

A SILKROAD
Research Report



Sources of Hire 2018:

Where the Candidate Journey Begins

Your Guide to Finding the Best Candidates



PRESENTERS



LILITH CHRISTIANSEN
VP, ONBOARDING SOLUTIONS
LILITH.CHRISTIANSEN@SILKROAD.COM



JILL GARY
SILKROAD RECRUITING
PRODUCT TRAINER
JILL.GARY@SILKROAD.COM

WHAT WILL YOU LEARN?



**SOURCES OF HIRE
REPORT 2018**



**RECRUITING
ANALYTICS**



**LET'S
ACTIVATE**

EMPLOYEE EXPERIENCE



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

STATE OF SOURCING: SNAPSHOT

6.3

MILLION

Job Openings

Source: Bureau of Labor Statistics
(as of last day of January 2018)

5.6

MILLION

Hires

Source: Bureau of Labor Statistics
(as of January 2018)

3.3

MILLION

Voluntary Quit Rate

Source: Bureau of Labor Statistics
(as of January 2018)

28.1

WORKING DAYS

U.S. Jobs Mean
Vacancy Duration

Source: DHI Group
(as of January 2018)

4.1% Unemployment Rate Unchanged Last 6 Months



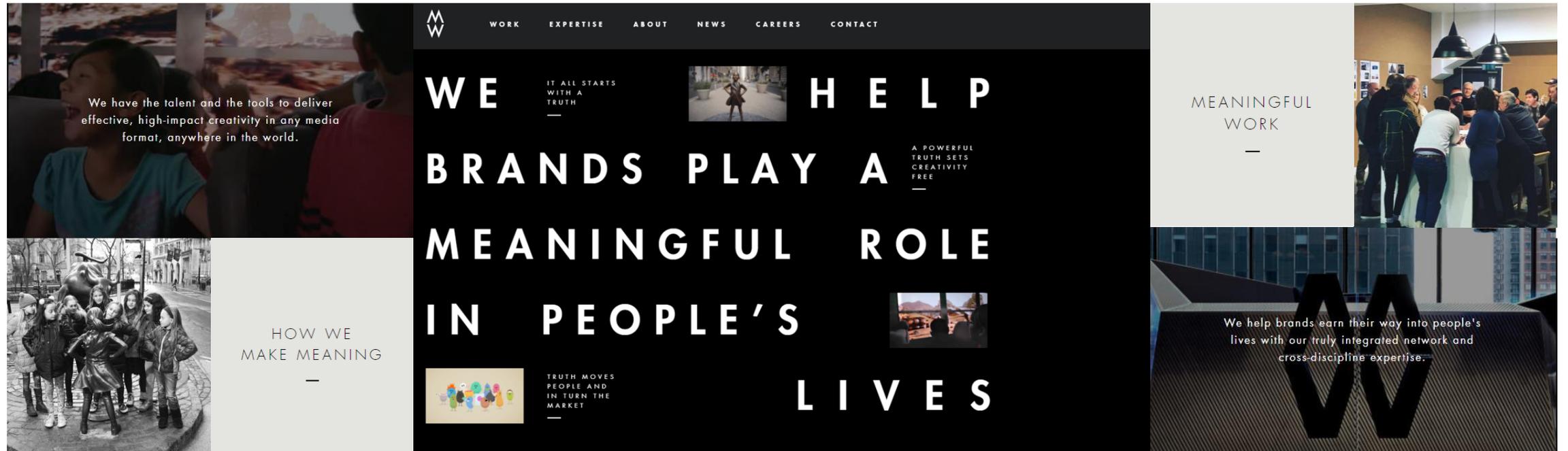
STATE OF SOURCING: FIERCE COMPETITION

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



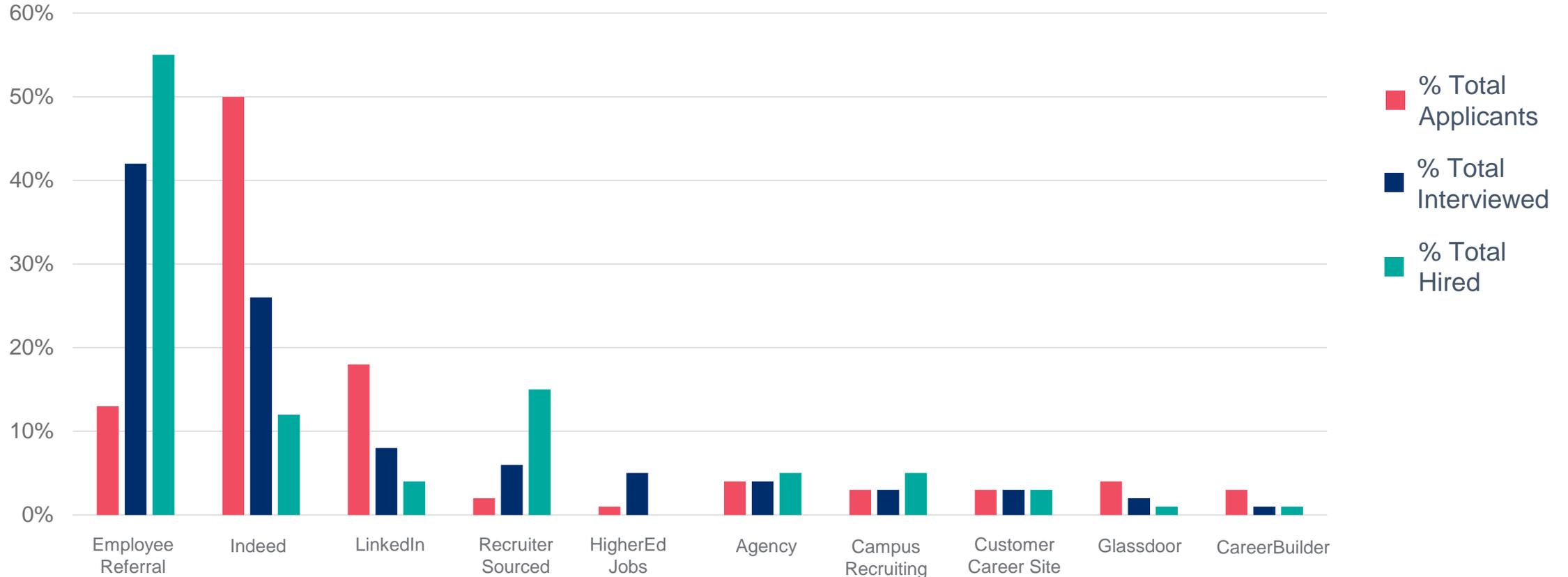
**DIFFERENTIATED
MESSAGE**

**IMPACTFUL
MEANING**

**INTENTIONAL
EXPERIENCE**

**CONSISTENT
DELIVERY**

TOP SOURCE OF HIRE: REFERRALS REIGN FOR HIRES



This chart should not be viewed as an endorsement or preference for one source or method over any other method.

Employee Referrals remain the top source for hires.

HOW TO MAXIMIZE YOUR REFERRAL EFFECTIVENESS

Alignment

Your referral & employee experiences are tied

Sentiment

Bad ER = unhappy employees

Acknowledgement

Recognize referrals & make them feel special

Awareness

Think like a marketer.
Know your audience.

Scalability

Build an employee referral experience you can maintain

Measurement

Measure what matters!

