



5 steps to attract talent in a competitive market

By 2030, demand for skilled workers will outstrip supply, resulting in a global talent shortage of more than 85.2 million people*. In this 'war for talent', it's essential that your organisation does everything possible to attract the right talent.

- 1. Create an expression of interest**

Stop talent leakage from your careers page, when candidates don't find the exact role they want, by giving potential candidates the opportunity to simply let you know they're interested in working for you.
- 2. Express your employer brand**

Personalise your careers page and transform the way you express your employer brand with social media shout outs, email signatures, and even business cards.
- 3. Remove the blockers that stop candidates joining your business**

One of the top frustrations of candidates is the lengthy application process. Create a process where candidates can express their interest or apply for a role in a quick way.
- 4. Give every candidate a great experience**

Only concerned about the candidate who got the job? 39% of people who had a negative candidate experience said they would stop using your product or service.
- 5. Find talent in hidden places**

Use buttons on your website, put links in your email signature, or post a video on social media. Remember, consumers are great candidates, so think about where your consumers are.

*Korn Ferry - Future of Work Crunch

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