



**Sourcing - Talent for every industry**

**SARTHEE CONSULTANCY**

## **12 Recruitment Trends of 2020 - 2021**

**The way we recruit has changed now. People are not your asset – right people are.**

### **01 – Recruitment Marketing**

Recruitment Marketing is a strategy of implementing marketing tactics in hiring to attract talented individuals to your organisation.

Linkedin source - “70% of candidates are passive job seekers”

### **02 – Employer branding**

The employee's value proposition is defined as rewards & benefits which employees receive in return of their performance at the workplace.

Glassdoor source – 70% of job seekers would not take a job in a company with bad market reputation, even if they were unemployed”

### **03 – Candidate experience**

Current candidate/employee experience is current, past & future candidates' overall perception of your company's recruitment process.

ClearCompany Source – “88% of candidates with a positive experience would refer your jobs & company to others”

### **04 – Candidate relationship management**

Candidate relationship management (CRM) is defined as the structured process of maintaining a healthy, positive relationship with past, current, and potential candidates. This is done to have to a ready pool of talent for hire whenever the need arises.

### **05- Talent pool building**

Building talent pools will help you stay ahead of your company's talent needs.

Instead of waiting until you have open job positions, you can recruit/prepare “in advance”, for the future hiring needs of your company.

### **06- Social media advertising**

Portraying a business personality through your social media channels can help you reach more candidates. According to a survey 59% of candidates use social media to research companies they are interested in. What is great about social media is everyone pretty much knows how to use most platforms, you may just need some guidance to execute some of the features.

### **07- Recruitment automation tools**

Recruitment automation tools make the entire hiring process transparent by removing the process tailbacks. Also, they make organization collaboration an easy task with their simple interface. Recruitment automation tools help HR teams make decisions that are better informed with their actionable insights feature.

### **08- Data-driven recruitment**

Once you have defined your funnel, it's vital to have the right measuring systems in place. Using a data-driven approach in your hiring process will allow your team to create a candidate funnel that optimizes the needs and preferences of your desired candidate during each stage.

### **09- Talent Sourcing**

Because sourcing nurtures relationships with talent long before the need to fill a role arises, you've got a pipeline of pre-qualified, vetted talent to reach out to when something opens up, shortening the cycle and filling roles quickly after they're identified.

### **10- Collaborative hiring**

Collaborative hiring decreases the risk of bad hiring & ensures that the person is a good culture fit for organisation.

### **11- Structured interviews**

One structured interview can provide the same amount of accurate information as four unstructured interviews – making your hiring process not only more accurate, but more efficient. To increase accuracy even further, include more raters or using a panel interview format. Decision-makers have the same information for every candidate, comparisons can be made quickly in terms of candidates' potential for success if hired, further streamlining the decision making process and improving confidence in those decisions.

### **12- Strategic alignment**

It is essential because it saves time and other resources, while also keeping your employees informed and motivated. Lack of strategic alignment is one of the primary reasons why many businesses fail to achieve their objectives. The importance of strategic alignment cannot be overstated.

At **Sarthee Consultancy**, our relentless commitment to your success is stronger than ever. Our company was founded on core values - **trust, customer success, innovation, and equality**. Our values are unwavering and continue to guide everything we do.

From e-screening, video interviews, documentation of applicants to e-joining, we are willing to do whatever it takes to continue a conversation with you. Anything related to recruitment at your company, we are just a call away to be the help of you.