

# Beyond the **Basics**

An A-Z Guide to Great Hiring  
for Enterprise Leaders



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# The heart of your business' success lies in its people

but finding & securing  
the right people is a  
constant challenge.

We understand that the hiring process can be complex. From creating effective hiring strategies and defining roles to enhancing your EVP and integrating disparate tech systems – hiring can often be a headache, even for experienced leaders.

That's where we come in. Whether you've been leading for years or are stepping into a new role, this guide is designed for enterprise leaders like you. It aims to provide you with valuable insights and essential knowledge to help you build and support the teams that drive your enterprise's success (and build your reputation as a successful leader in the process).

This is by no means an exhaustive list of everything under the TA sun. We've deliberately chosen areas that often present challenges for many of the enterprise clients we work with. Rest assured, they are challenges we have solved many times before, so if you're having hiring headaches in these areas – we can help.

# ATS

ATS, the ubiquitous talent acquisition technology. Not all are created equal though. Common pitfalls we see in the enterprise space include: underestimating the features and functionality you'll need in the future and reaching the point of needing to re-invest and re-implement quicker than expected; using the recruitment module of a larger ERP/HCM suite by default or by order of the CIO/CTO; and not considering the entire tech stack and ensuring that seamless integrations between best-in-breed solutions are possible. ATS integration is one of the most common causes of frustration for enterprise people leaders, so if you're struggling with yours – you're not alone.

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When integrating an ATS, it must align with business objectives, scale effectively, and integrate seamlessly. However, it's also important to consider the candidate experience, collaboration tools, support and training, and data migration. A successful ATS integration not only streamlines recruitment but also positions the organisation for talent acquisition success on a larger scale.

**Sarah Blanchard**

Head of Implementation & Continuous Improvement

# Business Case

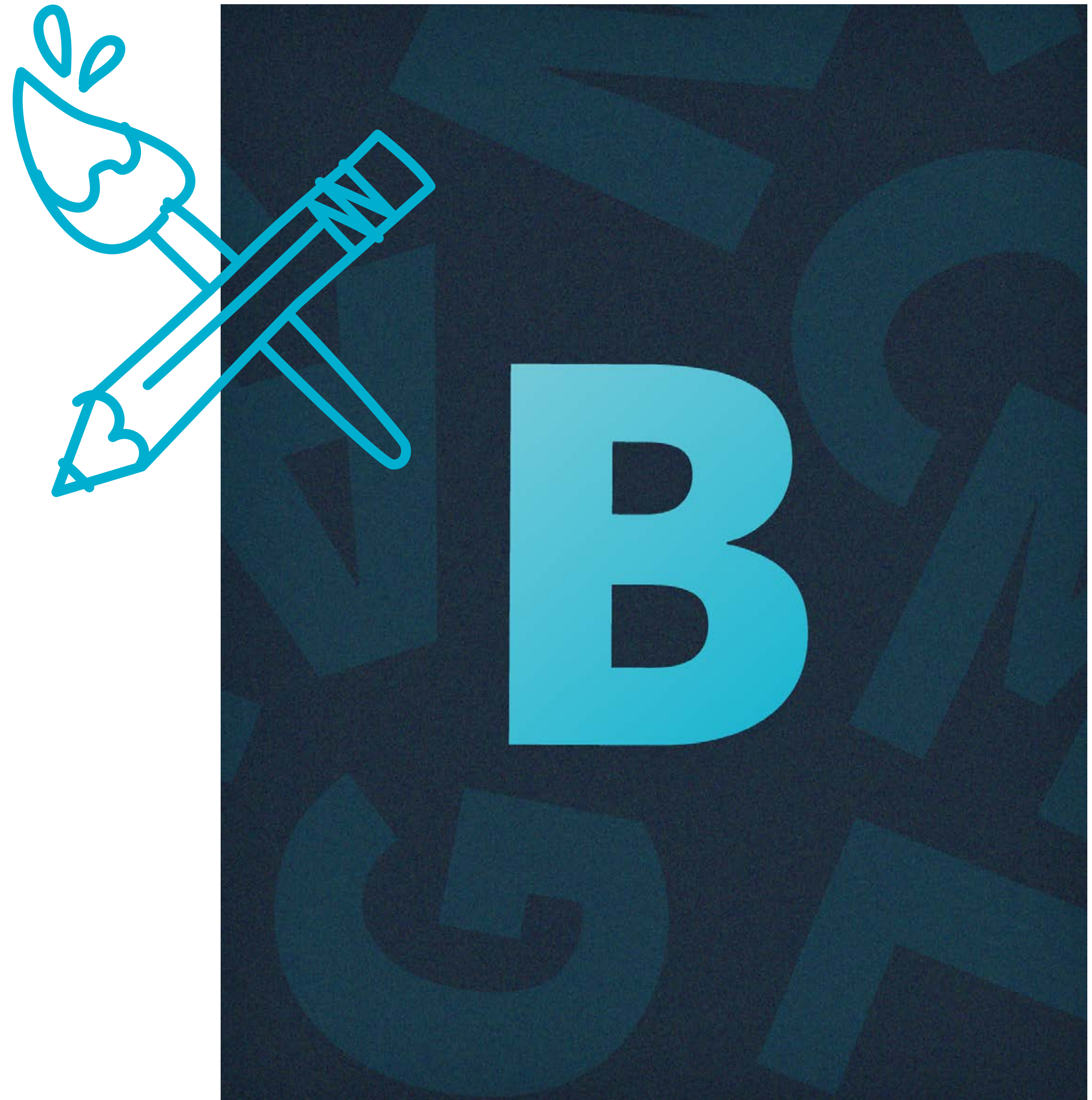
Talent leaders are often trying to do more with less, but a world-class talent function can't happen without adequate investment. For talent leaders, creating and communicating a compelling business case is an indispensable skill, bridging the gap between talent needs and business strategy. By showcasing clear benefits, aligning with broader company goals, and effectively communicating your vision, you can secure the necessary investments to elevate your talent function from good to great.

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To demonstrate a strong business case, it's important to align your talent acquisition strategy with the company's overall objectives, quantifying the impact of talent acquisition on KPIs. You could benchmark against competitors, develop a comprehensive hiring plan, emphasise the cost of vacancies, and showcase the ROI of recruitment technology. You could also provide real-life success examples, creating a compelling presentation and continuously measuring progress while staying informed and adaptable. This will ensure a convincing case for securing support and resources from senior leadership.

**Tom Mackintosh**

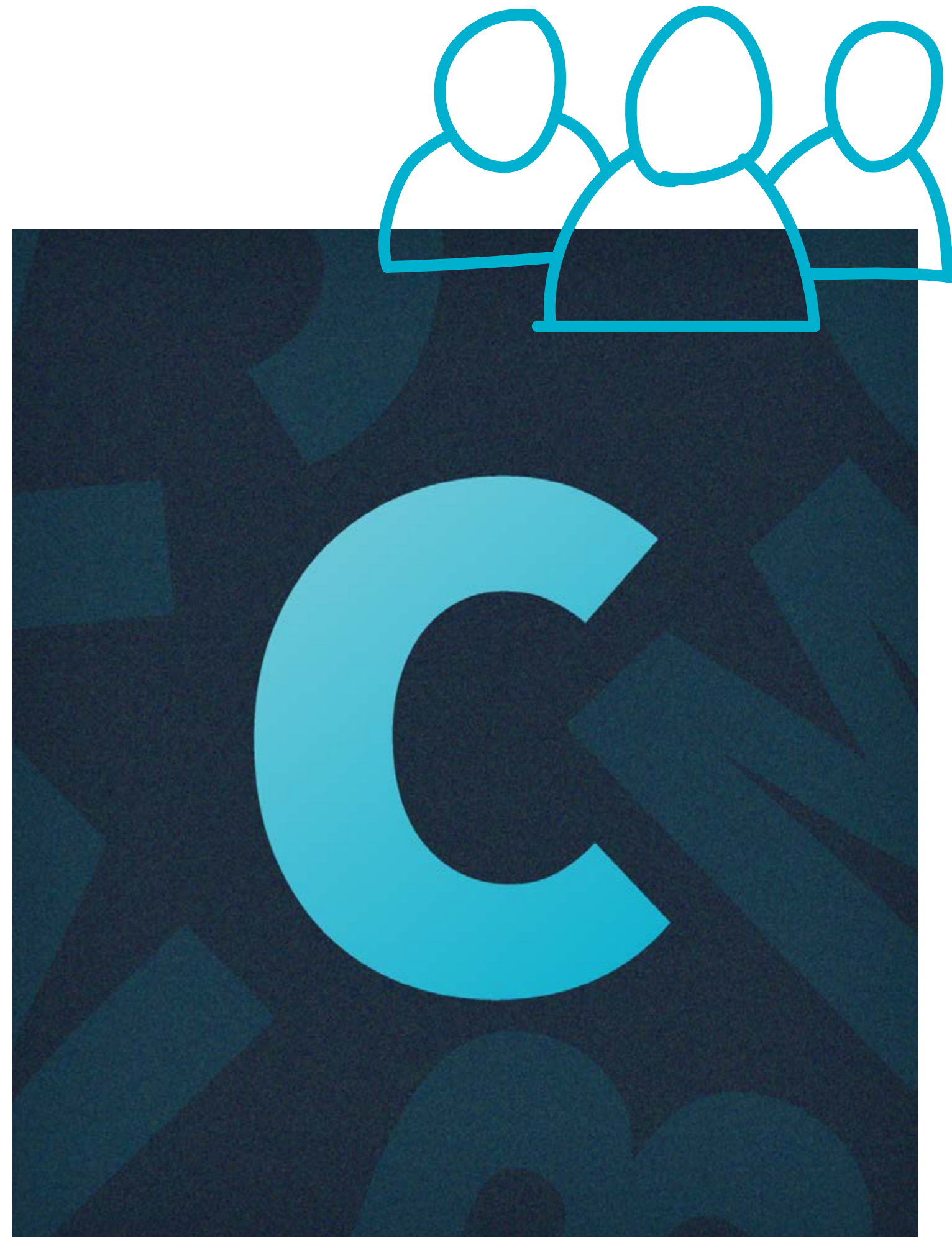
Managing Director, Solutions



# Contingent Workforce Management

Contingent workers – contractors, independent consultants, service providers, and temporary workers – are steadily growing as a proportion of the average enterprise’s workforce. On average, they make up more than 20% and as much as 50% of the workforce in some enterprises. We’ve seen companies who have even built targeted contingent-permanent workforce splits into their workforce planning and monitor this regularly.

Contingent workforce management offers scalability, cost efficiency, and access to specialised skills. This strategic approach allows for rapid adjustments in staffing to meet fluctuating demands while controlling labour costs. It also facilitates quick responses to market dynamics, enhances agility, and enables organisations to harness specialised talent for specific projects or skill gaps.



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People leaders in the best companies view the contingent workforce differently from their peers on two key fronts, firstly they see each worker for the individual person they are and treat them as such; and secondly, they recognise the invaluable benefits of appropriately utilising contingent workers. Think about the work that these individuals are so often involved in – transformation, interim leadership, bringing in essential technical skills, filling gaps in full-time employee capabilities, etc. It’s critical work and Talent Acquisition functions should be across all of the talent needed by the business to succeed.

