages passive candidates, where recruiters find the best talent.

Talent Sourcing Strategy

Talent sourcing services have become highly specialized, streamlined, and well-defined as the entire talent acquisition process has undergone a massive change. Increased competition, labor shortage, and skills shortage have made sourcing candidates extremely challenging for a recruiter. Hence, specialist talent sourcers need to optimize the recruitment process, identify the best talent, build a talent pipeline, and convert potential candidates into actual job applicants.

Stages of Talent Sourcing

The talent sourcing process varies between organizations to suit their recruitment requirements. However, the basic steps involved in any talent sourcing process include



Talent Sourcing Methods

Some of the most popular talent sourcing methods used by sourcing specialists are:



Job Fairs



**ATS
Networking
Sites**



**Social
Media**



**AI
Technology**



Referrals



**Digital
Channels**



Job Boards



**Passive
Candidate
Database**

Top Talent Sourcing Tools

Plenty of candidate sourcing tools are available for recruiters, broadly classified into four distinct categories

CRM and Software – Beamery, Avature

Browser Extensions – Archively, Connectifier

Search Engines – Gild, Entelo, Sourcing.io, Talentbin

Communities and Marketplaces -Recruitify, Hired, LinkedIn, Gild



Sourcing Techniques

1. Organic Search

Boolean Search

What Is Boolean Search, and How Is It Used for Talent Sourcing?

Boolean Search, invented in 1847 by English Mathematician George Boole, is a query methodology used to refine search results by narrowing or broadening the search. Boolean search has significantly impacted the evolution of search engines such as Google. Boolean search modifiers and operators are words and symbols used to refine search results for specific keywords carefully.

Talent acquisition specialists use Boolean search strings to identify and locate suitable candidates through online recruitment channels quickly. It works as an 'Advanced Search' function allowing recruiters to include, exclude and tag specific keywords with the help of Boolean search operators and modifiers.

Boolean search can be a savior for recruiters sourcing hard-to-find candidates with specific qualifications and skillsets. It allows recruiters to narrow their candidate search using pre-defined Boolean search operators. It is a handy tool for sourcing candidates from online recruitment channels such as job boards, LinkedIn, and search engines like Google. Placing search keywords alongside the operators and modifiers helps create complex search strings that can quickly locate a range of relevant candidates.



6 Boolean Search Operators/Modifiers Used for Talent Sourcing

Boolean Search Operators help to improve your candidate sourcing tactics and are essential for creating a Boolean search string. They are written in all-caps and can be used as often as required in the search string.

Boolean Search Modifiers help recruiters streamline their search and define boundaries for the keywords and operators.

Boolean Search Operators		
Operator	Use	Example
AND	Results include all the keywords connected with AND operator.	Android AND iOS - Search Result includes Android and iOS
OR	Results include either keyword 1 or keyword 2 connected with the OR operator.	Android OR iOS -Search Result includes either Android or iOS
NOT/ (-)	Exclude keyword connected with NOT operator from the search result.	NOT Windows/ -Windows – Search Result excludes Windows

Boolean Search Modifiers		
Operator	Use	Example
Quotation Marks ""	Results include the exact phrase placed within the quotes.	"Finance Manager" – Search Result contains Finance Manager as an exact phrase and not separate terms.
Wildcard/ Asterisks*	Results include all variants of the term. An Asterisk (*) must be placed at the end of a term or in place of a word.	Recruit* - Search Result consists of Recruiter, Recruitment, Recruiting etc.
Parentheses/ Bracket ()	Results include specific variants grouped in brackets in a multiple search string.	Recruitment (Lead OR Manager) – Search Results will include 'Recruitment Lead' and 'Recruitment Manager' terms.

X-Ray Search

In addition to the basic Boolean search operators and modifiers, you can also use the advanced search functions for talent sourcing while recruiting. These are also known as field commands and help streamline the candidate search for recruiters. You can use the advanced commands to perform a targeted search on platforms such as LinkedIn, GitHub, and Monster. This type of targeted search is often called the X-Ray search.



