

Workforce Recruitment Tools & Best Practices

Presented by Denise Osmond, ND WSI Human
Resource Officer

TOPICS TO DISCUSS TODAY






- Five Generations in the Workforce
- Workforce Planning
- Types of Recruitment
- Recruitment Myths
- Recruitment Process
- Best Practices
- Finding Talent – Recruitment Tools
- Generational Recruitment Tools
- Communication Styles
- Filling Your Workforce Needs





CAN THEY COEXIST?

The 5 Generation Workplace

Traditionals	Baby Boomers	Generation X	Generation Y (Millennials)	Generation Z (Digital Natives)
DOB: 1900–1945	DOB: 1946–1964	DOB: 1965–1980	DOB: 1981–1996	DOB: 1997–2015
<ul style="list-style-type: none">• Loyal to the company• Dedicated• Disciplined• Job for life• Retiring later	<ul style="list-style-type: none">• Dedicated to work• Optimistic• Committed• Team orientated• Experimental	<ul style="list-style-type: none">• Open-minded• Appreciate diversity• Work–life balance• Competitive• Entrepreneurial• Independent	<ul style="list-style-type: none">• Career determined by switching roles often• Keen on mobility• Socially vocal• Tech-savvy• Immediacy	<ul style="list-style-type: none">• Critical and selective• Career multitaskers• Technology is intuitive• High expectations• Coached, not managed
				

WORKFORCE PLANNING

THE GREAT RESIGNATION



- Right people
- Right skills
- Right place
- Right time
- Right cost



- People are an organization's greatest asset



- Employees are searching for more meaningful work



WORKFORCE PLANNING



5 Key Elements

- Enterprise goals
- Strategy, policy, and process alignment
- Talent sourcing and skilling
- Financial planning
- Technology investment

TYPES OF RECRUITMENT

Recruitment is the process of:

- Attracting
- Screening
- Interviewing
- Selecting candidates

Types of recruitment:

- Internal recruitment
- External recruitment



Recruitment Myth: True or False?

“

If the offer is attractive, the recruiting process doesn't matter.

False.

52%

of respondents would refuse an otherwise attractive job offer if they had a negative experience during the recruitment process

66%

said that a timely, smooth process is the number one way for an employer to stand out during recruitment

Recruitment Myth: True or False?

“

People don't live to work anymore—they work to live.

True.

69%

of respondents dream of a stable job with a good work-life balance—by far the most popular response when respondents are asked to envision their ideal careers



Lack of work-life balance is a top deal breaker when candidates are considering a job offer—in fact, it is a bigger deal breaker than limited leadership or career opportunities

Recruitment Myth: True or False?

“

Traditional ‘day jobs’ are dead, replaced by part-time solutions, gigs, and side projects.

False.

75%

of job seekers still want a traditional five-day workweek

**ONLY
15%**

want to be self-employed or to start a business; most job seekers are looking for employment at a large company

Recruitment Myth: True or False?

“

Candidates want to see the money on the table.

True.

No. 1

Insufficient financial compensation is the top deal breaker when candidates are deciding whether to accept or refuse a job offer



Information about salary range is the first thing respondents look for in a job ad

Recruitment Myth: True or False?

“

Job seekers prefer to use one single channel for all their job search and recruitment needs.

False.

01

Not actively looking

At first, candidates prefer to be approached by friends, acquaintances, or recruiters ...

02

Looking for a job

... then, they look at company websites and social media ...

03

Applying

... and, finally, most apply to jobs through recruitment platforms and job boards

Recruitment Myth: True or False?

“

Cutting-edge digital solutions are attractive.

False.



Most respondents—even people in digital fields and members of younger generations—prefer in-person application and selection channels

<25%

are comfortable with participating in AI-led interviews or preparing a video to introduce themselves

Recruitment Myth: True or False?

“

Once the offer is sent, employers just need to wait.

False.

59%

of candidates expect some openness to negotiate conditions after receiving an offer

>45%

appreciate outreach from the potential employer—calls from the future manager, for example, or a tour of the workplace—to help them make a decision

RECRUITMENT

RECRUITMENT PROCESS

- Define the open position
- Sourcing job applicants
- Screening potential candidates
- Interviewing qualified candidates
- Selecting a candidate and extending an offer
- Onboarding new hires



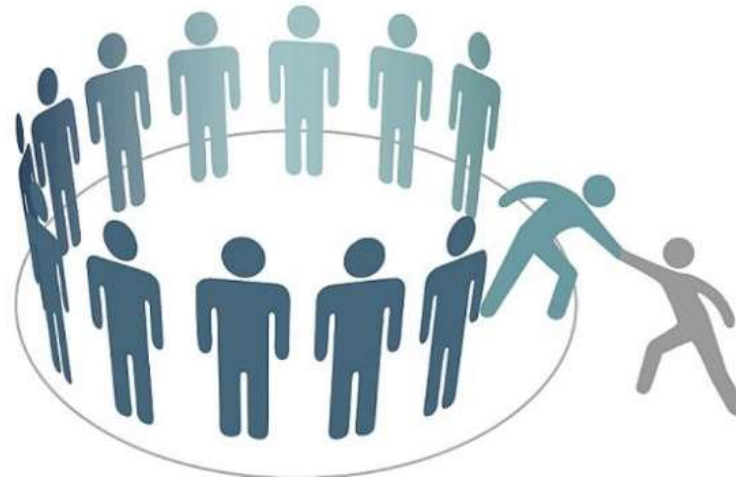
RECRUITMENT BEST PRACTICES

1. Focus on relationships
2. Look beyond the resume
3. Revamp your employer brand
4. Consider internal mobility
5. Normalize remote, hybrid, and flex work
6. Adjust your employee benefit program
7. Make your company culture something to brag about
8. Recognize the importance of data-driven recruiting
9. Use an advanced applicant tracking system (ATS)



FINDING TALENT

RECRUITMENT TOOLS



Resources

- Online job boards
- Networking platforms

Methods

- Employee referrals and recommendations

Software

- Automated tracking systems



GENERATIONAL RECRUITMENT TOOLS



- Optimize Your Social Media for Recruitment



- Conduct a One-Way Video Interview



- Send Candidate Info to Your Team

CANDIDATE COMMUNICATION STYLES

- Telephone
- Email
- Video
- Social Media
- Text
- Messaging Apps
- In-Person



FILLING YOUR WORKFORCE NEEDS



CONTACT



DENISE OSMOND, ND WSI HUMAN RESOURCE OFFICER

dosmond@nd.gov