Transparency

Be transparent in your communication process

Mindfulness

Keep the candidate experience top of mind

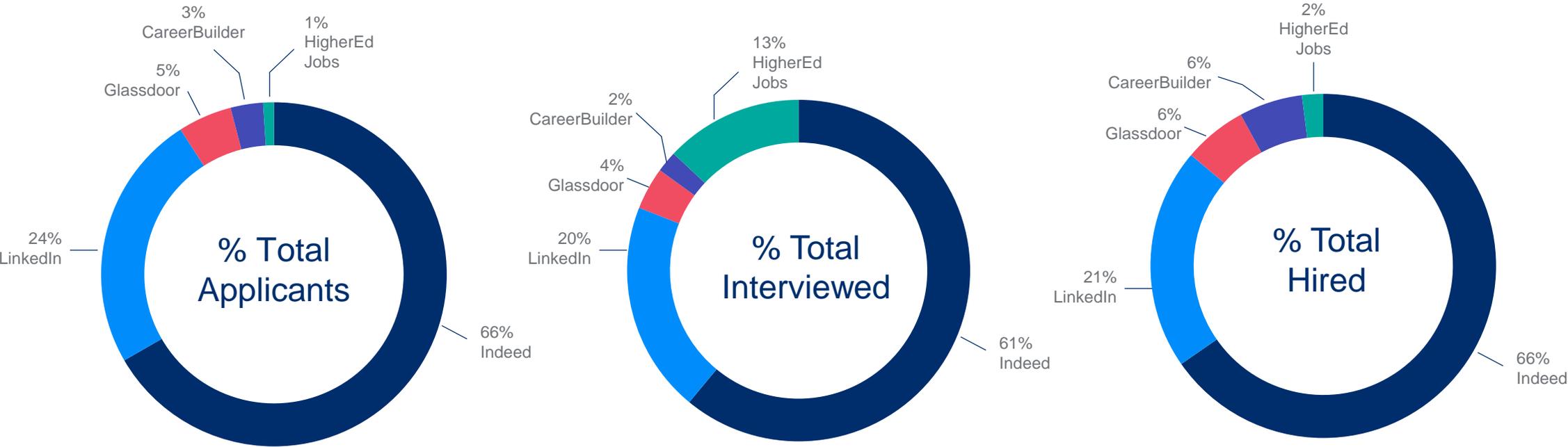
Outcomes

Measure
Improve
Repeat



TOP 5 BRANDED JOB BOARDS

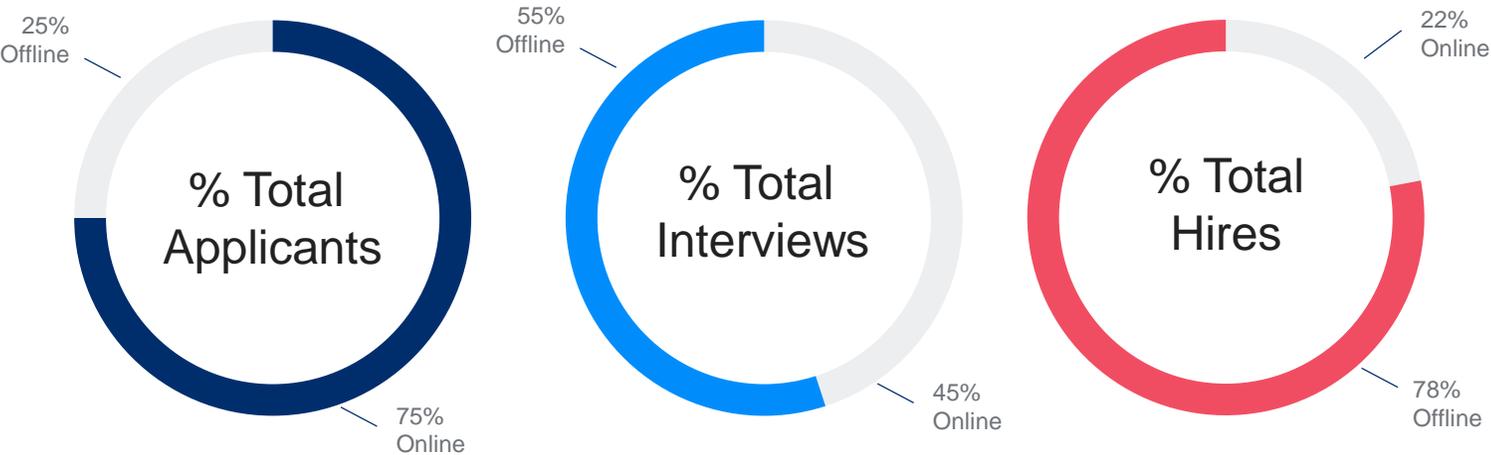
Indeed is the leader



These charts should not be viewed as an endorsement or preference for one source or method over any other method.

OFFLINE VS. ONLINE

Offline Hires Way Ahead



These charts should not be viewed as an endorsement or preference for one source or method over any other method.

To source high caliber talent, you may need to go offline...