**Cameron Robinson**

Head of Enterprise Solutions



# Diversity, Equity, and Inclusion Strategies

The business case for a diverse and inclusive organisation has been written many times over, backed by countless research studies, success stories, and bottom-line results. In today's competitive global market, a well-defined DEI strategy is not just a bonus, it's essential. While many companies focus on setting diversity targets, a genuine commitment goes beyond mere numbers. Too often "strategy" is mistaken for "targets", but the targets are meaningless without tangible and practical initiatives in place to attract, hire, and retain diverse talent.

True change arises from taking action. This could be through re-vamped recruitment processes, mentorship programs for under-represented groups, or unconscious bias training. A DEI strategy shouldn't be about ticking boxes but about nurturing a culture where everyone, regardless of background, feels valued and can excel.

Check out our DEI Hiring Guide for practical tips.

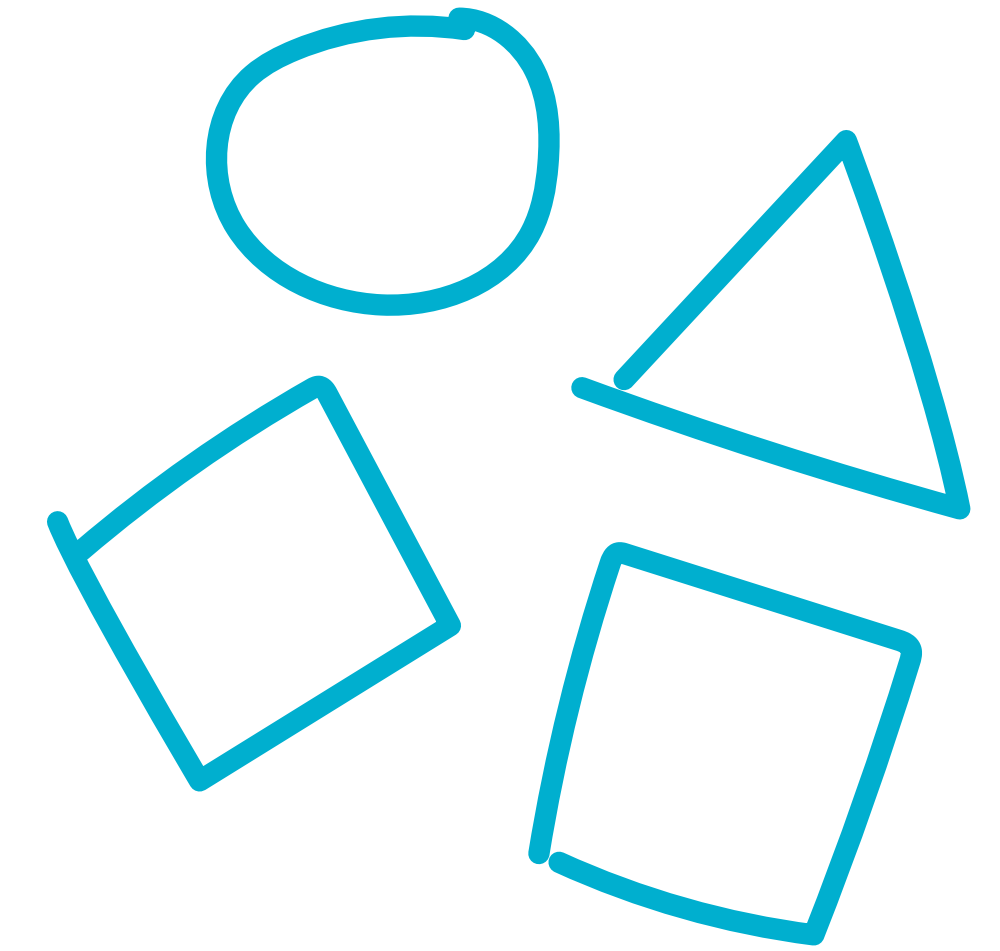
[DEI Hiring Guide](#)

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Diversity is more than just ticking a box. From routinely re-evaluating job descriptions and ads to use inclusive language, shortlisting with diversity in mind, diversifying your interview panel, and thoroughly considering how you can offer tailored support, there are many tangible steps you can take in the hiring process to ensure you are practising inclusivity.

**Sarah Blanchard**

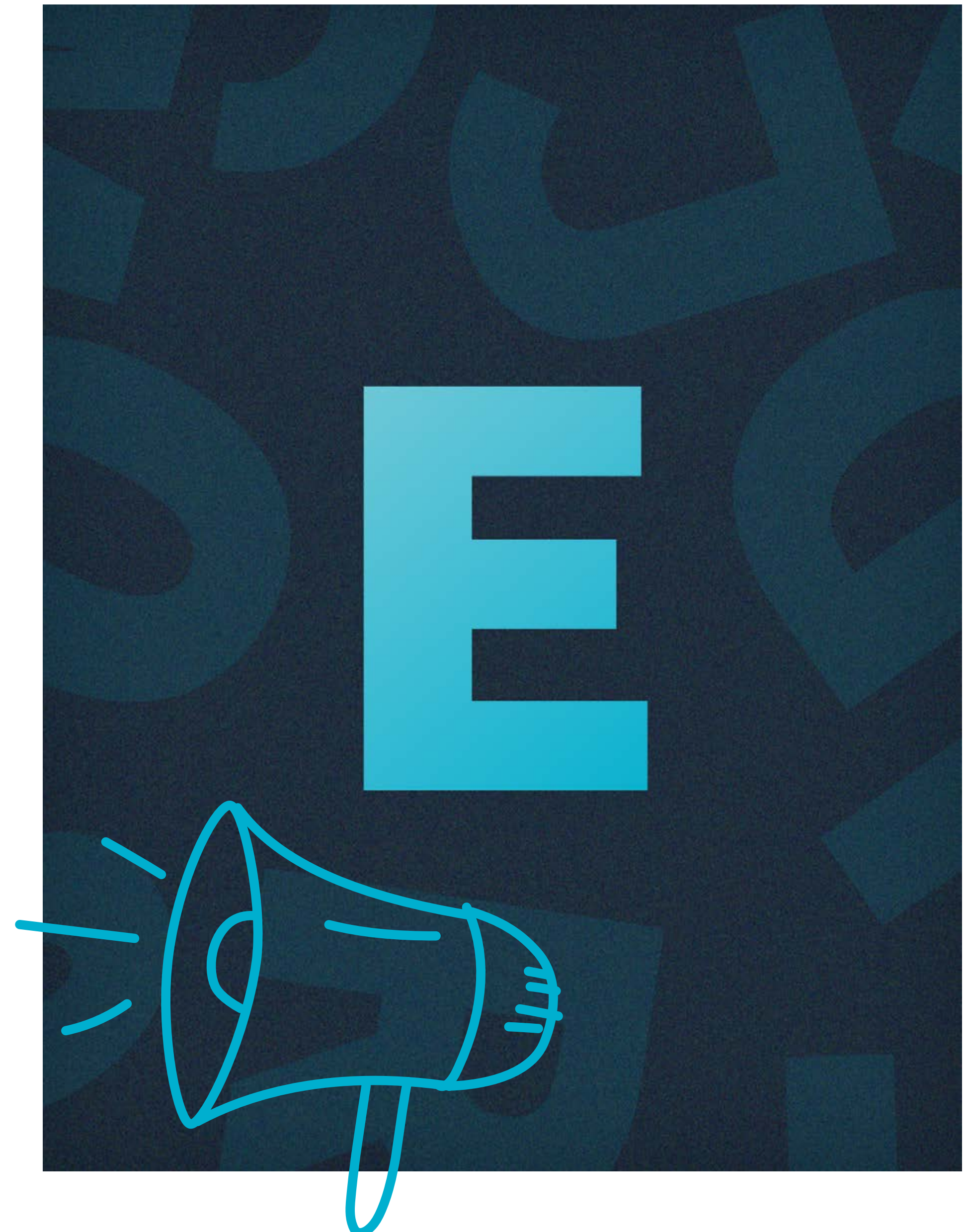
Head of Implementation & Continuous Improvement



# Elevating Your EVP

As an experienced people leader, you already know the importance of a compelling EVP. But even though you might think you have a stand-out EVP, it's a good idea to review it periodically. To ensure you're really hitting the mark, it's worth conducting regular EVP audits and involving your employees in workshops, to turn them into your EVP champions as well.

Other ways to elevate your EVP could be tailoring the onboarding process and providing personalised skill-building opportunities; embrace corporate social responsibility and sustainability, and instilling a sense of purpose. This not only sets your EVP apart but also attracts top talent, retains your workforce, and strengthens your reputation as a sought-after employer.



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A common pitfall to avoid is mistaking your EVP for the words on your careers site. Your EVP isn't what you say, it's what your people can see, feel, and do as part of your company. Authenticity and living up to the value proposition you're making to current and prospective employees is critical.

Jasmine Alderton

Client Delivery Lead



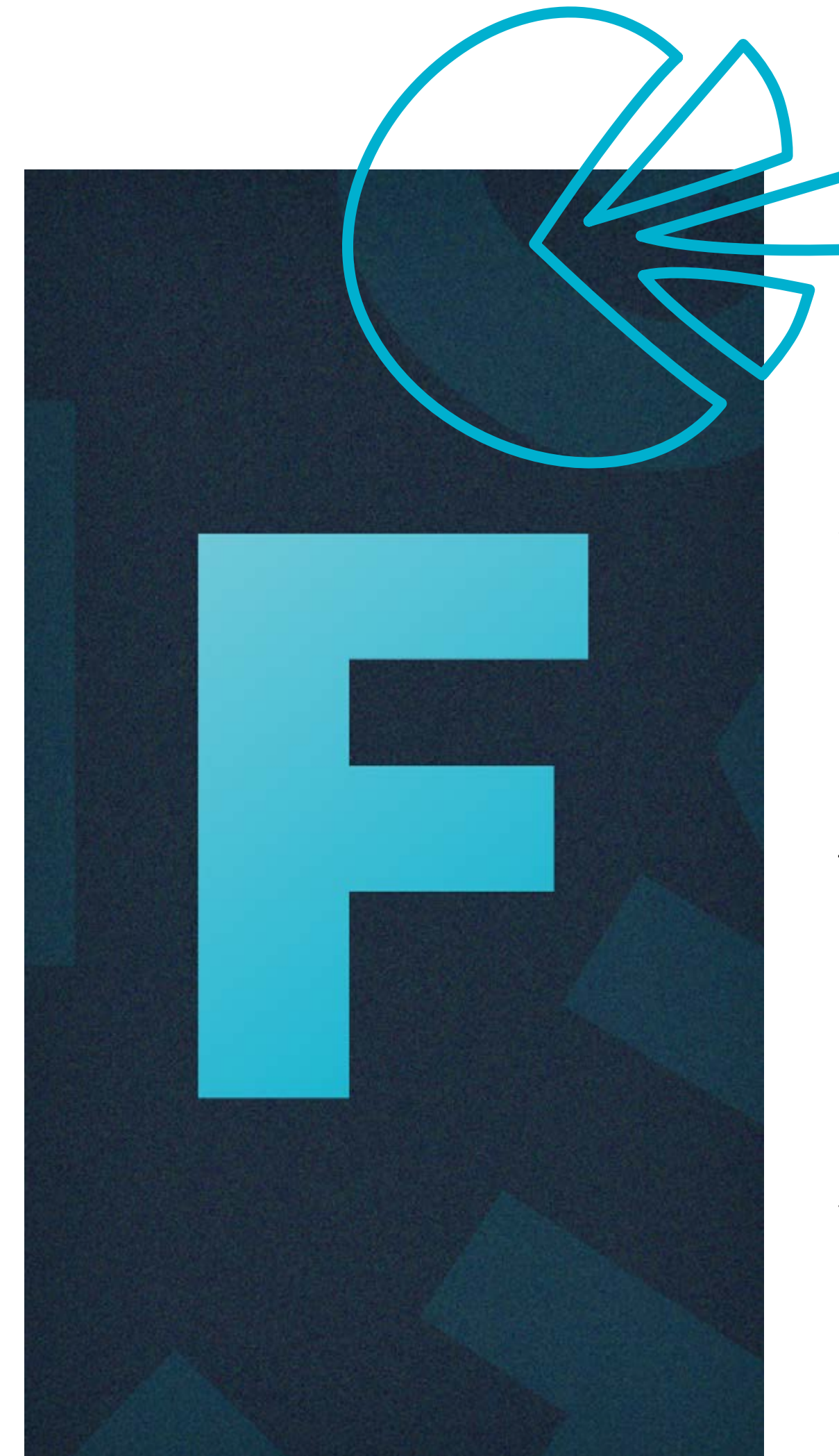
# Financial Planning

In most companies, there's rarely as much available budget as talent leaders would like. Financial planning within the talent function is essential, with wild swings from rapid hiring to dramatic layoffs significantly impacting talent team budgeting and in turn the people within them. So building a strong relationship with your CFO is crucial.

