WHAT WILL YOU LEARN?

- SOURCES OF HIRE REPORT 2018
- RECRUITING ANALYTICS
- LET'S ACTIVATE
EMPLOYEE EXPERIENCE

- PREPARE
- HIRE
- CONNECT
- SELECT
- DEVELOP

STRATEGIC ONBOARDING

ANALYTICS & ENGAGEMENT TOOLS
SILKROAD’S SOURCE OF HIRE RESEARCH

- 1,000 participating companies
- Companies in the study ranged from as few as 100 employees to large enterprise organizations
- Data was anonymous
- Based on FY2017 data

13.8 Million
APPLICANTS

655,358
INTERVIEWS

329,702
HIRES

Used a data-driven approach

Gain deep insight into proven sourcing results

Learn from peer organizations

Maximize your sourcing efforts

Define and reshape your unique sourcing strategy

13.8 Million APPLICANTS
655,358 INTERVIEWS
329,702 HIRES
## STATE OF SOURCING: SNAPSHOT

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Source</th>
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</thead>
<tbody>
<tr>
<td>Job Openings</td>
<td>6.3 MILLION</td>
<td>Bureau of Labor Statistics (as of last day of January 2018)</td>
</tr>
<tr>
<td>Hires</td>
<td>5.6 MILLION</td>
<td>Bureau of Labor Statistics (as of January 2018)</td>
</tr>
<tr>
<td>Voluntary Quit Rate</td>
<td>3.3 MILLION</td>
<td>Bureau of Labor Statistics (as of January 2018)</td>
</tr>
<tr>
<td>U.S. Jobs Mean Vacancy Duration</td>
<td>28.1 WORKING DAYS</td>
<td>DHI Group (as of January 2018)</td>
</tr>
</tbody>
</table>

4.1% Unemployment Rate Unchanged Last 6 Months
STATE OF SOURCING:
FIERCE COMPETITION

92% Of employers expect an increase in competition for talent this year.
Source: Mercer’s Talent Trends, 2017 GLOBAL STUDY EMPOWERMENT IN A DISRUPTED WORLD

- Candidate-driven hiring market
- Experiences & perceptions drive outcomes
- Employer brand & value proposition make a difference
IMPORTANCE OF EMPLOYER BRAND

DIFFERENTIATED MESSAGE

IMPACTFUL MEANING

INTENTIONAL EXPERIENCE

CONSISTENT DELIVERY
Employee Referrals remain the top source for hires.
HOW TO MAXIMIZE
YOUR REFERRAL EFFECTIVENESS

Alignment
Your referral & employee experiences are tied

Awareness
Think like a marketer. Know your audience.

Transparency
Be transparent in your communication process

Sentiment
Bad ER = unhappy employees

Scalability
Build an employee referral experience you can maintain

Mindfulness
Keep the candidate experience top of mind

Acknowledgement
Recognize referrals & make them feel special

Measurement
Measure what matters!

Outcomes
Measure Improve Repeat
TOP 5 BRANDED JOB BOARDS

Indeed is the leader

% Total Applicants
- Indeed: 66%
- LinkedIn: 24%
- Glassdoor: 5%
- CareerBuilder: 3%
- HigherEd Jobs: 1%

% Total Interviewed
- Indeed: 66%
- LinkedIn: 21%
- Glassdoor: 6%
- CareerBuilder: 4%
- HigherEd Jobs: 2%

% Total Hired
- Indeed: 61%
- LinkedIn: 21%
- Glassdoor: 6%
- CareerBuilder: 6%
- HigherEd Jobs: 2%

These charts should not be viewed as an endorsement or preference for one source or method over any other method.
The best way, by far, to identify strategic thinkers is to ask your own strategic thinkers to make employee referrals. Also try re-recruiting strategic former employees who left your firm.

- Dr. John Sullivan

OFFLINE VS. ONLINE

Offline Hires Way Ahead

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LEADING OFFLINE SOURCES

Consider How & When the Process Begins

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INTERACTIVE POLLING

INSTRUCTIONS

1. Use your smartphone
2. Text your response to 22333

2 Questions
# Conversion Ratios:

What does it take?