X-Ray Search		
Operator	Use	Example
'site:'	Search within the defined website domain.	site:uk.linkedin.com "Finance (Manager OR Head OR Lead)" London -jobs
'intitle: or intext:'	Search for the specified keyword in the page title or page text.	site:uk.linkedin.com intitle: (ACA OR ACMA OR CGMA) "Finance (Manager OR Lead OR Head)" London -Jobs
'inurl:'	Search for the specified keyword in the page URL.	site:uk.linkedin.com "Finance (Manager OR Head OR Lead)" London -inurl:jobs -inurl:company

2. Social Media Networking

Social media can be the perfect place to find candidates if you know where to look. Digital networking platforms provide hiring professionals with an excellent opportunity to source talent for current openings. At the same time, recruiters use social media to connect with passive candidates and build a talent pipeline for future hiring.

Top 10 Social Media Platforms Recruiters Use for Talent Sourcing



LinkedIn is the world's largest professional network and the most popular social media platform for sourcing candidates. LinkedIn helps you find candidates who are actively searching for jobs. You can also use LinkedIn to connect with passive candidates and build a talent pool for future hiring requirements.



Facebook is one of the world's largest social networking sites, with over 2 billion global users. Facebook's sheer size and global presence give it an indisputable advantage over other social networking sites used for connecting with potential candidates. Facebook has a dedicated job board and provides countless ways to interact with top talent and build an employer brand.



There is a substantial early mover opportunity for recruiters to leverage this platform as a tool for talent sourcing. Instagram is immensely popular with millennials, who constitute the largest part of the global workforce. Its visual format provides an excellent opportunity to captivate audiences' attention and establish a personal brand.



Twitter, used by millions of users worldwide, is a go-to source for news, events, and engagement. Companies build their professional brand on Twitter, which is also used as a medium of free-flowing communication by candidates. Potential candidates use it to communicate directly with the recruiters and hiring managers.

glassdoor®

Glassdoor can be extremely helpful in social recruiting efforts and connecting with a talent pool. People following the company profile are already a part of the company's warm contact pool and are interested in what the company is selling. Many recruiters believe that most people on Glassdoor are actively searching for a new opportunity.

meetup

Meetup is another excellent platform for social recruiting across all industries. It offers a wide range of community networks with geographical sorting. As a recruiting tool, it can be used to plan social meetups for professional interest groups.

Quora

Quora is a community-based question-answer networking platform recruiters use to source passive candidates. It provides access to industry experts and specialists and can serve as a useful tool for social recruiting.

stackoverflow

Stack Overflow is a social network hotspot with a vast passive candidate resource pool of developers and IT experts. It is a tech specialist site with a job board and offers free registration and paid business and enterprise options.

GitHub

GitHub is a specialist social sourcing platform where developers showcase their best work. Their profiles are available publicly, and it is best for recruiting technical candidates for the IT industry. It helps in creating a targeted outreach and yields better responses from candidates.

JOBVITE

Jobvite is a site that allows you to maintain an online applicant tracking system. It can be tailored to suit your needs, hiring requirements, and track applicants. Jobvite Refer is an excellent social recruiting solution that allows sharing job invites through social networks and is a great source for employee referrals.

3. Passive Candidate Sourcing

Passive candidates are candidates who are not actively seeking new job opportunities. That doesn't mean we're implying that these candidates are not open to new job opportunities. Here, factors like your persuasion skills, emotional intelligence, and ability to provide exceptional candidate experience come into play to entice this potential purple squirrel to apply for the position you have in hand.

