



8 STEPS TO ENGAGE GREAT CANDIDATES WITH EASE

Hire the best before the rest using talent engagement.





INTRODUCTION

THIS E-BOOK EXPLAINS
8 STEPS TO HELP
RECRUITERS MASTER
THE ART OF TALENT
ENGAGEMENT

Almost all HR departments say the same thing – not only do they suffer from a deficit of talent, it's a problem getting worse not better.

Candidates now expect recruitment processes to be smooth, frictionless and seamless, always personalised and built on authenticity.

If you start the engaging process very early, you will find it easier to realise efficiencies in your talent acquisition success.

Oleeo has been named as the Most Engaging e-Recruitment Provider 2016 by Corporate Vision, a quarterly publication, read by a worldwide network of 170,000 senior professionals including CEOs, directors and investment professionals.

In this guide, Oleeo offers eight best-practice guidance tips on creating more engaging and transparent relationships between employers and candidates.

STEP 1

HAVE A DIGITAL LED EMPLOYER VALUE PROPOSITION (EVP)

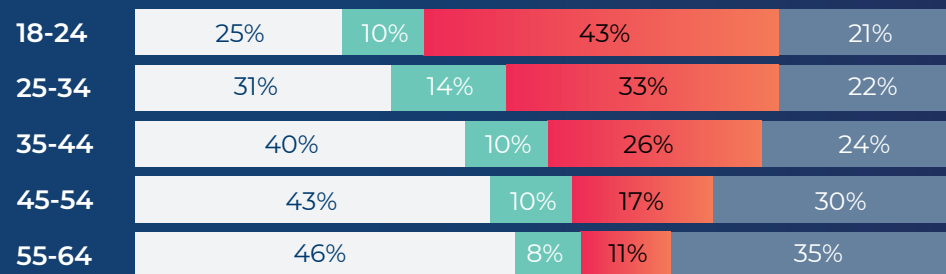
Regardless of the age group & regardless of the activity, people are becoming accustomed to using multiple devices to achieve or participate in popular activities and that has significant ramifications for the future.

Candidates have more expectations to be interacted with digitally than ever before across devices – including having accessible research, mobile device friendly interfaces and easy-to-access tests & forms.

Hence, through their EVP, companies must demonstrate a progressive workplace that is fit for the future and makes use of technology for work, learning and social interactions.

Being digital-led increases your potential to resonate with a candidate's natural behaviour traits and capture their attention!

TOTAL WEIGHTED ACTIVITY BY AGE AND DEVICE



PC



Tablet



Smartphone



TV

**Embrace the digital age to
make candidates believe
your organisation is the
right fit for them!**

STEP 2

EMBRACE TRANSPARENT, OPEN AND HONEST MARKETING OF AN EVP

Attract talent and engage employees with positive marketing.

Ensure the EVP resonates in every touchpoint across your organisation.

Starting from the recruitment process and continuing at the workforce level.

Speak the language of your employees to be authentic, co-developed with the workforce and then measured using satisfaction surveys.

Doing this can help drive positive impressions of your business to always hire the best before the rest!

Put your EVP as the core of all engagement activity – be that in recruitment adverts, performance development materials or even online on your website and intranet pages.

Research by the Corporate Leadership Council claims a well thought out & executed EVP can:

Improve the commitment of new hires by up to 29%

Increase the likelihood of employees acting as advocates from 24% to 47%

45%

of candidates go online to positively rate companies' efforts to attract talent so it is important that candidates form the right impression of an EVP as early as possible

STEP 3

ENGAGE YOUR EMPLOYEES TO BE TALENT AMBASSADORS AND ADVOCATES

Your workforce are your best ambassadors!

Stories from a happy workforce help to sell an EVP indirectly and add a human touch to a recruitment process.

The narratives can ignite & strengthen the passion of future hires and customers.

They also help to inspire existing employees who are looking for mentors or encouragement through the stories of colleagues they may not know of.

Remember people buy people.

WHY ARE EMPLOYEE ADVOCATES INVALUABLE?