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

LEADING OFFLINE SOURCES

Consider How & When the Process Begins



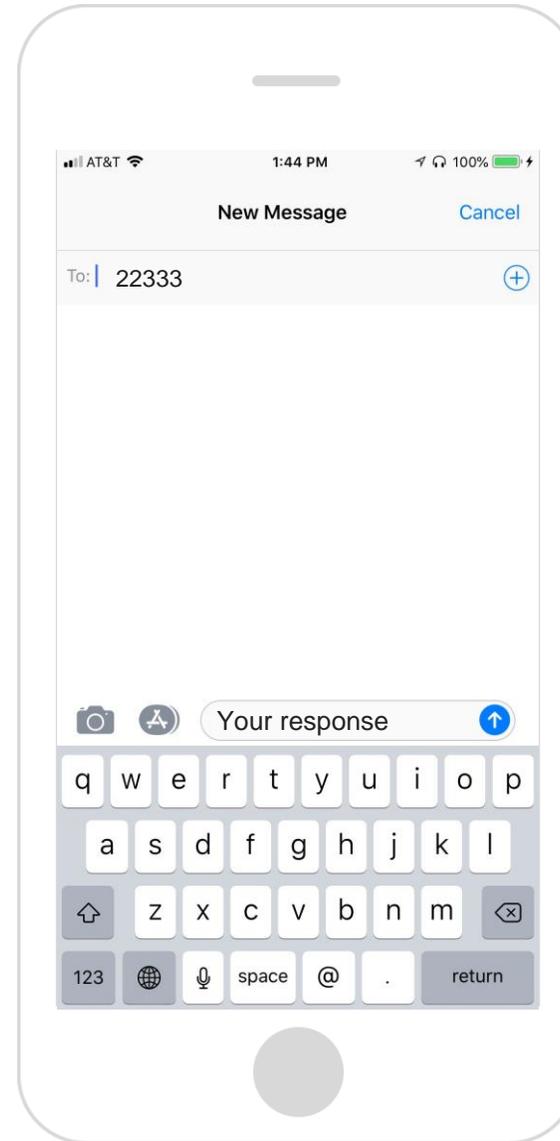
These charts should not be viewed as an endorsement or preference for one source or method over any other method.

INTERACTIVE POLLING

INSTRUCTIONS

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

2 Questions



Poll Everywhere

CONVERSION RATIOS:

What does it take?



BREAK IT DOWN:

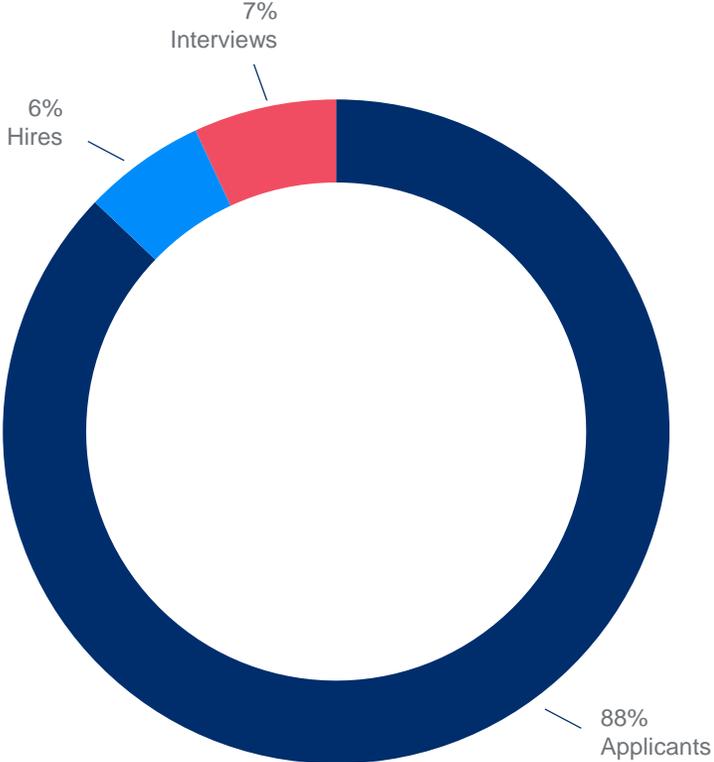
Applications to Hires

| EXTERNAL SOURCES | |
|---|-------|
| Indeed LinkedIn Glassdoor CareerBuilder HigherEd Jobs | |
| INDEED | 130:1 |
| LINKEDIN | 148:1 |
| HIGHERED JOBS | 116:1 |
| GLASSDOOR | 106:1 |
| CAREERBUILDER | 77:1 |

| INTERNAL SOURCES | |
|---|------|
| Employee Referrals Recruiter Sourced Internal Career Site | |
| EMPLOYEE REFERRALS | 7:1 |
| RECRUITER SOURCED | 4:1 |
| INTERNAL CAREER SITE | 41:1 |

