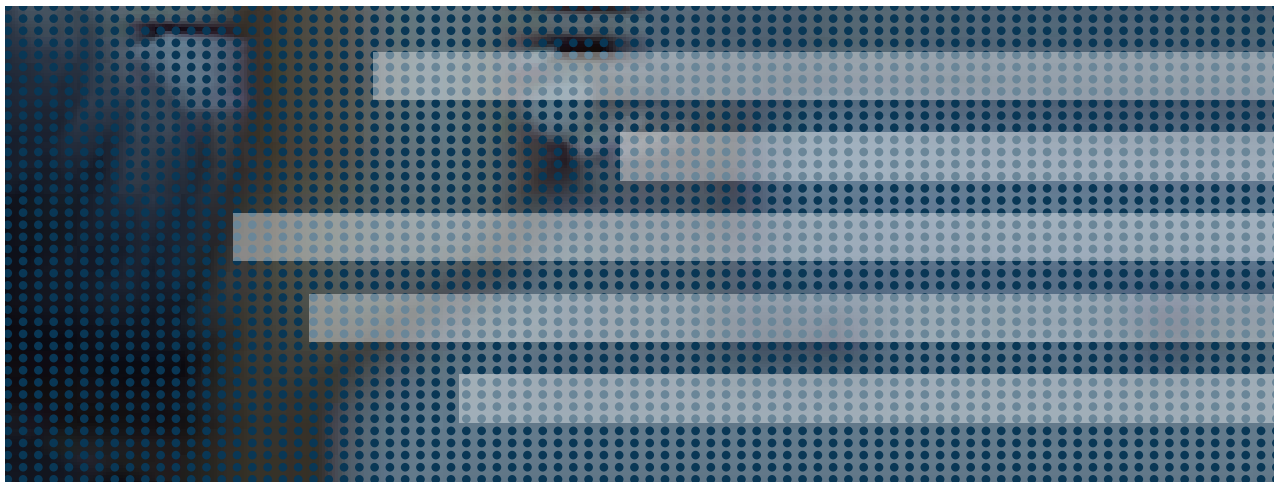
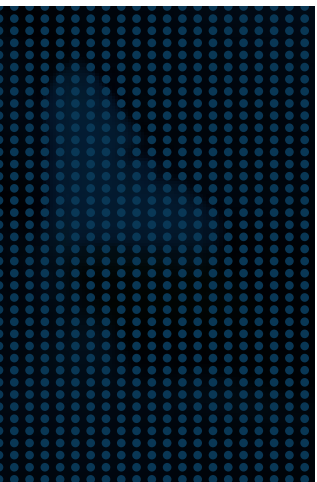




# ACCESSING TALENT AND BUILDING BETTER WORKFORCES





# Employers estimate that they lose \$14,000 for every job that remains open for 3 months.

How does it add up?



Over 330 million working hours are lost every month in the U.S. from unfilled job openings.



Reductions in productivity from existing teams result from added workloads to compensate for the reduction in staff.



Organizational objectives stall and fall behind deadlines.



Candidates receive offers from other employers who roll out offers more quickly, leaving HR managers with lost time and productivity.



Since early 2015, the economic recovery has sparked an intense competition for talent across a broad array of industries. From manufacturing to information technology talent needs, no human resources department has been unaffected.


As the labor market shifts from economic recovery, candidates are often in control. They have access to a variety of companies and new types of work arrangements from which to choose. Oftentimes, these resources can be employed by multiple companies by working remotely or operating as freelancers.


CEOs, COOs, and CHROs have had to adapt in a short period of time, as candidates field multiple offers at once, and the benefits and compensation offered have become more competitive.


This competition has left unprepared HR departments behind as they become bogged down with recruitment and staffing duties that result in increased costs and lost productivity.



# Engaging a strategic partner to **boost productivity** and **savings**.

 Best-in-class companies using external staffing partners to recruit top talent.

 Companies using analytics to identify current workforce skills to assess future need.

 Organizations relying on internal training and employee education to bridge the gap.

