

HIRING TRENDS FOR 2018

Engagement Shall Be The True King

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From acting as talent acquirers to talent advisors, recruiters in knowledge-intensive industries function as business catalysts in their organisations today. Future focused and involved in activities such as workforce planning, maintaining talent pool pipeline, career mapping for candidates and employees, hiring has only more to add to its plate in 2018, to ensure that the right talent finds the right place. Recruiters moonlight as brand marketers and storytellers when the moment is all about candidate engagement, as much as about the other tangibles associated with a job role. The trendsetters for 2018 shall be a touch different from the previous years, and we shall increasingly see more value-driven hiring, technology becoming mainstream in newer areas, and so forth.

From the realm of technology, the following trends shall be visible in 2018.

1. Take the first step with persona mapping: Organisations are doing away with job descriptions and moving towards persona based recruitment. Recruiters should define personas for every role within the organisation, and design the interview process in a way that helps identify the candidate that matches the persona.

2. Keep career planning at the core: The talent within the organisation should be tapped first for any position that opens up. It creates a path for career progression leading to employee engagement and retention. But, how can recruiters design such initiatives? The L&D (learning and development) function should focus on preparing employees to elevate themselves to the next role or acquire new skills to move to other departments.

3. Let bots take over: Automation and widespread usage of cognitive technologies at enterprises is a widely discussed and debated topic, and have begun to create an impact in the HR domain as well. Bots, or intelligent computer programmes will increasingly perform some of the mundane tasks such as sourcing of profiles by crawling into the wider database of resumes on various recruitment portals and social media channels.

4. Assess candidate's fitment to the organisational culture: Recruiters evaluate candidates using different assignment tools such as coding contests, puzzles, hackathons, and face-to-face interviews. It is equally imperative to expose them to the actual workspace and culture. For example, at IDEaS, we have a pairing round, which is a 4-5-hour experiential round, where interviewees are paired with employees to solve a given problem. It allows us to observe and assess candidates on some of their behavioural traits such as their attitude, persistence, determination, creativity, etc., along with how a candidate performs and copes in an everyday situation. Job seekers also get an opportunity to meet their future team, build a rapport, and evaluate if they are comfortable with the workplace, culture, role, skillsets expected, etc.

5. Emphasise on the candidate experience: Organisations could hurt their employer brand right at the time of the interview owing to their inability to create a positive candidate experience. They should be basic candidate expectations such as consistency in communication, timely and transparent feedback along with reasons for the negative feedback, etc., and these go a long way in enhancing engagement levels and building goodwill.

6. Align Recruitment Metrics to Business Metrics: Businesses run at a fast pace, always in need of enough resources to meet project deadlines. It is important for them to know the time needed to fill open positions and plan future requirements. Tools such as predictive analytics can help them better plan resources and timelines for product delivery. For example, by analysing hiring-cycle data from the past one can forecast the time required to fill up.



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