Start by synchronising your plan with the company's broader business strategy and financial goals, then wield the power of data analytics to drive decisions and measure ROI. The CFO can provide invaluable insights into budget allocations, potential financial risks, and optimisa-

tion strategies, and you can then come to the party with transparent budgets, cost control, and smart investment in scalable infrastructure and technology. Master your vendor management, navigate compliance risks, and always be ready with contingency plans.

Consider how prepared your talent organisation is to scale up and scale down in a financially responsible manner. In the same way many organisations spread financial risk across permanent and contingent workers, how much of your talent team costs are fixed versus flexible?



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Strong financial aptitude is a key factor in shifting Talent Acquisition's perception from a function that costs money, to one that helps make it. I've seen hiring plans radically shift overnight – from forecasting 1000 hires a year down to barely 100, with layoffs and a complete hiring pause in between. This is where having a financial plan for TA that stretched beyond the immediate term and instead aligned to a 3-year business vision was critical in enabling the TA leader to have ongoing investment in continuous improvement. Forgive the cliché, but they were spending money to make money and focussed on the ultimate goal.

**Sorcha Joyce**

Head of Client Services



# Governance

Good governance is not just about ticking boxes; it's about mitigating risks, ensuring fairness, and driving efficiency. With clear roles and responsibilities, governance fosters transparency and accountability while aligning hiring with strategic goals. It's the guardian of cost control, the enabler of data-driven decisions, and the shield against legal pitfalls. In a world of global expansion and diverse talent, it's your compass for navigating international markets and maintaining a strong reputation. In the high-stakes game of enterprise-level talent acquisition, good governance is essential.

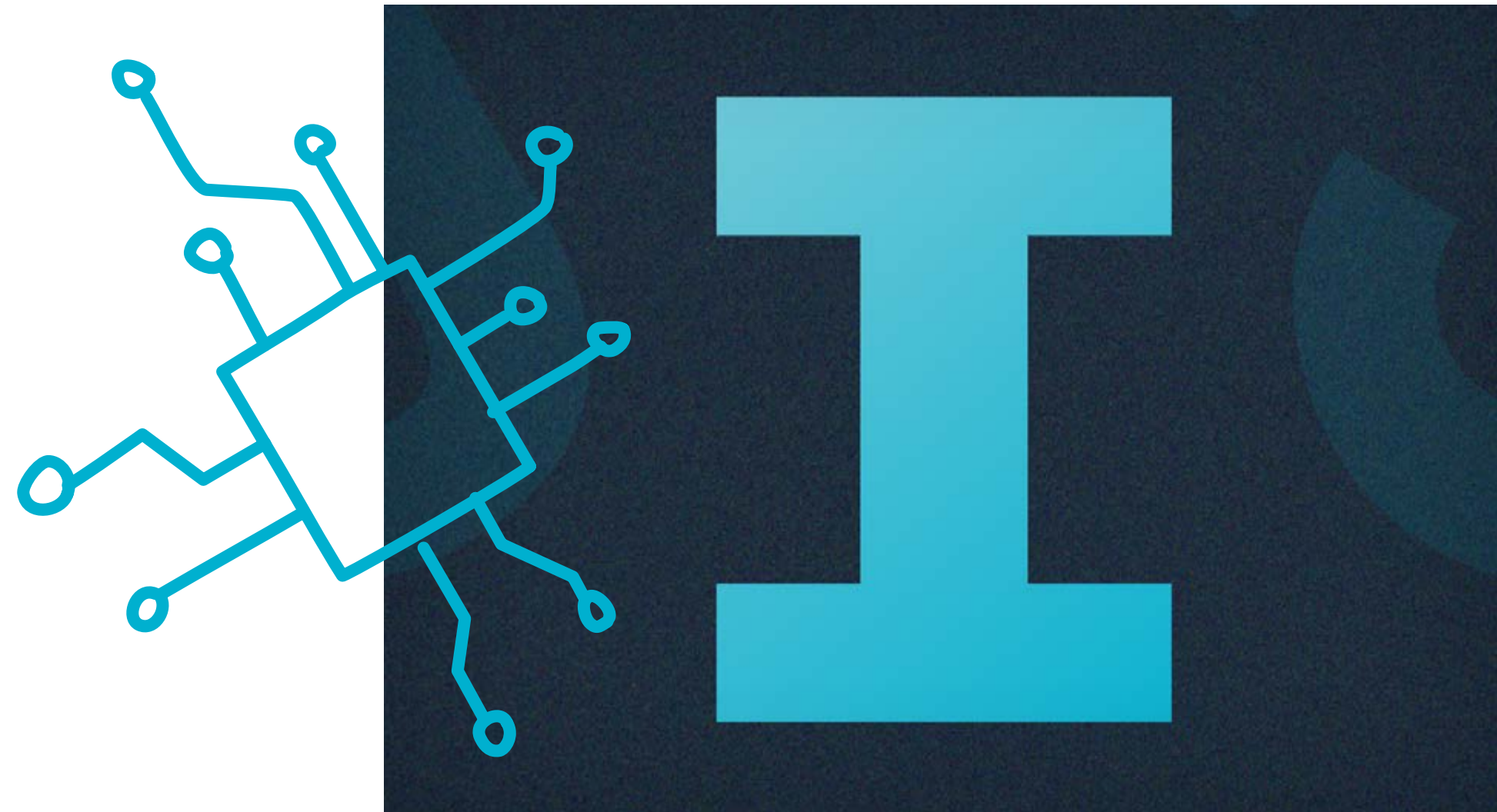
Good governance can make the difference between a talent function viewed as back-office administrators versus expert difference makers. On one hand, governance drives performance, accountability and compliance. But it's also about designing and running the TA function in such a way that it can quickly innovative, adapt and evolve.

# HRBPs

Your talent team should be highly collaborative with your HRBPs (aka People & Culture BPs) - united by a common goal to collectively meet the people-related needs of their shared internal customers. The specialist knowledge of these internal peers is invaluable to each other when harnessed correctly. Think about the value in proactively talent pipelining for flight risks or succession plans. Or, similarly, alerting HRBPs when the hiring market shifts to ensure the right expectations are being set and supported.

Collaboration with your HRBPs is crucial for successful hiring. It begins with open communication channels, where regular meetings and discussions facilitate alignment on business goals and departmental priorities. You can also collaborate on items like employer branding and diversity & inclusion initiatives. As well as the onboarding experience and ensuring that recruitment efforts reflect the organisation's culture and values. This partnership creates a cohesive approach that aligns talent acquisition with the organisation's growth and success.





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There's a good chance we've all experienced a senior leader who loves to come to meetings asking why we're not yet using the shiny new toy they've just read about on their morning commute. AI-driven-somethings are likely to be those toys for the foreseeable future in the HR and TA space. So, what can we do? Get on the front foot. Talk about it before they can and put yourself in the position where you're not only in control, but you're also increasingly seen as the subject matter expert

**Sarah Blanchard**

Head of Implementation & Continuous Improvement

# Integration of AI and Automation

“AI” has got to be one of the most misused terms in the TA vernacular, and thanks to ChatGPT, generative AI now exists in the hands of everyone with internet. Whether we like it or not, it's shaking up the TA function and your strategy needs to harness its potential.

Many existing providers are incorporating this technology into their product suites while new market entrants spring up weekly too. Coupled with generative AI being used to write jobs ads and job descriptions, reformat CVs, or draft email templates, talent leaders now need to make serious decisions about how and where they integrate AI into their function. (See G - Governance.)

To maximise the benefits and mitigate the drawbacks of integrating AI in your talent function, invest in AI tools that align with your organisation's goals and values, address algorithm bias, prioritise data security, and provide adequate training for your team to harness AI's potential effectively. AI can significantly enhance talent acquisition, but its success depends on careful planning and responsible implementation.

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It can be complex to navigate, but if your TA team is up for it, job classification presents an opportunity for TA to transform its internal reputation from a 'vacancy-fulfilment' department to a 'helping-work-get-done' function.

**Cameron Robinson**

Head of Enterprise Solutions

# Job classification

Moving TA up the value chain takes a different kind of conversation with hiring leaders. One way is to help hiring leaders consider (or re-consider) the best way to access the talent they need to complete the job they need doing. Let's call this job classification.

Think about all the ways that jobs can be classified by whom, how, and where the work gets done: full-time, part-time, hybrid, casual, job-share, remote, onsite, fixed-term contract, max-term contract, independent contractor, consultant, outcome-based, freelance or outsourced to name a few. That's before you even get to the criteria that will be used to identify the perfect person, people or partner.

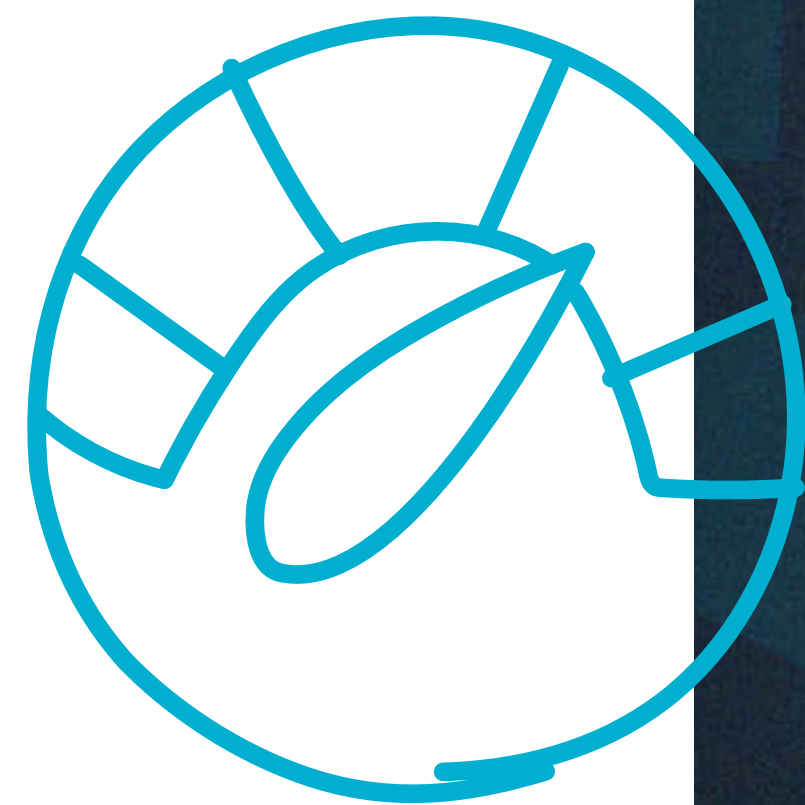


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A high-level KPI view should arguably answer three key questions. Are we hiring people who are a good fit? Are we hiring people in time? Are we above, below or at our hiring budget? Then, dive deep with metrics like candidate conversion rates, application drop-off rates, and offer-to-acceptance ratios to pinpoint bottlenecks and improve candidate experience. By not just using legacy KPIs alone you can paint a vivid picture of your TA performance and uncover opportunities to improve.