CAMPUS RECRUITING

Hires & Interviews Drop



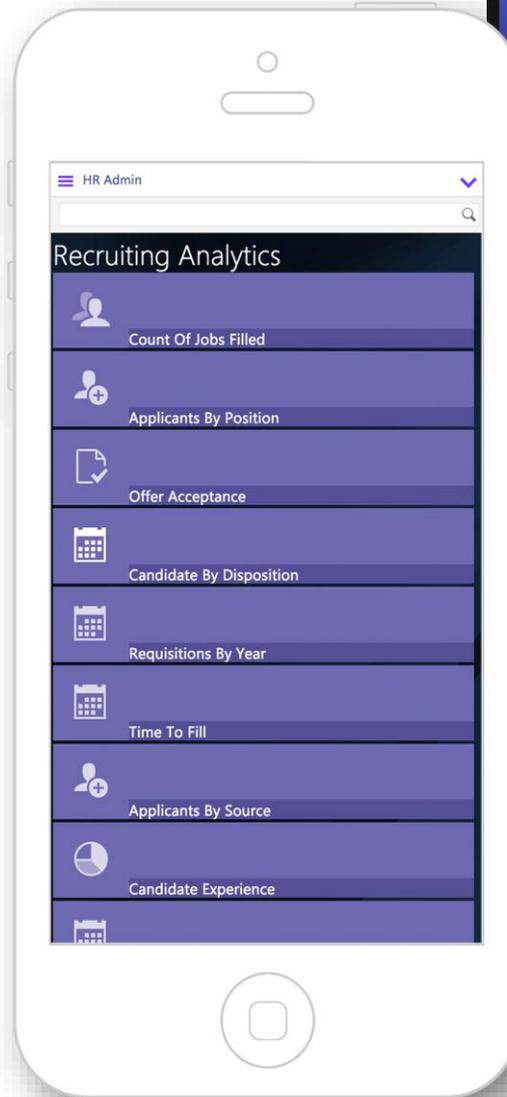
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**RECRUITING
ANALYTICS
&
REPORTS**

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...

Recruiting Analytics





HOW CAN
I GET
THEM?

SOURCE OF HIRE REPORT

Recruiting Source
All

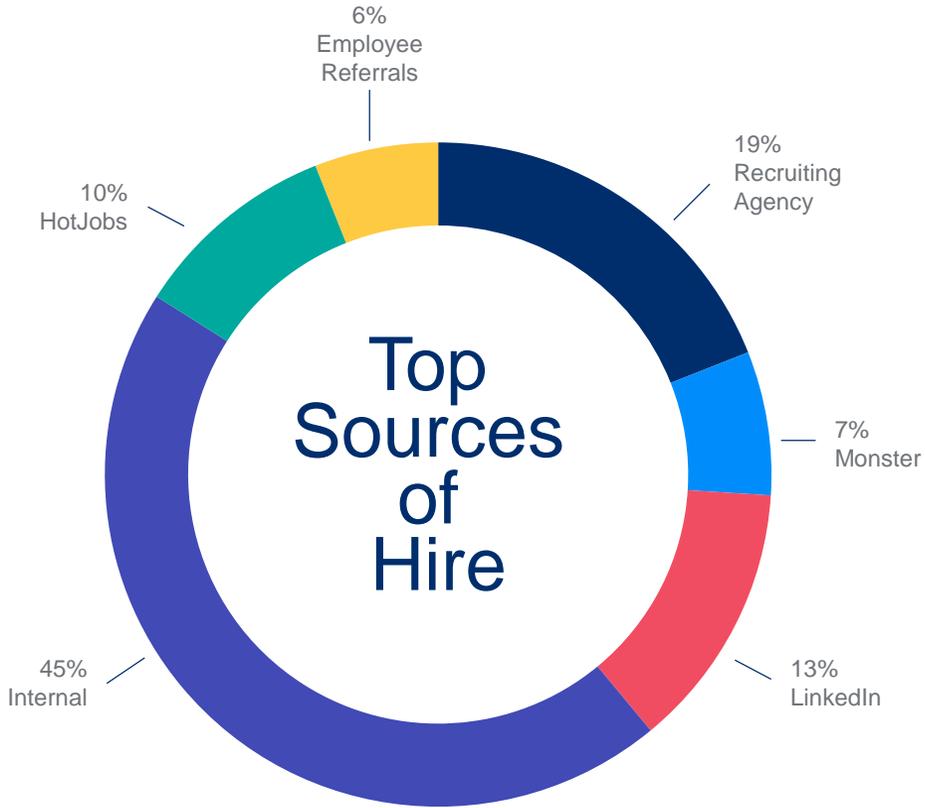
Candidate Location
All

Hiring Manager
All

Recruiting Manager
All

Job Title
Sales Manager x

Hired
All





DEMO

NOW, LET'S ACTIVATE!

