

GMZ

Navigating the future of
talent: A comprehensive
guide to overcoming
recruitment challenges

Introduction

Hi there! The world of work is changing fast, isn't it? With all that's happened lately - from global shake-ups to tech racing ahead - how we find and keep great people is transforming too.

If you're involved recruitment or employer branding, you've probably noticed the old ways aren't quite cutting it anymore. Those tried-and-trusted hiring methods? They might need a bit of a refresh.

We've put together this ebook packed with insights on adapting to this new talent landscape. It's full of practical tips to help you build an amazing team and boost your employer brand.

Let's chat about how the world of work's been shaken up lately. The pandemic didn't just change how we work - it put a spotlight on some trends that were already bubbling away:

- People want work that matters to them.
- Flexibility's become a must-have.
- Tech's racing ahead, changing everything.

These days, folks are looking for jobs that align with what they believe in and give them a sense of purpose. They're also keen on having a say in where and when they work. And let's not forget about technology - it's transforming jobs left, right and centre, meaning we all need to keep learning and adapting.

If you're in charge of finding and keeping great people, you've got your work cut out for you. But don't worry - we're here to help you navigate these changes and build a team that's ready for whatever comes next.

Managers are stepping up to the plate in a big way. They're becoming the go-to folks for helping teams navigate the choppy waters of automation and new tech. It's not just about keeping the ship steady - it's about charting a course through unfamiliar territory.

When it comes to benefits, the old standbys just won't cut it anymore. Companies need to get creative to catch the eye of top talent. We're talking about perks that really make a difference in people's lives.

And let's chat about careers, shall we? The days of climbing a single career ladder are gone. Now, it's more like a jungle gym - people are swinging from role to role, industry to industry. Supporting this new way of working? That's the challenge we're all facing.

In the midst of all this change, there's a new player making waves: generative AI. It's popping up everywhere, including in talent acquisition and HR. As this tech gets smarter, it's going to shake things up for talent pros and the folks they support.

But don't worry - we're here to help you make sense of it all. In this e-book, we'll dive into these trends and give you some practical tips for navigating the future of talent. We've tapped into insights from the 2024 [Talos360 Future of Talent](#) and [Eploy UK Candidate Attraction Report](#), plus other experts in the field.

1. Candidate scarcity:

Both the Talos360 and Eploy reports are singing the same tune - finding good candidates is tough.

In fact, 61% of hiring managers are struggling to keep their best people, and the same percentage of organisations say finding candidates is their biggest sourcing challenge.

This shortage isn't just a minor inconvenience. It can hit your business where it hurts - driving up recruitment costs, making hiring take forever, and even putting the brakes on your growth. But don't worry, we've got some ideas to help:

1. **Think skills, not CVs.** Let's focus on what people can do, not just what's on paper.
2. **Plan ahead.** Look 12-18 months down the road. Who might leave? What skills will you need?
3. **Show off your workplace.** Get your team to share what they love about working with you.
4. **Keep an eye on your perks.** Are they still competitive? Do they match what your team values?
5. **Build talent communities, not databases.** Share authentic stories that align with your brand.
6. **Tap into your team's networks.** And don't forget about past employees - they might want to come back!

2. Importance of candidate experience:

Let's talk about something that's been on everyone's lips for ages: the candidate experience. Both the Talos360 and Eploy reports are shouting from the rooftops about how crucial this is.

It's not just about attracting talent - it's about making sure they have a great time from start to finish.

Progress has been a bit slow, but don't worry - we've got some ideas to help you shine:

1. **Put fairness front and centre.** Be clear about what candidates can expect, and offer support.
2. **Keep an eye on your application to hire ratio.** If it's over 35:1, it might be hurting your brand.
3. **Walk a mile in your candidates' shoes.** How does your process feel? Does it reflect your brand?
4. **Use ENPS at key points in your process.** Review regularly to keep improving.
5. **Create memorable moments.** Even if they don't get the job, make sure they remember you fondly.
6. **Don't just say yes or no - give feedback.** Help candidates learn and grow.