**Adelina Ekechukwu**

Client Delivery Lead

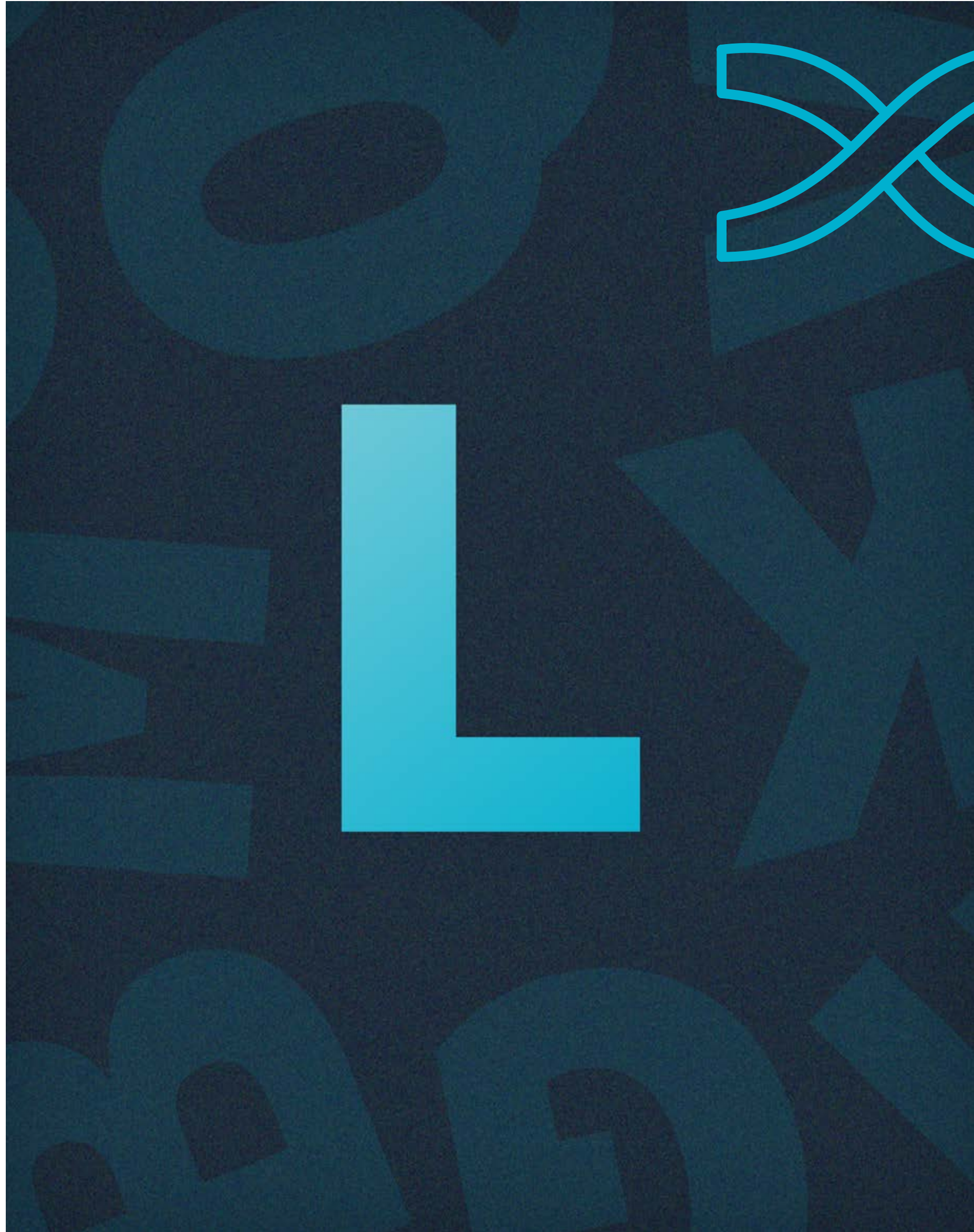


# KPIs for Talent Acquisition

How you choose to measure, report on and describe the performance of your talent function, will shape the way others do to.

Legacy KPIs (Key Performance Indicators) and metrics like cost-per-hire and time-to-hire, can stifle development and investment in talent acquisition teams because in order to show improvement you essentially have to become cheaper and faster. All things being equal, inflation alone is going to make the first half of that equation a serious challenge!

In this scenario, where does the value of hiring the best possible person at the right time and within budget factor in? Make sure you use a range of performance indicators that help you show business leaders the health of TA's performance, as well as more detailed metrics that will enable you to pinpoint issues and identify opportunities as quickly as possible.



# Lateral Moves

Sometimes the perfect candidate could be right under your nose. TA has an important role to play in championing lateral moves and internal mobility. We expect our TA Partners to have a great handle on the external candidate market and the wants, needs and availability of their candidate pipelines. However, the same expectation doesn't always extend to internal candidates, creating a missed opportunity.

Close collaboration with HRBPs / P&C colleagues (See "H") increases your TA's ability to offer proactive support to hiring leaders and internal candidates alike.

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Don't limit awareness of internal mobility opportunities to merely a link buried in your company communications platform, a shared excel spreadsheet or an offshoot 'internal' portal on your careers site. TA is in prime position to have a profound influence on this area and, in turn, foster a compelling culture of growth, opportunity and development to help retain top talent too.

**Cameron Robinson**

Head of Enterprise Solutions

# MSP

How are you going to attract, onboard, manage, pay, offboard, redeploy and optimise that contingent workforce of yours?

Not only are there multiple ways to classify workers, they're likely coming from numerous sources too, like manager networks, recruitment agencies, consultancies, SOW service providers and returning alumni. Getting a handle on this is a complex and tough task for most TA teams. Often responsibility is delegated to hiring managers and from there things become largely invisible to TA.

That's where an MSP comes in. It's a program to wrap up all that activity, overseen by contingent workforce specialists on your behalf, as an extension of the TA function. The added bonus? Procurement often sees the MSP as a good thing for them too. Teaming up to create your business case (see B – Business Case) for MSP can dramatically boost your chances of expanding TA's own sphere of influence on the entire workforce.

Learn more about how you can optimise your contractor workforce at scale.

All about MSP



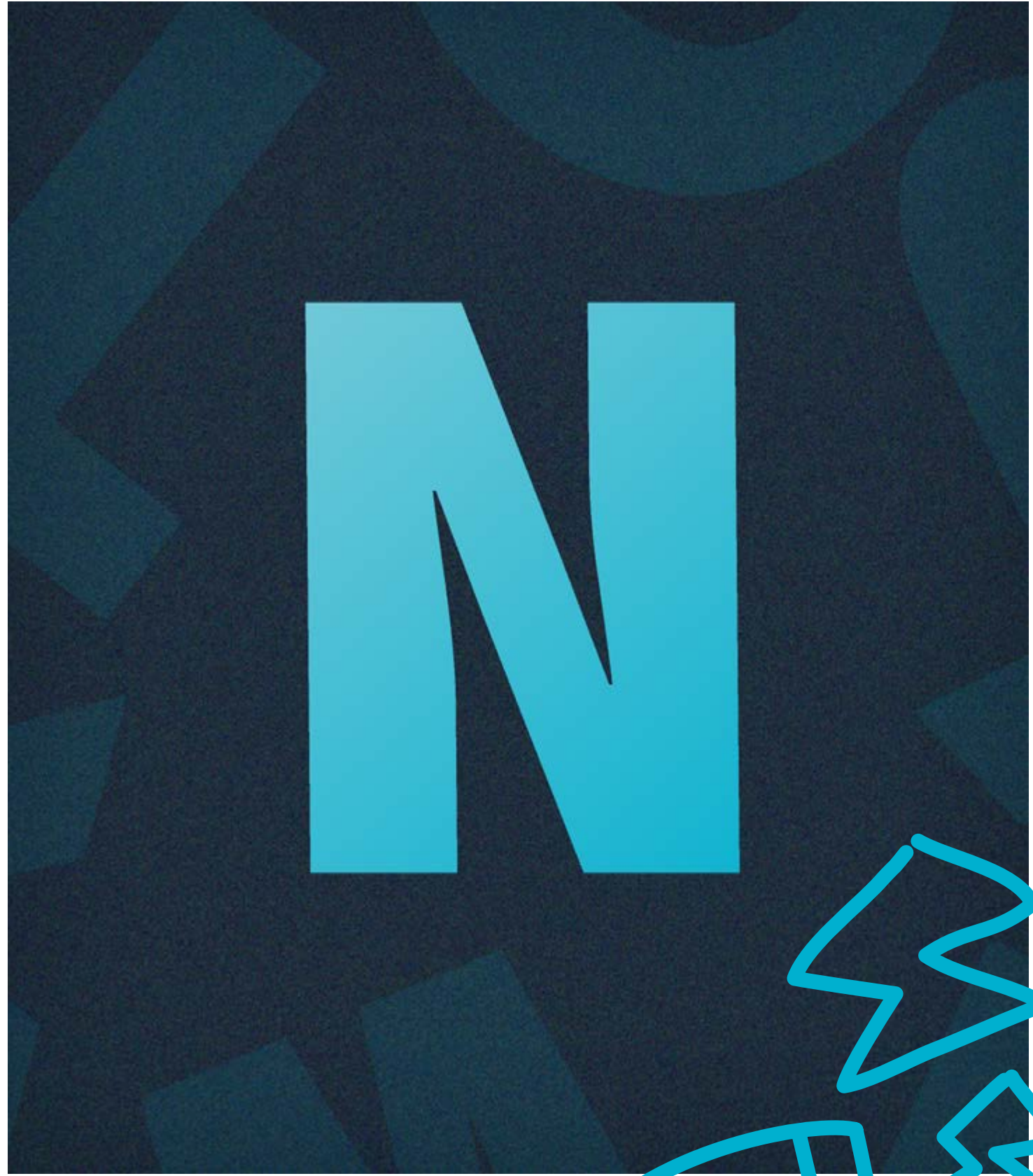
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An MSP is one of the most common ways large enterprises choose to manage their contingent workforce - up to 80% of large companies either have an MSP or are thinking about it, according to reports from Staffing Industry Analysts. One of the appeals is that benefits are felt across the entire company. Faster, more reliable, and more cost-effective access to the best contingent workers is good news for line managers, HR, finance, and procurement alike.

