

How to create an effective talent strategy in times of change

How to safely navigate your organisation into the future

A Scout Talent Group webinar



Housekeeping

- Your microphones are on mute so we can't hear you, however we'd love your participation
- We'll launch some Audience Polls throughout the session
- If you have any questions or comments, please type them into the GoToWebinar Action Pane on the right side of your screen
- The webinar recording and slides will be emailed afterwards



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Today's Agenda

- The importance of being **open, transparent** and sometimes even **vulnerable** when it comes to recruitment, and your Employer Brand
- How to keep candidates “**warm and informed**”, even if you’ve **paused recruitment**
- How to write effective recruitment ads if you **do** need to recruit amidst this uncertainty
- How to **manage high volumes** of applications
- How to implement **proactive talent pool strategies**
- How to keep yourself and/or your team **productive** via recruitment projects

Openness and transparency

**Be open with candidates
and build honest
relationships**



Top Tips:

- **Be transparent at all times**
- **Build relationships with candidates**
- **Use storytelling**
- **Candidate care has never been more important**

Keeping candidates “warm and informed”


**Keep candidates in the loop
by communicating well,
every step of the way**

Top Tips:

- **Go above and beyond - be more communicative than usual**
- **Tailor and personalise your messages**
- **Offer support where possible (e.g. can candidates join your talent pool for the future?)**



Great recruitment messaging amidst the uncertainty



Recruitment advertisements need to acknowledge “the elephant in the room”


Top Tips:

- Reference your current situation
- Refine the message from the outset
- Be responsive

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How to manage high volumes of applications



**Expect to receive higher
than normal volumes of
applications**

Top Tips:

- **Use recruitment software that allows you to tailor your first-round interview questions**
- **Don't rely on resumes alone**
- **Design your screening process around the essentials and nice-to-haves**

Proactive talent pool strategies


A fisherman is silhouetted against a vibrant sunset sky, casting a large, wide fishing net into the sea. The net is spread out in a large, irregular shape, catching the light from the setting sun. The water in the foreground is calm, reflecting the colors of the sky. The overall scene is peaceful and evokes a sense of preparation and anticipation.

Create talent pools *now*, for the future

Top Tips:

- **Understand your talent market and strategy (prepare your net)**
- **Utilise all your sourcing channels (cast it wide)**
- **Engage your talent pool (don't forget it)**

Using downtime for recruitment projects



If you're not as busy with your usual levels of recruitment activity, now's a great time for PROJECTS

Top Tips:

- **Projects to improve and streamline processes**
- **Recruitment, onboarding, talent pooling and learning software**
- **Things will become busy again!**

Recap

- Be **open** and **transparent** when it comes to recruitment and your Employer Brand. Don't be afraid to be **vulnerable** at times.
- Keep candidates “**warm and informed**”, even if you've had to **pause recruitment**
- If you are still recruiting, it's important to “**call out the elephant in the room**” and inform candidates on things like WFH policies, the onboarding process and potential start dates
- If and when you do recruit, **be prepared to receive high volumes** of applications
- Consider implementing **proactive talent pool strategies - there are great candidates in the market**
- You and your team can remain **productive** via recruitment projects

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Q & A

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Free Resources

[www.employmentoffice.com.au/
free-email-templates-manage-candidate-communications/](http://www.employmentoffice.com.au/free-email-templates-manage-candidate-communications/)

(We'll email you the link shortly. Check out the Employment Office newsroom.)



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