Getting this right is crucial in today's job market. It's not just about filling roles - it's about building your brand and reputation. Just look at [Virgin Media - poor candidate experience cost them £4.4m a year!](#)

In this digital age, one bad experience can spread like wildfire. But get it right, and you'll have candidates singing your praises. Ready to make your candidate experience unforgettable?

3. Flexible work and its impact:

Let's chat about the hot topic on everyone's mind: flexible work. Both the Talos360 and Eploy reports are highlighting just how important this is for attracting and keeping top talent.

Talos360 is all about the business benefits of remote and flexible work, while Eploy points out that not offering these options is a major hurdle in finding great candidates.

We know this is a tricky one - there's no one-size-fits-all solution. But the sooner you can nail down your flexible working policies, the better. Here's what we suggest:

1. **Be upfront about flexibility in your job ads.** It's a key part of your employee value proposition.
2. **Set clear, fair guidelines for flexible work.** Everyone should know where they stand.
3. **Invest in tech that makes remote work a breeze.** Show you're serious about flexibility.
4. **Foster a culture that values work-life balance.** It's great for your employer brand and retention.
5. **Keep checking in and tweaking your policies.** What works today might need adjusting tomorrow.

Getting this right can open doors to a wider, more diverse talent pool. Plus, it shows you're a forward-thinking employer who cares about your team's wellbeing. Ready to make flexibility work for you?

4. Diversity and inclusion:

Let's talk about something that's a real priority: diversity and inclusion. Both the Talos360 and Eploy reports are shining a spotlight on this.

Talos360 tells us that 46% of hiring managers see DE&I as a top priority. Meanwhile, Eploy ranks building a diverse and inclusive workforce as the second biggest challenge for in-house recruiters.

With candidate scarcity affecting 61% of organisations, getting DE&I right is more crucial than ever. Here's what we suggest:

1. **Give your job descriptions a makeover.** Use inclusive language and focus on must-have skills.
2. **Cast a wider net.** Partner with diverse networks and get out to those job fairs.
3. **Structure your interviews to squash bias.** Train your team to assess objectively.
4. **Keep an eye on your data.** Track diversity at every stage and use it to keep improving.

DE&I isn't just about fairness - it's a powerful tool for attracting top talent. A diverse team brings fresh perspectives, boosts innovation, and helps you understand your customers better.

In this tight talent market, embracing DE&I can give you a real edge. Ready to build a team that reflects the world around us?

5. Adoption of AI in recruitment:

Let's chat about a hot topic that's got everyone talking: AI in recruitment. Both the Talos360 and Eploy reports are buzzing about this, but there's a new player in the game - the EU AI Act.

This new legislation classifies AI systems based on their risk level, and most HR-embedded AI will face scrutiny from August 2026.

Even with Brexit, many UK firms will need to comply. Here's what we think you should do:

1. **Take stock of your AI.** Audit all AI systems in your HR processes.
2. **Document everything.** Start keeping detailed records of how your AI works and decides.
3. **Keep humans in the loop.** AI's great, but human oversight is crucial.
4. **Be transparent.** Be ready to explain how your AI makes decisions, especially in hiring.
5. **Stay informed.** Keep an eye on UK legislation - it's likely to follow the EU's lead.
6. **Train your team.** Make sure everyone understands the dos and don'ts of AI tools.
7. **Check your vendors.** If you're using third-party AI, ensure they're compliant too.

Remember, most AI in recruitment will likely be classed as high-risk. Using tools like ChatGPT without proper oversight could land you in hot water.

AI's not just a fancy tool - it's becoming a key player in finding top talent. But it's crucial to use it wisely and ethically. Ready to navigate the AI landscape in your recruitment?

6. Importance of data and metrics:

Let's chat about something that's becoming more important than ever: data and metrics in recruitment.