Cameron Robinson

Head of Enterprise Solutions





# National & International Candidate Attraction

Harness the opportunities presented by remote working to broaden your access to diverse pools of candidates. Searching further afield may reduce the competitive landscape for the critical skills you need. It could even be the difference between filling a role or not at all.

However, candidate attraction and recruiter outreach is not one-size-fits-all. Even if you're searching for the same types of candidates, for each location you'll need to tailor the way you sell your organisation, and the language and methods used to engage with candidates. Be prepared to even work with your hiring leaders to reshape how a role is performed to meet candidate expectations.

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We had a client who was recruiting the same type of role, at the same time, in three different countries across APAC. Copy-and-paste was never going to cut it, and while it did take some hiring manager education to essentially treat all three as separate requirements owing to local candidate markets and cultural nuances, it was absolutely the right call by our TA Partner. All three roles were successfully filled, and a benchmark was set for international recruitment campaigns moving forward.

Jasmine Alderton

Client Delivery Lead

# Onboarding Excellence

You already know that a positive onboarding experience sets the tone for your new hire's future at your organisation. But is your onboarding really that advanced? When was the last time you tested it using real feedback or had a P&C team member step through the new hire journey and pretend to live the experience?

Once your candidate has signed the dotted line, ensure you're keeping in contact with them through multiple touch points before and after their first day. The experience they're having and information they're receiving should be personalised based on their role. Your senior software engineer shouldn't be getting the same experience as a junior accountant, and digital onboarding systems are great for this!

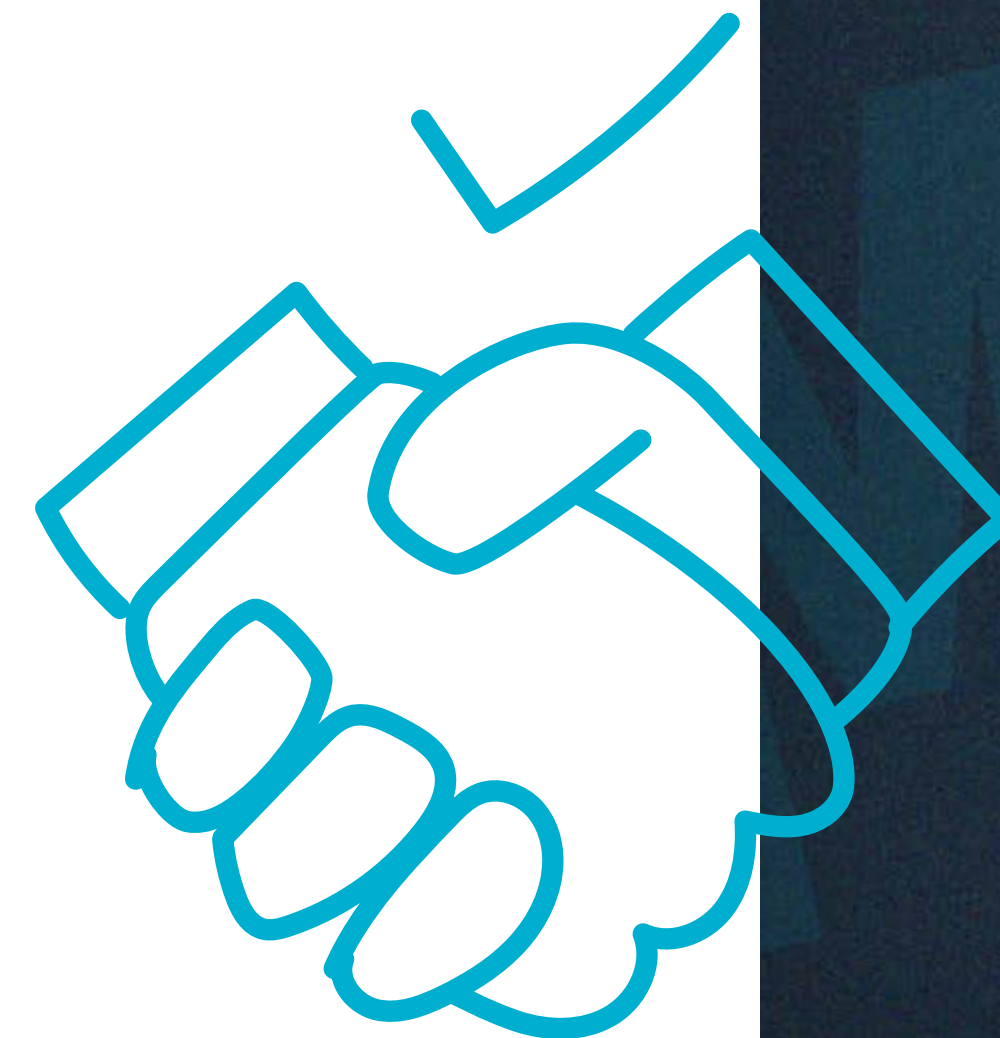
Effective onboarding process also makes sure your new hire is immediately set up for success. You recruited them for the skills, experience, and ideas they bring to the table, so let them unleash sooner rather than later. They'll appreciate it, and your hiring managers definitely will too!

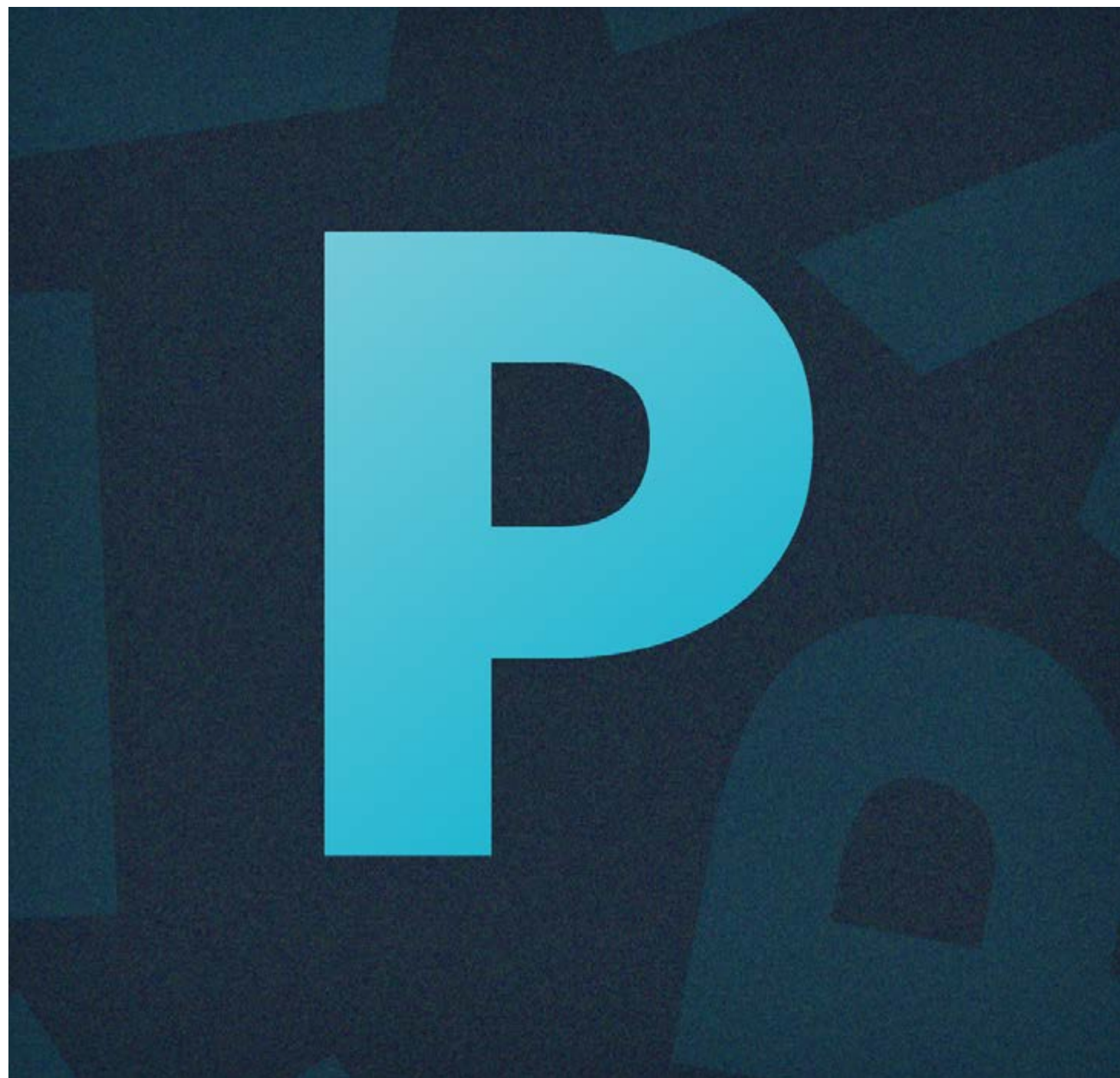
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I still vividly remember my onboarding process here at Talent because the experience was unlike any I'd had before. On top of regular calls from my soon-to-be manager, things like the automated 'ping' of an SMS inviting me to virtually meet some of the team followed a few days later by an email with information about other aspects of the business made me feel excited and ready to hit the ground running from day one.