70% of the existing global workforce comprises passive candidates who aren't seeking new opportunities proactively¹. The current market is suffering from skills shortages. 72.8% of employers are finding it challenging to hire skilled candidates, and 45% are worried about their ability (or lack of it) to find staff with the required skills²

Passive Candidate Sourcing Best Practices

Here's what you must do to attract passive candidates to your job openings:

Talk to Passive Candidates

When we say talk, we don't mean a talk in which you inform them about a potential job opening, and if they respond with a no, you ask for references and, in return, receive another resounding no. When we say "talk" to them, we mean "hold an engaging conversation" with them. There are but a few points that can help you carry an engaging conversation with passive resources. Passive candidates will only be ready to make a move if they believe that the new role is more rewarding than the current one.

Use Referrals

Referral hiring is one of the most utilized sourcing techniques in the modern recruitment landscape. A well-planned referral program not only helps you connect to more passive candidates but also enables you to source high-quality candidates.

Visit Industry-Specific Work Sample Sites

These industry-specific groups and portfolio websites are a treasure trove of passive candidates. The added benefit this sourcing tactic offers is that you get to take a peek at the candidates' work which would help you identify their suitability for your job requisition.

Leverage Targeted Social Media platforms

When you approach passive talent through social media, make sure you don't spam their inbox with robotic job ads. Be persistent but be smart about it.

¹ https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/ultimate-list-of-hiring-stats-v02.04-staffing.pdf

² <https://go.manpowergroup.com/talent-shortage-2018#thereport>

Sourcing Channels

1. Online Channels

Social Media Channels (LinkedIn, Twitter, Facebook)

Social media is crucial for business growth in this era, and using your professional network across various social media platforms can yield great results. LinkedIn is the world's No. 1 professional networking medium and is, without doubt, the most popular online recruitment tool. A perfect go-to channel for sourcing candidates, LinkedIn is preferred by almost 28% of recruiters as their first choice.

Billions of people use social media platforms, including LinkedIn, Twitter, Facebook, Reddit, Quora, etc., daily. However, it is crucial to carefully choose your social recruiting channel and identify those mediums frequently used by candidates you want to hire.

Company Website (Career Page)

A career page on the company website plays a crucial role in engaging candidates and inviting talent to apply for open positions. A company's official website is a powerful selling tool that builds the employer's brand. It is often the first online platform used by a company for posting a job opening.

Posting open job positions on the company website's career page is a low-cost, effective means of inviting applicants and acquiring talent. Most candidates first check out the company's career page when they encounter any job opening.

Third-Party ATS

Applicant Tracking System (ATS) is a digital storehouse of candidate data and a great way to access thousands of resumes. Innovative ATS solutions using AI-based technology make it easier for recruiters to browse the existing database and find the best-fit candidates.

ATS streamlines the recruitment process and helps to source better candidates. According to Gartner, 78% of recruiters say ATS helps recruit better and faster³



¹⁵ <https://www.gartner.com/en>

Candidate Database Websites (Online Job Boards)

Online job boards and websites have become vital channels used for talent acquisition globally. Candidate database platforms such as Indeed, Monster, Career Builder, Adzuna, and Zip Recruiter give your job listings higher visibility and greater reach.

Recruiters use job boards for advertising their job openings while candidates add their CVs and contact information to the database to help recruiters find them. Many online job boards and websites have streamlined and simplified the hiring process by allowing job seekers to apply for available positions directly.

Industry-Specific Platforms

Industry-specific online platforms are an excellent source to connect with hard-to-find talent or candidates with specific skill sets. Websites and apps dedicated to a particular professional community help you identify and source suitable candidates. For example, GitHub, StackOverflow, Upwork, Craigslist, etc.

2. Offline Channels

Referrals from Employees and Professional Networks

Personal referrals help you source the best candidates, and using your networks is the best way to do so. Utilizing your employees' networks is a great way to source quality talent. Employee referrals help organizations expand their talent pool. You can reach untapped talent much faster through employee networks.

Job Fairs

Offline recruitment channels such as job fairs are highly effective in boosting your hiring process. Physical events and fairs organized by universities or corporate agencies enable recruiters to meet potential candidates face-to-face. In-person interaction improves engagement and builds good relationships between job seekers and employers.