92%

of employees' Twitter followers are new to the brand

Cisco results 2012

10x

Employees have 10 times more followers than corporate accounts

Cisco study 2013

2x

An everyday employee is two times more trusted than a Chief Executive

Edelman Trust Barometer 2013

77%

of consumers are more likely to buy a product when they hear about it from someone they trust

Nielson 2013



84%

consider how quickly a company responds as a factor in evaluating employment opportunities

STEP 4

ENGAGE EARLY, RECRUIT QUICKLY & BUILD A PIPELINE OF GREAT HIRES

There's no time to waste in winning the best!

Competition for the best applicants is fierce so engagement has to start earlier to attract promising candidates to consider your organisation and the role on offer.

Maintain this personalised approach throughout if you are to be successful at securing the best pool of talent.

Speed is of the essence in winning the candidates you want!

STEP 5

ENGAGEMENT IS CRUCIAL FOR ALL TALENT ACQUISITION, WHATEVER THE EXPERIENCE, SKILLS OR COMPETENCES BEING SOUGHT

It's not just young vs old!

Engagement is not just for the emerging generations. Employers must utilise the wide pool of talent available across entry points to pinpoint the level of experience they want.

Filter a search to maximise the skillsets offered across the generational gaps including using talent pools of past employees or silver medalists.

Then, ensure you are managing the varied skill mix challenges that your organisation is facing.

After all, it's about business prosperity achieved by ensuring the right skillsets in your business from a diverse set of backgrounds

KEY CHALLENGES FOR EMPLOYERS CAUSED BY AN AGING WORKFORCE



STEP 6

UNDERSTAND WHAT 'GREAT' LOOKS LIKE BEARING CORPORATE OBJECTIVES IN MIND

CASE STUDY: HOW WPP TARGETS 'GREAT' VIA VIDEO INTERVIEWING

Oleeo and video recruitment provider Cammio provide the WPP Fellowship with video interview functionality in order to offer a seamless candidate pre-screening workflow and increase recruitment efficiency in determining a great organisational fit.

Using video, WPP can incorporate a personality and creativity component into the earliest stages of the screening process.

This makes it easier for the recruiting panel to gauge if an applicant has an engaging personality to fit into the marketing and communications business, where while intellect is important, in isolation it is not enough to guarantee success.

Good applications have to feel akin to a stimulating conversation with an interesting, interested person.

Pre-defining 'great' can tailor your recruitment objectives

Have an idea in your mind for how you want to classify a great fit to your jobs.

Recognise corporate objectives such as diversity and equal opportunities.

Tailor your selection process and mechanisms with a top-down, cultured approach to help make this as seamless as possible.

**Because if you aim for great,
your engagement can help bring
it to fruition!**

LEVERAGE TECHNOLOGY TO MAGNIFY YOUR EFFORTS AND COMMUNICATE USING YOUR AUDIENCE'S NATURAL MEDIA

Embrace technology for strong communication!

Good technology will enable you to deliver personalised, rewarding experiences, amplifying your employer brand.

This is complemented by digital intelligence to help drive continuous improvement based on strong performers.

Done well, virtualisation will automate manual processes, cut administration time, simplify and extend reach.

After all, making everything available at the touch of a button can only deliver positive impressions!

Oleeo CRM makes the possibilities seem absolutely endless.

- Capture hearts and minds of the best talent and keep them as advocates.
- Ensure positive impressions are maintained throughout the recruitment journey.
- Ensure top candidates feel connected to development opportunities on offer if successful.
- Strategically invite the best applicants to events to keep them engaged.
- Showcase the best tips, case studies or videos relevant to your applicants in contextualised positions.
- Maintain relationships with your candidates by sending routine recruitment communications to them.
- Highlight how your company runs inductions and monitors performance.



STEP 8

SET ENGAGING TALENT ACQUISITION AS YOUR NUMBER ONE PRIORITY

IN SUMMARY...

Finding the most talented recruits of people who are your future leaders is essential.

This is amplified by the fact that the war for talent is intensifying.

Hence, there is a need to ensure you hire the best before the rest and making this a top priority would be a positive first step.

Read more of Oleeo's views on the need to innovate for an engaging next-gen recruitment strategy as originally seen in 'Future of HR' published by Raconteur in The Times on June 30 2016.

See the full supplement at
<http://bit.ly/8StepsTimes>

WATCH THE VIDEO

If you liked this e-Book and want to hear more on the top 8 tips for great candidate engagement click the YouTube link below and watch Oleeo CEO Charles Hipps share his thoughts.



Talk to us today!

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