**Cameron Robinson**

Head of Enterprise Solutions



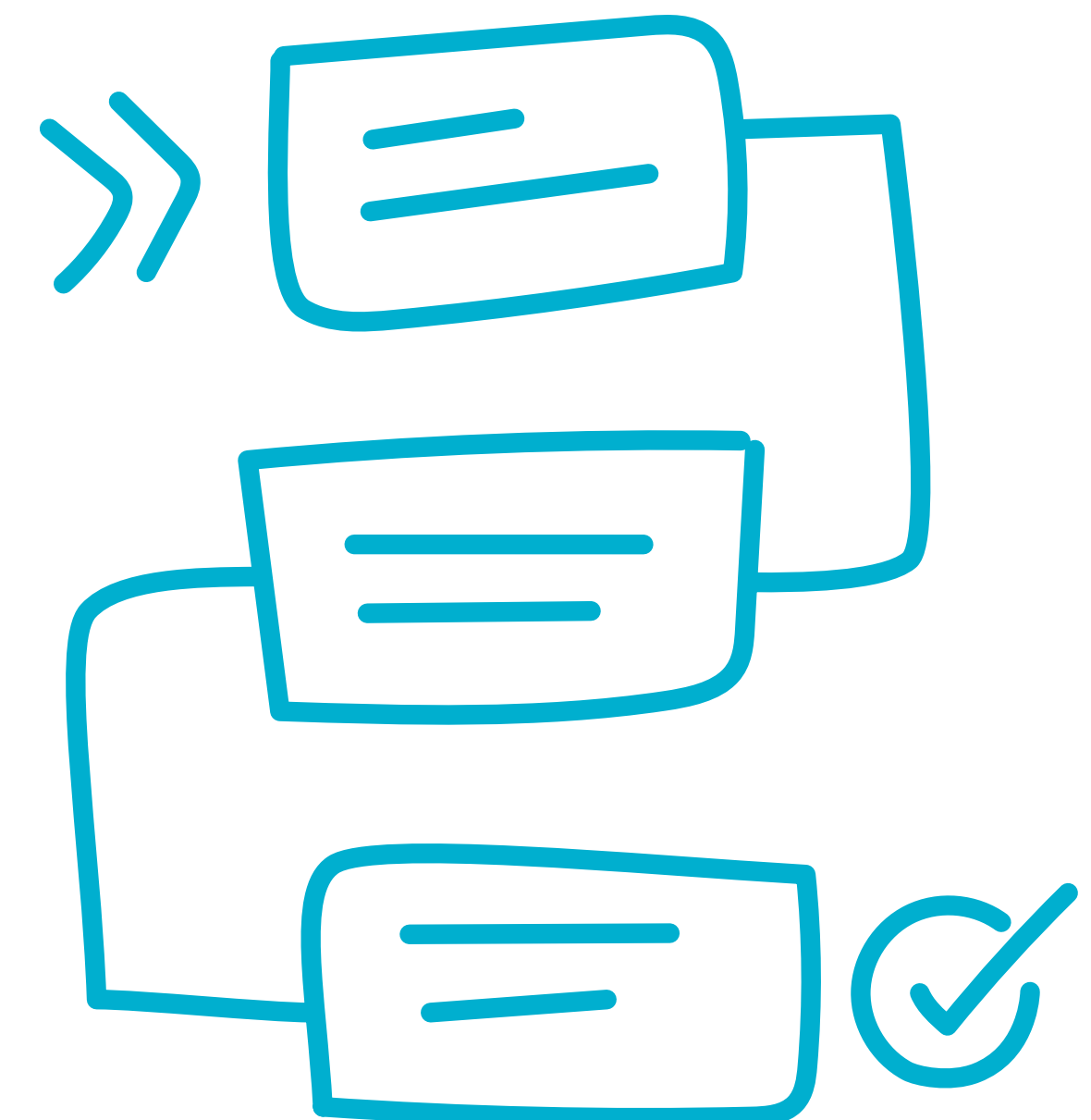


# Process Refinement

An efficient, effective, and clearly communicated process will yield better hiring outcomes. Importantly, make sure you consider your process from all angles and stakeholder perspectives.

Demanding managers and onerous assessments might lose great candidates. Too loose a process and you might lose consistency, efficiency, and integrity. Too skewed to serve your recruiters' interests and you might alienate the hiring community and end up with rogue managers bypassing TA all together.

Think about how easily you could explain your process and articulate its benefits to a new member of the TA team; a new hiring manager; and a new candidate. If you stop any stage to hesitate for a second, maybe it's time for a process redesign?



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A well-considered talent process can be the difference between securing the people you want or going back to the drawing board. Your talent processes can be the first window into company culture so take time to ensure they are an accurate reflection of the environment.

**Sarah Blanchard**

Head of Implementation & Continuous Improvement

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Occasionally I'll get asked something like 'If I'm not hiring better performing salespeople though, where can I demonstrate the clear quantified value in other departments?'. Yes, it might take a bit more work to uncover, but you can enlist the help of your hiring managers themselves to lighten the load. Rarely is a hiring manager happy with just anyone. They want someone brilliant. Ask them why, and strap yourself in to go down a rabbit hole if need be. Eventually you'll uncover the time saved, errors reduced, or projects delivered faster and every single one of these you can then attach a value against

**Cameron Robinson**  
Head of Enterprise Solutions



# Quantifying ROI of Talent Acquisition Efforts

Talent Acquisition plays a fundamental role in ensuring that your organisation can meet its ultimate goals, but this value can easily be lost amongst metrics that simply focus on the number of roles filled, or how quickly or cheaply they were filled. There have been countless efforts to quantify the cost of a bad hire – from 30% to 500% of the employee's salary – and it stands to reason that the value of a good hire should be proportionate too.

It's especially important to clearly quantify the ROI of TA efforts in enterprise environments where boards, investment committees and shareholder scrutiny are commonplace. A good place to start is shifting focus from tallying up inputs like roles filled, to calculating outputs like the financial contribution made by the new hires within those roles, or the business impact of a 10/10 hire versus an average one.

# RPO

RPO (Recruitment Process Outsourcing) is a common strategy for enterprises looking to build a talent acquisition function underpinned by specialist expertise, capability, capacity and flexibility.

Partnering with an RPO frees people leaders from the considerable time and cost burden of hiring, training, and managing a recruitment team of your own.

An outsourced RPO partner will embed a team of expert TA professionals who'll live and breathe your organisation's culture and values, leveraging industry best practices while supported by vast subject matter experts to help you solve challenges across the entire talent acquisition and management spectrum.

RPO solutions can come in many shapes and sizes too. We've seen entire TA functions outsourced in multi-year agreements, to TA outsourced just for a particular department (e.g., all IT and Digital hiring), or even for a defined time period until a specific hiring project has been completed.

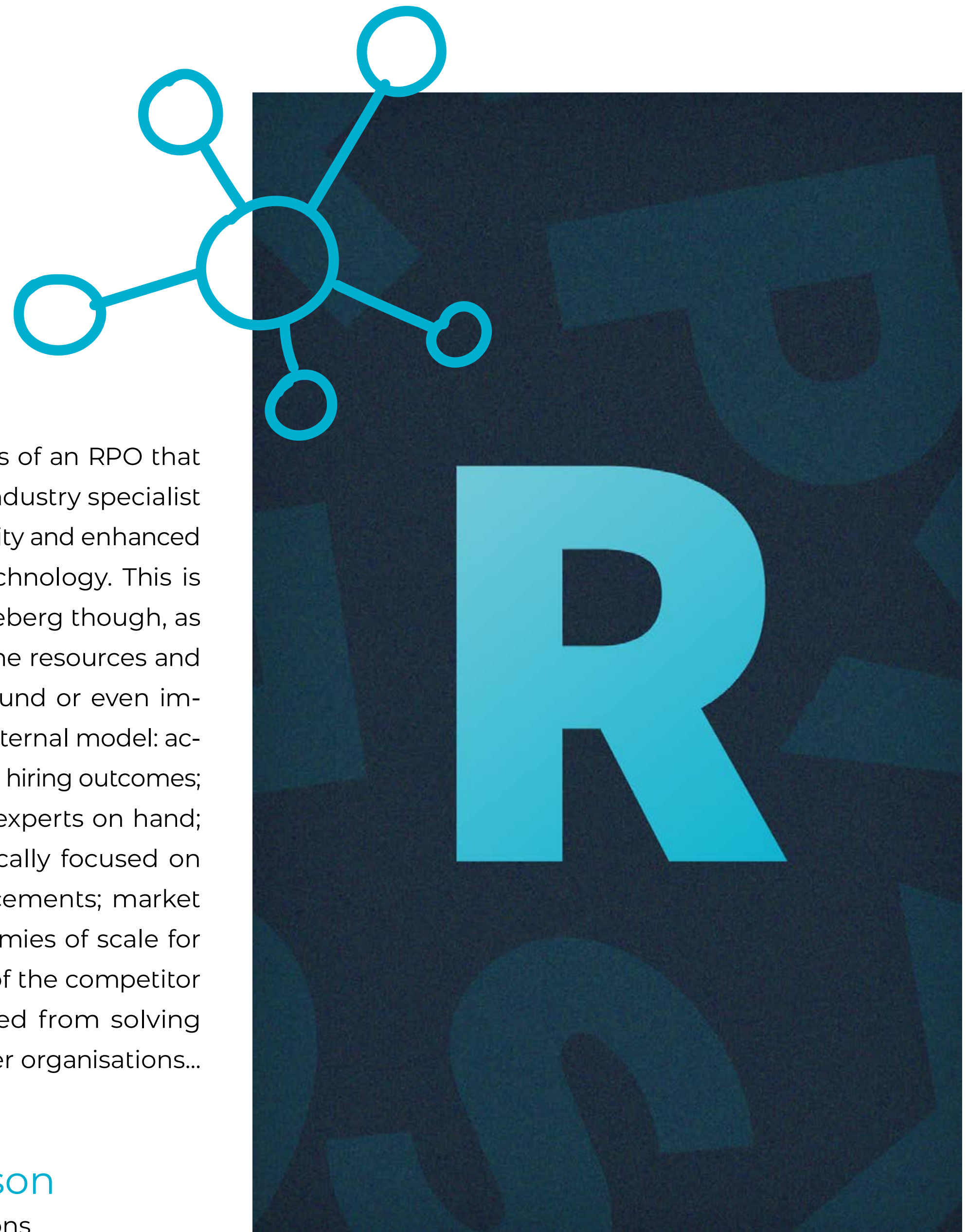
Learn more about how you can benefit from an RPO approach.

[All about outsourcing](#)

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There are obvious benefits of an RPO that every client will see, like industry specialist recruiters, TA team scalability and enhanced processes and/or new technology. This is really just the tip of the iceberg though, as beneath the surface are the resources and benefits that are rarely found or even impossible to achieve in an internal model: accountability to deliver great hiring outcomes; a suite of subject matter experts on hand; project managers specifically focused on talent acquisition enhancements; market insights; leveraged economies of scale for cost savings; knowledge of the competitor landscape; lessons learned from solving similar challenges for other organisations... the list goes on!

**Cameron Robinson**  
Head of Enterprise Solutions



# Skills-based hiring

A true industry buzzword of the past few years, “skills-based hiring” has actually been around and adopted by leading enterprises for decades, under its former guise of “competency-based hiring”. The premise is to make hires based on someone’s capability to perform the specific skills required in it, rather than their work history or educational background.

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It sounds simple but can be a challenge in large enterprises where changing legacy hiring manager attitudes is no small feat, where competency frameworks don’t exist and/or where interviewing and candidate assessments are not consistently aligned to the skills you’re seeking to identify and evaluate. Of course, taking action to change the status quo can pay huge dividends.

**Cameron Robinson**

Head of Enterprise Solutions



# Talent rivers

You've heard of talent pools and talent communities, but where does the notion of talent rivers fit in?

It's recognition that access to talent, the movements of talent, and your organisation's need for talent are all fluid and constant. The concept of talent rivers encourages you to keep a constant flow of suitable talent for your organisation on your radar.

Successful hiring is about matching the right job to the best available person at the right time. You can't 'own' the talent gathered into a static talent pool, so success will come from an always-on approach to talent attraction.

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Getting this concept right requires the people in TA, your processes, your technology stack, and your employer brand to all be working in sync. The reward for doing so - access to a sustainable 'river' of talent that's there when you need it - is absolutely priceless though.