The Talos360 report tells us that a whopping 93% of hiring managers are actively working to improve their hiring process using data. Meanwhile, Eploy is all about measuring channel effectiveness to boost both quality and quantity of candidates.

Here's what we think you should do to make the most of your recruitment data:

1. **Set clear goals for your recruitment process.** What does success look like in numbers?
2. **Choose the right metrics to track.** Think time-to-hire, cost-per-hire, and quality of hire.
3. **Invest in tech that makes data collection and analysis a breeze.** Good data starts with good tools.
4. **Train your team to understand and use data.** Make data-driven decisions your team's superpower.
5. **Regularly review and act on your data.** Use it to continuously improve your recruitment strategy.

Remember, data isn't just about numbers - it's about insights. Use it to understand what's working, what's not, and where you can improve. Are your job ads hitting the mark? Is your application process too long? Your data can tell you.

By embracing a data-driven approach, you're not just guessing - you're making informed decisions that can transform your hiring process. Ready to let the numbers guide you to recruitment success?

Summary

Let's wrap things up, shall we? We've taken a deep dive into the world of talent acquisition, drawing insights from the 2024 Talos360 Future of Talent and Eploy UK Candidate Attraction Report.

Here's a quick rundown of the six key areas we've explored:

1. **Tackling candidate scarcity:** It's all about skills-based approaches, clear planning, and showcasing what makes you great as an employer.
2. **Nailing the candidate experience:** From ensuring fairness to creating memorable moments, it's about making every interaction count.
3. **Embracing flexible work:** Clear communication and policies are key, backed by the right tech and a supportive culture.
4. **Championing diversity and inclusion:** It starts with inclusive job descriptions and extends through every step of your hiring process.
5. **Harnessing AI in recruitment:** From automating tasks to ensuring fairness, AI's becoming a crucial tool in our kit.
6. **Letting data drive decisions:** From predictive analytics to tracking key metrics, data's your secret weapon for smarter hiring.

These aren't just trends - they're the building blocks of a successful talent strategy in today's fast-changing world. By tackling these areas head-on, you're not just keeping up - you're setting yourself up to attract and keep the best talent out there.

Closing Statement

Let's wrap this up with a look to the future, shall we?

By taking on board these strategies and rolling with the changes in talent acquisition, you're setting yourself up for success. It's not just about overcoming recruitment hurdles - it's about building a team that's strong, diverse, and genuinely excited to be part of your organisation.

The world of talent is full of possibilities. With the right approach, you can not only find great people but keep them growing and thriving in your company. And in a world that's constantly changing, that's your secret weapon for success.

Ready to embrace the future of talent? Let's make your organisation the place where great people want to be. The future's bright - let's shape it together!

Contact Us



Hi there! We're **GMZ**, and we're all about helping you build an amazing team and workplace. Think of us as your talent & employer brand strategy partners.

We've got three clever ways to help you out:

Diagnostic & Consult: is like giving your hiring process a health check. We'll spot what's working, what's not, and help you make it better. This could mean finding efficiencies, boosting effectiveness, uncovering cost savings, or enhancing your candidates & hiring manager experience. It's all about making your hiring process work smarter, not harder.

Campaign: we're your recruitment partner, an extension of your team. Need to fill some tricky roles or handle a big hiring push? We've got your back. But that's not all - we can also help you build talent pools for future needs, do some market mapping to understand the talent landscape, or even run your social channels to attract & engage top candidates.

CultureTrak: our unique proprietary tool that gives you a holistic view of people sentiment, both inside and outside your organisation. It's like having a superpower that lets you spot and fix issues before they become problems, while also understanding how potential candidates see you.

What makes us different? We've been in your shoes, and we speak your language - no corporate jargon here! We're all about practical, down-to-earth solutions that actually work in the real world.

Fancy a chat about how we can help you attract and keep great people?