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

RECRUITMENT TRENDS

ARTIFICIAL 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

DELIVER AN AMAZING, PERSONAL CANDIDATE EXPERIENCE

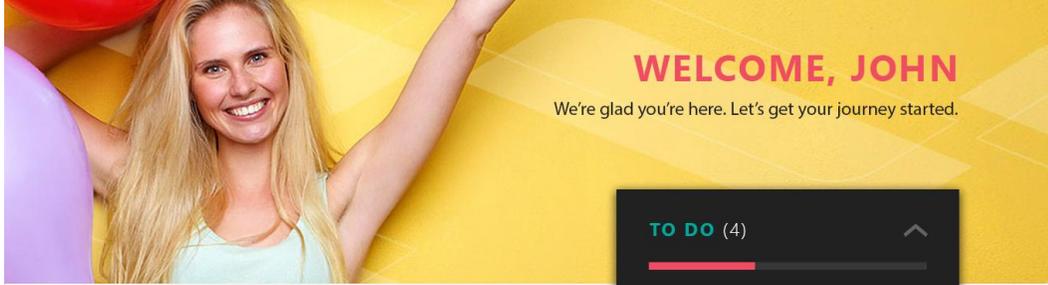


-  **A CANDIDATE'S IMPRESSION**
starts earlier than you think
-  **IT'S TIME FOR A NEW WAY OF THINKING**
user centered design
-  **CONSUMER-WORKER™**
-  **PERSONAL, RESPONSIVE COMMUNICATION**
is a must

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





WELCOME, JOHN

We're glad you're here. Let's get your journey started.

All Together, Better

Lorem ipsum dolor sit amet, sed pulvinar, nostra tincidunt, esse arcu nunc. Non orci nisl, nam posuere quam, nec ac. Bibendum turpis. Ante ac massa, libero sapien curabitur. Luctus vel quam. Augue pretium, at fermentum, eget mauris per. Amet ullamcorper. Justo tempor. Nullam risus non. Integer vel, velit dapibus a. Vehicula lorem, vel elit. Aliquet leo, gravida ante leo, ut proin. Ultrices ut. Nam velit, sed donec, fermentum non blandit. Consequat tempus pellentesque, tristique orci. Donec sed cras, convallis egestas. Etiam arcu. Dolor congue aliquam. Sit aliquam, sed nullam laoreet, wisi habitant purus.

TO DO (4)

02 Task 1
2 lines for text if you need them
15 3 if you're super wordy

03 Task 2
2 lines for text if you need them
01 3 if you're super wordy

03 Task 3
2 lines for text if you need them
11 3 if you're super wordy

03 Task 4
2 lines for text if you need them
24 3 if you're super wordy



START MY JOURNEY

Lorem ipsum dolor sit amet, sed pulvinar, nostra tincidunt, esse arcu nunc. Non orci nisl, nam posuere quam, nec ac. Bibendum turpis. Ante ac massa, libero sapien curabitur. Luctus vel quam.



MEET MY TEAM

Dolor congue aliquam. Vehicula lorem, vel elit. Aliquet leo, gravida ante leo, ut proin. Ultrices ut. Nam velit, sed donec, fermentum non blandit. Consequat tempus pellentesque, tristique orci.



EXPLORE MY COMPANY

Vehicula lorem, vel elit. Aliquet leo, gravida ante leo, ut proin. Ultrices ut. Nam velit, sed donec, fermentum non blandit. Consequat tempus pellentesque, tristique orci. Donec sed cras, convallis egestas.

CULTURE BLOG

SILKROAD TWEETS

KEY TAKE-AWAY

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



WHAT'S NEXT?

**Release Date:
June 2018**



2018 Global Trends in
Strategic Onboarding



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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