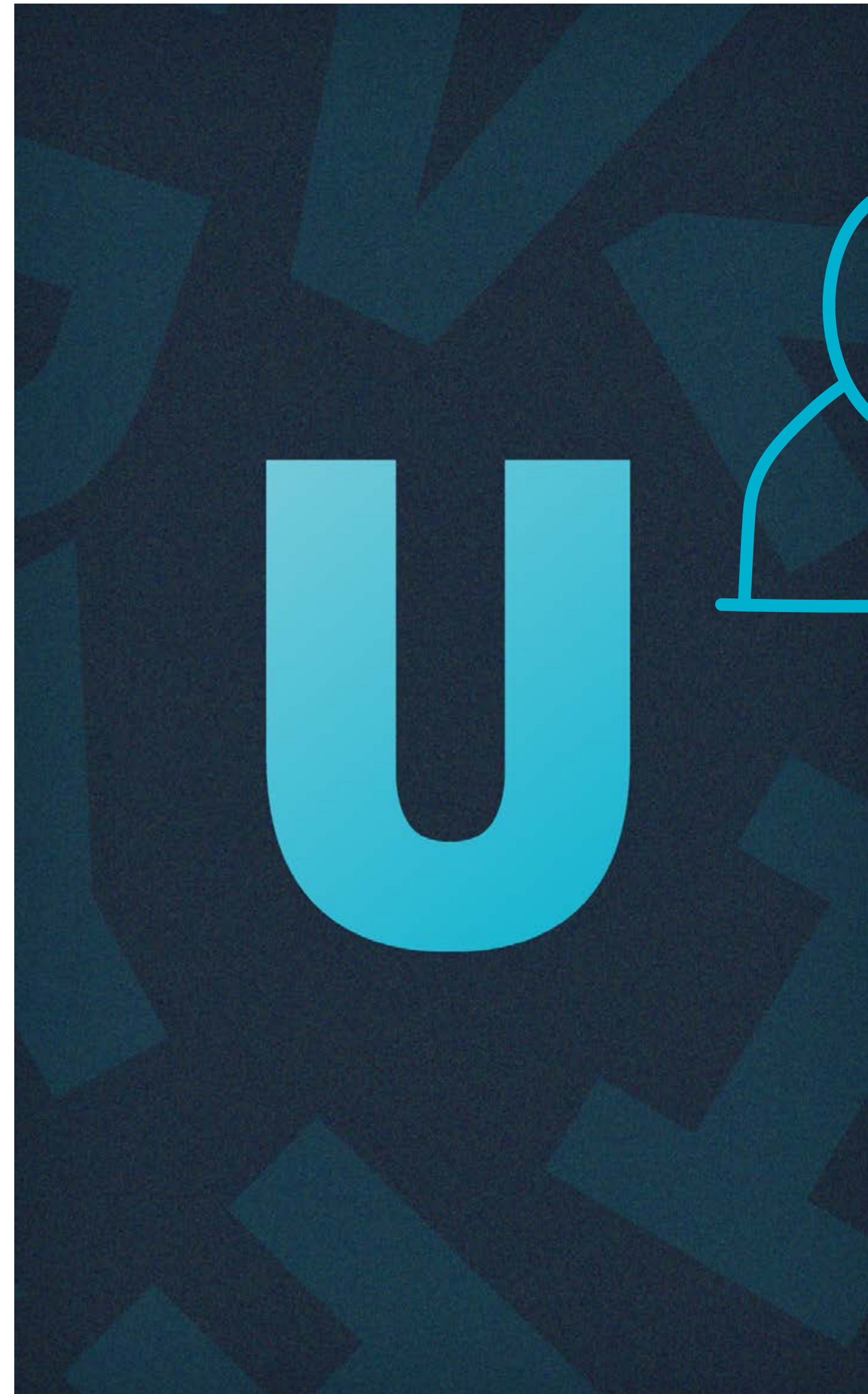
**Tom Mackintosh**

Managing Director, Solutions

# User adoption

You've built the team and bought the technology, but are your critical internal users of TA bought-in to your strategy too?

User adoption may be the single biggest influence on whether your talent acquisition function achieves its goals or not. In an enterprise environment, it only takes pockets of non-compliance or rogue use of agencies to undermine your business case for TA investment (See "B") and the value you deliver (See "Q").



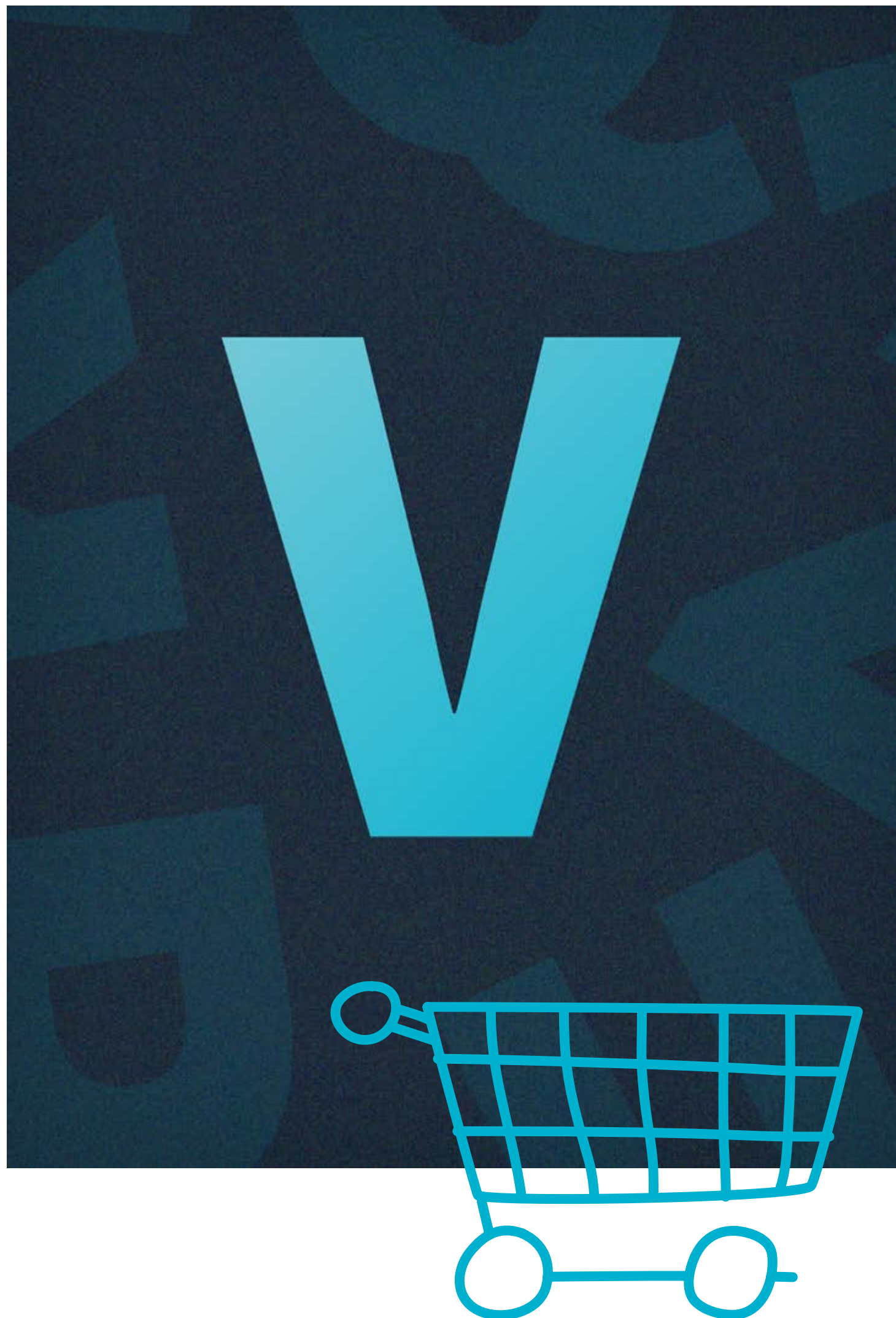
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Nobody is saying change management is easy, but the time you spend on stakeholder management and successfully gaining the support of business users will be worth every second! Invest the time upfront and then keep checking in to ensure the message has landed and that new hiring managers are up to date too.

**Sarah Blanchard**

Head of Implementation  
& Continuous Improvement





# VMS Management

For decades, VMS (Vendor Management System) were the default system to underpin contingent workforce management. Nowadays a raft of alternative technologies are entering the market, tackling similar challenges but in a different way, or honing in on being best-in-breed for one particular customer need.

As People leaders with the goal of gaining visibility and control over the entirety of our workforces, there's never been more choice in how to achieve this.

In any case, the fact remains that technology is an enabler of business processes and without comprehensive adoption, optimisation and management, it risks becoming your talent tech equivalent of a Ferrari that's never seen outside the garage.

Before making a technology purchase, first consider who in your organisation possesses the skills, experience and capacity to take on responsibility for configuration, management, training, first line support and optimisation to maximise your return on investment.

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Don't fall into the trap of believing that technology alone will solve all your problems and then lament the decision when things come unstuck. Think about the relationship between your VMS and contingent workforce challenges from the same perspective you might consider workplace collaboration tools. Slack or Microsoft Teams alone won't fix an underlying communication issue, but in combination with people using and maintaining them correctly, they offer up a piece of the overall solution.

**Cameron Robinson**

Head of Enterprise Solutions

# Workforce Planning

Workforce planning and, by extension, having a solid leadership succession strategy are fundamental components of talent management in enterprise level organisations. They ensure a smooth changing of the guard, can dramatically reduce recruitment costs and maintain cultural harmony.

Creating a robust workforce planning and succession strategy for enterprise leadership demands a multi-faceted approach. Begin by pinpointing pivotal roles and constructing a leadership competency framework. Continually assess employee skills and potential, investing in leadership development programs, mentorship, and coaching. Embrace diversity and inclusion, while rotating high-potential talent across roles where possible.



# eXperience Design

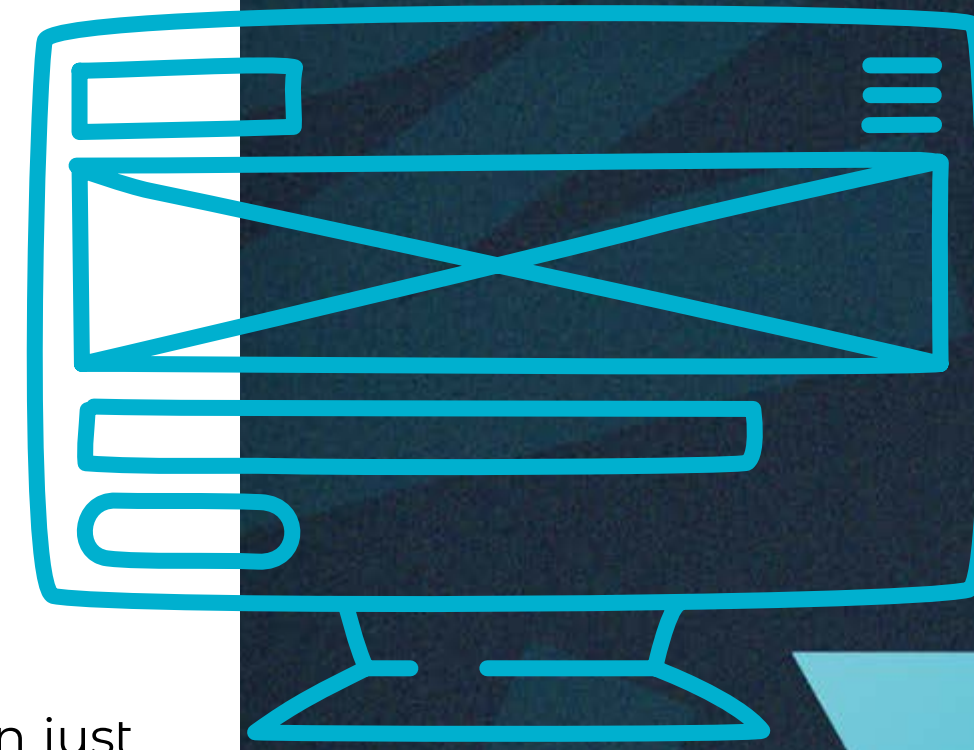
Every potential applicant, candidate and employee could be a potential customer of yours. If not, they almost certainly know someone who could be. A consumer-grade recruitment and employment experience has become the default expectation these days. When was the last time you and your team walked a mile in the shoes of a candidate or a new superstar hire? A good candidate experience has a profound impact on the success of the hiring process and the overall level of candidate you attract. Designing an experience that turns your job applicants into customer advocates should be the goal.