Networking Events & Industry Conferences

Attending industry-specific events, business conferences, or organizing your meetups increases your chances of meeting new candidates. Social networking events offer opportunities to build your network, amplify engagement with talented people, and source new candidates.

Offline Advertising

According to the Internet World Stats, 22% of the US population is not online⁴. This leaves around 70 million people who cannot be reached through online digital platforms. Offline advertising tools such as the traditional tri-media, TV, radio, and newspaper are effective techniques to tap talent from such a section of the population.

Community Bulletin Boards

Community bulletin boards are often placed in high-traffic areas, ensuring better visibility and reach. Bulletin boards can be placed in many places such as in schools, train or subway stations, government offices, commercial complexes, clubhouses, restaurants, or coffee shops. They are considered good spots for offline marketing and increase visibility for your company's job postings.



⁴ <https://www.internetworldstats.com/stats.htm>

Building a Talent Pipeline

A talent pipeline is a pool of candidates who can be contacted and hired when a role is vacant. This is relationship-centric recruiting at its best. Instead of searching for a candidate when a position is empty, this strategy focuses on building steady relationships with passive candidates for future opportunities.

Developing a talent pipeline requires a proactive recruitment strategy instead of a reactive one. When you are proactive, you are no longer only considering hiring for the vacant positions. You are thinking of what your clients might need in the future and preparing yourself for the requirement



BENEFITS OF TALENT PIPELINE

All kinds of companies can benefit from a talent pipeline. Whether a large company or small and medium-sized businesses, anyone can hire relevant candidates using a talent pipeline. With a talent pipeline, organizations do not need to start searching for candidates from scratch. It will also reduce the time and cost per hire.

Companies that constantly hire candidates in a competitive market can leverage the talent pipeline and have ready-to-hire candidates for their needs. The talent pipeline is not another recruiting

buzzword; companies that hire candidates constantly using this method can vouch for it. Here are a few benefits you can get from a talent pipeline.

- ✓ Better Candidates
- ✓ Engaging Passive Candidates
- ✓ Less Brand Dependency
- ✓ Increased Diversity
- ✓ Better Candidate Experience

HOW TO BUILD A TALENT PIPELINE

No matter how good your strategies are, execution is the key to success. If you want to create a talent pipeline that will be consistently effective and beneficial, here are a three-step method that you can use.

1. Identify Your Targets

Any effective recruiting strategy begins with identifying what is most needed. When you know who you want to hire, finding the candidate is much easier. The point of building a talent pipeline is to engage the right talents, not just anyone who applies.

To identify your target, you need to create a candidate persona. A candidate persona is a fictional representation of the candidate you are looking for. Candidate personas are formed by defining the characteristics, skills, and personality traits you are looking for.

Once you have gathered the last needed information, you can pull them together and create multiple candidate personas. When you have your candidate persona in front of you, it is easier to write job posts and identify the best-suited candidates.

2. Fill Your Pipeline

Once you have articulated the candidate persona, it is time to identify the candidates who match the persona. It is not a one-time task and should be running in the background at all times. There are three core tactics expert recruiters use to fill talent pipelines.

- a. Re-engaging rejected candidates
- b. Talent attraction
- c. Sourcing

3. Engage Your Pipeline

The key to candidate nurturing is identifying how to encourage candidates in a time-effective way. While you should not forget about them, you should not be spammy or annoying either. Value their time and yours, and engage them in productive conversations. When they show interest, give them more information without overwhelming them. Maintain the delicate balance, and strike when you think the time is right.

Talent Pipelining is a long process. While you need to map your engagement process, you also need to make sure you are moving the candidates through a journey, and moving them closer to you, not away from you.

How to Improve sourcing efficiency?

Techniques and processes change over time to adapt to the new atmosphere. If you do not adjust, you will fall behind. Due to this pandemic, companies and recruiters are now adapting to a lot of things. Keeping these new situations and the pandemic in mind, below are the top talent sourcing techniques for 2022.