<table>
<thead>
<tr>
<th>EXTERNAL SOURCES</th>
<th>INTERNAL SOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indeed</td>
<td>LinkedIn</td>
</tr>
<tr>
<td>APPLICATIONS TO INTERVIEWS</td>
<td>29:1</td>
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<tr>
<td>INTERVIEWS TO HIRES</td>
<td>5:1</td>
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<tr>
<td>APPLICATIONS TO HIRES</td>
<td>129:1</td>
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</tbody>
</table>
### BREAK IT DOWN:
Applications to Hires

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<tbody>
<tr>
<td>Indeed</td>
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<td>INDEED</td>
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<td>LINKEDIN</td>
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<td>HIGHERED JOBS</td>
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<td>GLASSDOOR</td>
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<td>CAREERBUILDER</td>
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<table>
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<th>INTERNAL SOURCES</th>
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<tr>
<td>Employee Referrals</td>
<td>Recruiter Sourced</td>
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<tr>
<td>EMPLOYEE REFERRALS</td>
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<tr>
<td>RECRUITER SOURCED</td>
<td>4:1</td>
</tr>
<tr>
<td>INTERNAL CAREER SITE</td>
<td>41:1</td>
</tr>
</tbody>
</table>
CAMPUS RECRUITING

Hires & Interviews Drop

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RECRUITING ANALYTICS & REPORTS
RECRUITING ANALYTICS

- Activate Essentials
- Pipeline Analytics
- Mobile Friendly
- Data pulls from your SilkRoad Recruiting system
RECRUITING ANALYTICS

• 19 Reports
• Recruiting Pipeline
• Source of Hire
• Time To Fill
• Recruiter Performance
• Resource Allocation
• Candidate Experience
• And more…
HOW CAN I GET THEM?
SOURCE OF HIRE REPORT

- LinkedIn: 45%
- Internal: 31%
- HotJobs: 6%
- Employee Referrals: 6%
- Recruiting Agency: 19%
- Monster: 7%
- LinkedIn: 13%

Top Sources of Hire
NOW, LET’S ACTIVATE!

Applying key take-aways from the 2018 Source of Hire Report to Drive Talent Activation
RECRUITMENT TRENDS

ARITIFICIAL INTELLIGENCE
- Algorithms for candidate selection (passive vs. actively ready for job change)
- Chatbots
- Texting candidates

BIG DATA ANALYTICS
- Use data to transform hiring decisions and employee retention
- Use social media to transform employee referral programs

REDESIGN INTERVIEW STRATEGIES
- Leverage video screening & video interviewing
- Video assessment with virtual reality to assess skills in a simulated work environment

POSITIVE CANDIDATE EXPERIENCE
- Employer branding
- More communications & timely responses
DELMER AN AMAZING, PERSONAL CANDIDATE EXPERIENCE

KEY TAKE-AWAY

A CANDIDATE’S IMPRESSION starts earlier than you think

IT’S TIME FOR A NEW WAY OF THINKING user centered design

CONSUMER-WORKER™

PERSONAL, RESPONSIVE COMMUNICATION is a must
EXCEPTIONAL EMPLOYEE EXPERIENCES SUPPORT TALENT ACQUISITION SUCCESS

- 54% of hires come from referrals
- Activated talent actively seek to attract like-minded, high performing candidates
- Onboarding & engagement surveys include Net Promoter Score
- Ask for referrals
- Alumni “brand ambassadors” can drive referrals
Invest in building a strong online employment brand

- Online hires increased 30% over last year
- Targeted recruitment marketing coupled with nurturing passive candidates
- New hire onboarding experience influences online brand impression
INTEGRATION OF TALENT ACQUISITION, ONBOARDING, & BEYOND

PREPARE

HIRE

CONNECT

SELECT

DEVELOP

STRATEGIC ONBOARDING

ANALYTICS & ENGAGEMENT TOOLS
WHAT’S NEXT?

Release Date: June 2018
SILKROAD.COM
Talent Activation: Recruiting | Onboarding | Performance | Learning

SilkRoad, the world’s leader in Talent Activation, transforms traditional talent management technology into a continuum of experiences that activate employees along their journeys—from first touch to last and every point in between. We empower HR teams to engage their people in delivering on business success. Whether you want to source, hire and recruit top talent, onboard them fast and stay with them as they develop into top performers, SilkRoad Talent Activation can help.

The “2018 Top Sources of Hire” report uses anonymized and aggregated SilkRoad Recruiting customer data and reflects their talent acquisition strategies and should not be viewed as an endorsement of one source or method over another. This report is provided for SilkRoad customers exclusively and select SilkRoad Partners for internal use only.

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