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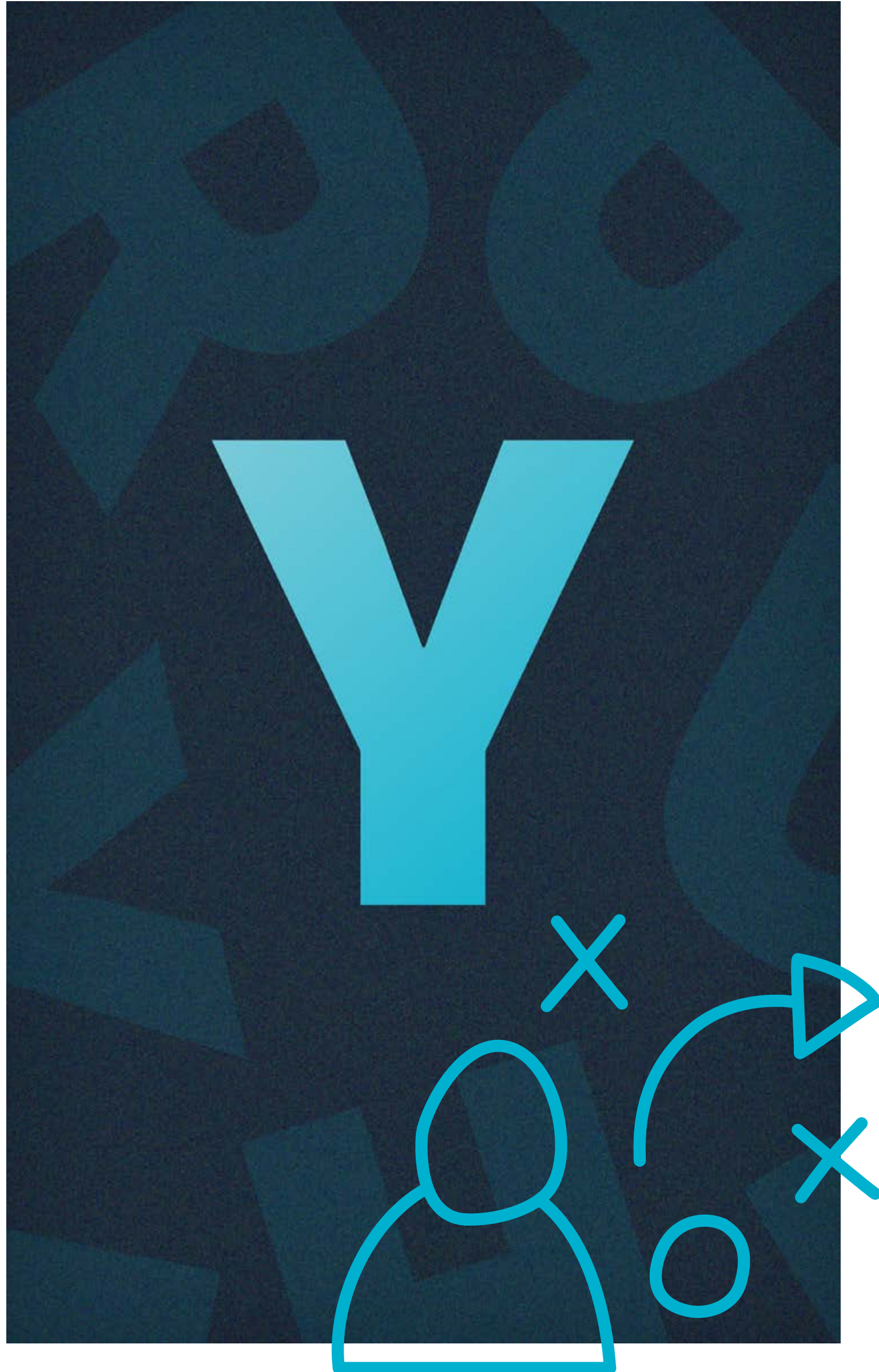
A poor experience impacts more than just one person – it can come back to haunt you in the future too and create a steeper mountain to climb every time you're hiring. A swathe of studies found that people are more likely to tell others about bad experiences than good ones. This means that for each person who is disappointed with their experience, on average another 10-20 people (including people you might want to hire in the future) are going to know about it. Thankfully, crafting exceptional experiences to preserve and enhance your reputation in the market is entirely in your control.

**Tom Mackintosh**

Managing Director, Solutions



# X



# Yes. Getting your CEO on board with your people strategy

Talent leaders are often trying to do more with less, but a world-class talent function can't happen without adequate investment. For talent leaders, creating and communicating a compelling business case is an indispensable skill, bridging the gap between talent needs and business strategy. By showcasing clear benefits, aligning with broader company goals, and effectively communicating your vision, you can secure the necessary investments to elevate your talent function from good to great.

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Try engaging the board, harnessing employee stories, and fostering collaboration with fellow leaders. Bring your executive peers on the journey with you to add the weight of their support to your pitch for CEO endorsement. You might also adopt techniques they've successfully used to gain a stamp of approval on their projects too. Don't forget to consistently measure and showcase the strategy's tangible impact on the organisation's growth and success. There'll come a time when you're seeking CEO endorsement once more and you'll want to come armed with the facts demonstrating that you can be trusted to deliver on what you promise.

**Adelina Ekechukwu**

Client Delivery Lead

# Gen Z

By 2025, Gen Zs will make up 27% of the workforce according to research firm McCrindle. As this generation continues to enter the working world it's more important than ever to be aware of their priorities and the shifting expectations of candidates.

Their tech savviness, innovative mindset, and digital native status can infuse fresh ideas and drive innovation within your organisation. Adapting to Gen Z's values, such as diversity and flexibility, can enhance workplace culture and engagement. Moreover, aligning with their preferences positions your enterprise to thrive in a rapidly changing digital landscape and connect effectively with Gen Z consumers.

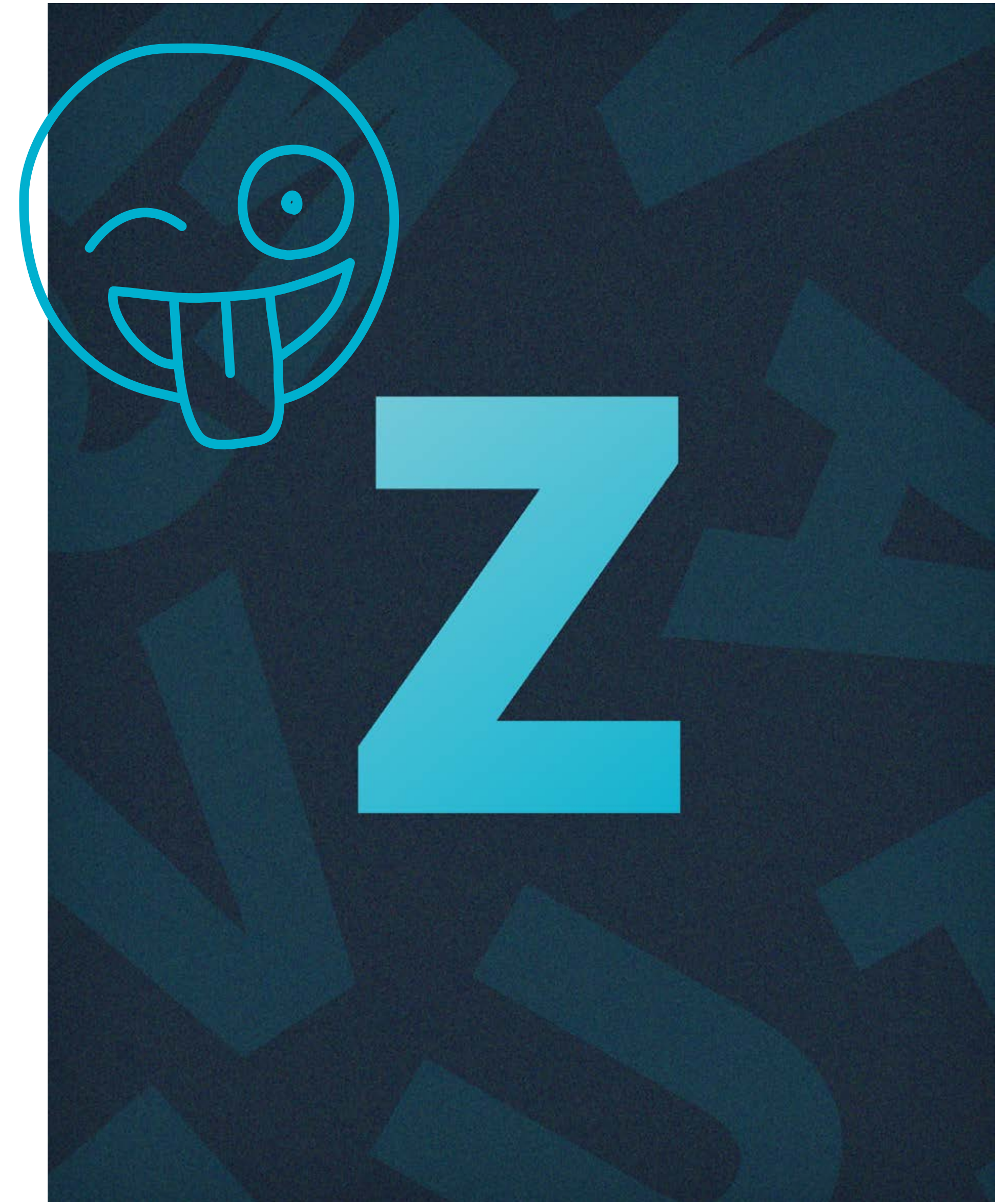
So, when it comes to attracting Gen Z, what are some things you can do to stand out?

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To attract and retain Gen Z talent, make tech innovation a priority at every stage of the employee journey. Your job ad shouldn't redirect them to outdated systems but rather offer seamless, efficient processes. Show don't just tell, your company values. Highlight engaging employee stories, real-life career development, and your unique culture, allowing candidates to make informed decisions. Gen Z seeks social conscience and values alignment – showcase your efforts in areas like sustainability and charity. Prioritise flexibility and work/life balance options, as Gen Z won't compromise on this. For onboarding, foster connections, provide onboarding partners, and ensure tech is ready from day one. Lastly, embrace authentic, humanistic leadership, as Gen Z seeks open dialogue and knowledge sharing with their leaders.

**Sarah Blanchard**

Head of Implementation  
& Continuous Improvement



# Conclusion

There you have it, a list of things you need to consider from A-Z when it comes to attracting and retaining the right people and top talent for your company. Navigating these topics can be complex, but with the right knowledge to tackle the prickly challenges effectively, you can feel confident as a people leader that your TA function is on the path to being extraordinary.

By following the guide, we hope you'll be equipped with valuable insights and essential knowledge so you can avoid the all-too-common hiring headaches.

If you need help with one or more of these aspects, we can help. Our team can tackle specific gaps or dysfunctions within your recruitment function whether that be supercharging your existing talent team, outsourcing your entire recruitment process, or tackling certain issues.

People challenges? Process problems? Tech pains? Brand battles? Our services are designed to solve your specific pain-points across the complete talent attraction and management spectrum. Get in touch with the team today.

[All about outsourcing](#)





# Talent

SOLUTIONS