1. OPTIMISE YOUR CAREER SITE

Your career site is probably the first place where a candidate interacts with your company. Because hiring might increase in 2022, it is essential to have an appealing and easy-to-use career site. Your career site should be easy to find and use, delivering a high user experience (UX). If a site has problems or isn't working correctly, candidates will most likely move away to another site. There's a chance they might forget about your career website or find a better offer.

2. USE APPLICANT TRACKING SYSTEM (ATS)

Applicant Tracking System or ATS does a lot more than just tracking applicants. Recruiters use ATS to post jobs, handle applicants and job offers, and end-to-end management of candidates. ATS also helps you build a pool of talent to search anytime to find candidates you need.

ATS also helps employers schedule interviews, send automated emails and notifications to HR and recruiters, and keep the recruiters and hiring managers notified about the current status of each hiring process.

3. INCREASE YOUR REMOTE HIRING CAPABILITIES

Keeping the pandemic and the new developments in mind, you need to ensure you are equipped to source for remote jobs. You need to ensure that you and your clients can post jobs online, receive applications online, and conduct interviews through video calls. You need to be able to source, screen, interview, and hire online.

4. USE YOUR BEST SOURCE OF TALENT

Recruiters source candidates from various sources. Be it internal transfer, referral program, social media conversion, or an application from a job board, it is essential to identify the source of your best talents. Recruiters should track and regularly review the source of hire for candidates who perform better or add value to the company.

5. USE OF AI AND MACHINE LEARNING

AI and Machine learning are new methods in the recruitment system. AI and Machine Learning are used to automate a wide variety of recruitment phases. Many of the tasks mentioned above are time-consuming and require focus and a workforce. Using AI and Machine Learning will save your time and provide results without human bias. Using AI and ML to track metrics is an excellent idea as it eliminates the threat of human error or human bias.

6. SKILL BASED HIRING

Skill-based hiring is becoming normal again, and it is because of AI and other software. AI-based technologies allow you to identify and match skills without any error. While academic degrees are a good indication, having practical skills are even better. Recruiters are now more interested in skill-based hiring because hiring a candidate with practical skills is more efficient.

7. CANDIDATE FEEDBACK

A few years back, candidate experience was not very important to recruiters. However, now candidate experience is one of the most critical aspects of the recruitment process. Whether the candidate is hired or not is not essential; however, it is necessary to ensure the candidate had an excellent experience. If candidates constantly have bad experiences with you, that can damage your reputation as an employer.

Sourcing Challenges

Recruitment is a challenging aspect for technology, healthcare, and product-based companies. Staffing agencies and recruitment vendors face problems hiring for various types of roles. Talent acquisition specialists are under increased pressure to fill open positions in minimum time and lower hiring costs.

So, if you are looking to hire resources, you will likely face certain recruitment challenges. Knowing about them beforehand will be helpful and prepared with solutions to tackle them successfully.



5 Recruitment Challenges Faced by Talent Sourcing Specialists



1. Attracting a Qualified Talent Pool

One of the biggest challenges recruiters face is attracting and engaging qualified candidates for open positions. The widening skill gap and resulting talent shortage are major reasons talent acquisition specialists have a hard time sourcing candidates. According to the Korn Ferry Institute research, the global talent shortage will likely grow to 85.2 million people by 2030, a frightening situation for talent acquisition firms⁵. The shrinking supply and increasing demand for qualified candidates create stiff competition for hiring quality talent.

TIP

Talent shortage is the biggest problem recruiters face; the best way to deal with it is to enter the competition head-on. Building a strong employer brand and employee referrals are some ways in which you can entice a qualified candidate away from your competitors. Of course, a good talent acquisition strategy emphasizing building a talent pipeline is essential to tackling your hiring woes.

2. Reducing Hiring Time

A delayed hiring process can result in losing a good quality candidate to a competitor. Often recruiters or talent acquisition experts are stuck in finding the perfect candidate leading to unnecessary delays in hiring and increasing the overall hiring cost. Also, when the hiring processes are too long and tiring, you will likely lose a good candidate to competitors.

TIP

Go through the hiring process swiftly and avoid delays in the decision-making process. A recruiter often hesitates to proceed with a strong candidate due to a lack of relevant experience. However, many organizations are willing to recognize suitable candidates without work experience if they are eager learners willing to train and gain the required skills.

3. Using Data-Driven Recruitment Technology

A common talent acquisition challenge is the inability to use data for decision-making. The advancement of technology in recruitment is still not fully utilized by many recruiters who do not use data to optimize their decision-making ability.

TIP

Using a data-driven recruitment process and upgrading recruitment metrics can help you make informed decisions, improving the overall efficiency of talent sourcing. You can outsource your requirements to offshore recruitment agencies leveraging AI technology to help you hire efficiently and quickly.

⁵ <https://www.kornferry.com/insights/this-week-in-leadership/talent-crunch-future-of-work>

4. Providing a Great Candidate Experience

There is an intrinsic need to generate a great candidate experience during the hiring process. A candidate is less likely to accept offers if they have a bad experience during the recruitment process. Providing a positive candidate experience increases the likelihood of offer acceptance but can be a challenging task for recruiters.

TIP

Communication is the key to a good candidate experience. Using the latest recruitment technology and ATS software can be crucial in making timely and effective conversations with applicants improving their overall experience. Set reminders and email templates to communicate according to the candidate's expectations.

5. Improving Employer Branding

Hiring is a complex process, and a strong employer brand can help attract a better talent pool. Research has shown that applicants refrain from applying to companies with negative reviews and comments. Building a strong employer brand requires a collective, consistent effort.

TIP

Recruiters should ensure that candidates get a good recruitment experience irrespective of whether they are hired. Reply to reviews or comments on social media or other platforms and encourage existing employees to share their employee experience across various digital platforms.

Talent Acquisition & Sourcing Trends 2022

The pandemic has completely transformed how we work and significantly impacted the talent acquisition strategy of organizations worldwide. Remote working and hybrid workplaces have become a norm today. According to Microsoft's Work Trend Index, 66% of employers are redesigning their workplace to accommodate hybrid working styles⁶. Additionally, the widening skill gap, shrinking talent pool, record job openings, and changing candidate expectations have forced recruiters to transform their talent acquisition strategy.

Organizations must optimize their sourcing practices according to the changing trends in talent acquisition.

Here are the top trends that will define the talent acquisition and sourcing strategy in the coming time.

⁶ <https://www.microsoft.com/en-us/worklab/work-trend-index/hybrid-work>



1

Digitally Adept Recruitment Strategy & Automated Tools

Data-Driven Talent Acquisition: In 2022, the leaders in talent acquisition will use requisition technology to facilitate data-driven recruitment. New candidates will be hired using real-time analytics and insights, using the existing database of new hires and available talent.

Automation: The availability of big data has brought automation to the recruitment sector. Talent acquisition processes have become streamlined and efficient with the help of automated tools. Artificial Intelligence (AI) technology can simplify recruiters' administrative work, enhance productivity, and improve the Applicant Tracking Systems (ATS) for processing vast volumes of data, eventually increasing their hiring efficiency.

Advanced Screening Tools: The use of advanced screening tools such as skill tests and behavioral assessment tests is another emerging trend in talent recruitment in 2022. Although skill tests have been available for a long, many organizations still rely on screening resumes and conducting interviews. However, recruiters now want to use screening tools that produce quantifiable data on candidates' skills and abilities. Talent Acquisition Tools (TAT) designed to test candidates' competency based on job roles and industry requirements will also be trending in 2022.



2

Recruitment Process

Remote Working: The future trend for talent acquisition is to recruit a globally dispersed workforce hired remotely. Many companies have started hiring individual employees from all over the world and working in a complete remote setup. Hiring freelance talent will also be strategic for businesses as there will be more choices to hire the best non-payroll talent.

Diverse Workforce: After the pandemic, businesses have redefined the definition of a global workforce. More and more companies are working with a globally diverse workforce operating from different countries and working across different time zones.

Focus on D&I (Diversity and Inclusion): Business leaders will emphasize their D&I efforts. A global workforce is known to bring cultural diversity to an organization, fuelling innovation, boosting creativity, and propelling productivity. Organizations will extensively use talent evaluation tools designed to eliminate bias from recruitment and hiring processes to support D&I initiatives.

Proactive Engagement: This is perhaps an unusual hiring trend, but human resource teams are now proactively engaging candidates early in the recruitment process. The focus is on building a relationship with candidates during the hiring process and pursuing them to join the organization instead of competitors. This practice will gain impetus given the skill shortage and shrinking talent pool.

Internal Mobility Programs: Internal recruitment will play a pivotal role in the talent acquisition strategy for the future. Hiring internal candidates speeds up the recruitment process and reduces recruitment costs. Internal mobility also ensures candidates stay culturally aligned to the organization, positively impacting employee referrals and retention.

Hire the best recruiters: Whether it is agency recruiters or those working in the human resource departments, organizations need to work with the best recruiters to hire top talent. Outsourcing the recruitment process to offshore recruiters will be the trend in 2022 and beyond to bring scalability and efficiency to the talent acquisition process. Multi-channel recruitment and offshore agencies will expand your reach and improve your chances of finding the top talent.

3 Employee Experience

Personalized Employee Experience: Employees want to work in an inclusive environment where they can grow. Companies will focus on building talent engagement strategies where employees receive a personalized experience inclusive of their individual needs and motivation.

Focus on Talent Development: Talent mobility and advancement programs will become extremely important, focusing on retaining employees and maximizing their potential. Talent management programs to build winning teams will be a significant part of the talent sourcing strategy. These include helping employees chart their potential career paths for a long-term association with the company.

Remodify Employee Engagement: There will be a renewed focus on employee engagement in 2022 as the workforce will remain distributed and diverse. Remote working will remain commonplace, and organizations must remodify their employee engagement efforts for in-office and at-home workers.

Employee Wellness Support: The key themes for 2022 will be workplace culture, emphasizing employee health and well-being. Supporting employee wellness is critical while preparing to tackle issues such as employee mental health, burnout, resilience, and the intangible effects of the pandemic.



Conclusion

While candidate sourcing is essential, it can be very time-consuming. Connecting with potential solid candidates requires more than just active outreach, more than a mere advertisement about your open positions across various channels. You need a proactive approach to candidate sourcing from highly skilled resourcing and talent management professionals.

Outsourcing your talent sourcing requirements to an external provider can help you source and screen the best-fit candidates, build a quality talent pool, promote employer branding, prioritize diversity hiring, and leverage talent analytics for better business decision-making.



About QX Global Group

QX Global Group is a global Business Process Management (BPM) company focusing on employing the perfect blend of people, processes, and platforms to transform your business functions. Our RPO experts combine their industry expertise and qualified skills with advanced technology and automation in the areas like finance, accounting, and recruitment operations. As a result, we can effectively use our 3P approach to deliver innovative outsourcing solutions with our BPM services, leveraging our offshore, onshore, and hybrid delivery models.

We give utmost importance to data privacy. Hence, we're India's first BSI-certified, GDPR-compliant outsourcing provider. We have proper safety controls to safeguard information and intellectual property.



QX Talent Sourcing Services

At QX Global Group, we train our talent sourcers to apply different strategies based on the job profile and the hiring manager's needs. They use the best sourcing tools and an expansive network of talent pipelines to hire the best candidates.

If you are looking to scale your talent sourcing capability, then speak with our experts at QX Global Group, one of the biggest RPO companies with offshore, onshore, and nearshore delivery centres across India, Mexico and the UK.

LEARN MORE ABOUT QX TALENT SOURCING SOLUTIONS

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