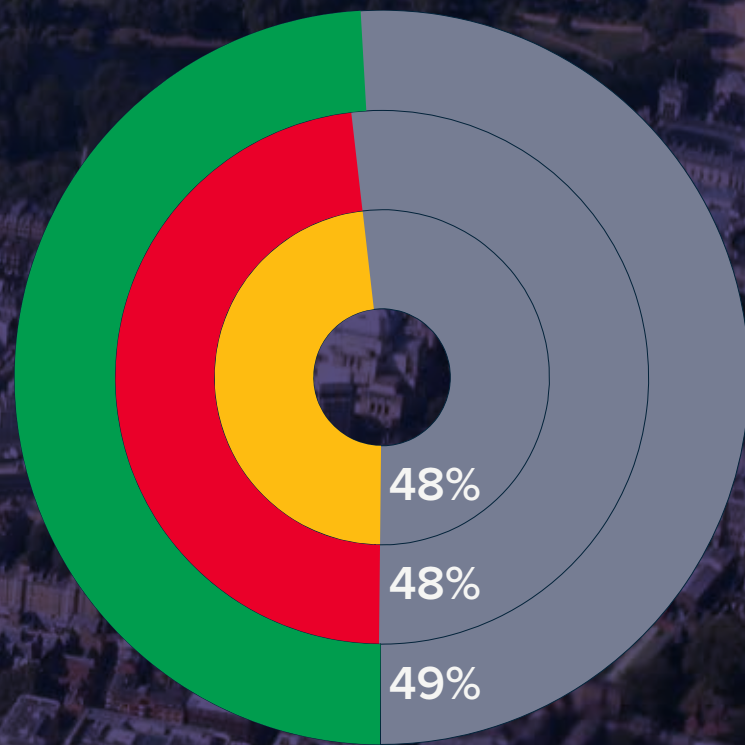


Figure 1: Top Recruiting Strategies.

Understanding that recruiting the best talent is critical to success, organizations of all shapes and sizes devote large amounts of resources to engage candidates. This is especially true during the latter stages of 2014–2016, as unemployment rates have hit their lowest points since 2008. Employees have access to more offers and companies who need their skills more than ever.

The underlying problem is that there aren't enough skilled workers to go around, and most HR departments don't have the experience to recruit highly specialized labor in such an on-demand and competitive environment.

Ultimately, many companies have specialized needs, and it takes the average HR department too long to source candidates who are in high demand and may have more competitive offers from other companies.

By engaging a staffing partner that

specializes in recruiting highly-skilled and scarce labor, and has access to deep talent pools, organizations can reduce their staffing costs by reducing lost productivity due to recruiting needs. Staffing partners have already done the legwork of vetting and screening their pipelines of candidates and are able to supply highly-specialized workers quickly to help fill in talent gaps while saving money from lost productivity.

Not only will a staffing firm be able to provide talent to businesses, but they will also add trend analysis to diagnose future business requirements and talent needs. This approach is extremely helpful when a large percentage of an organization's workforce is composed of temporary and contingent workers.

The figure to the left illustrates the top strategies companies are using to combat the skills gap.



## Employer Brand is Critical to Driving Top-Level Recruiting

Large and small businesses today can no longer wait for candidates to come to them—they need to strategize and promote their positions to proactively reach their prospective candidates.

Companies who have a well developed employer brand persona have a leg up on the competition. By investing marketing dollars in branding like social media and web assets, many organizations put themselves in front of their potential candidates before their competitors.

For instance, best-in-class companies are 40% more likely than all others to invest in social media and social tools to strengthen their employer brand with a wide audience. Doing so, gives organizations a one-on-one platform to engage and interact with audiences and tell compelling stories of their cultures.

With the current skills shortage, top-performing companies have turned to online tools to promote their brands and use social sourcing as a major talent pipeline.

Through the use of social networks, talent boards, and digital advertising, companies have a greater reach into the talent pool.

# Best-in-class companies are 40% more likely to use modern sourcing methods to find candidates.



Companies using social media to source and pipeline candidates.



Companies using referral bonus programs as a driver of candidate sourcing.



Companies employing digital advertising as a sourcing and pipelining tool.

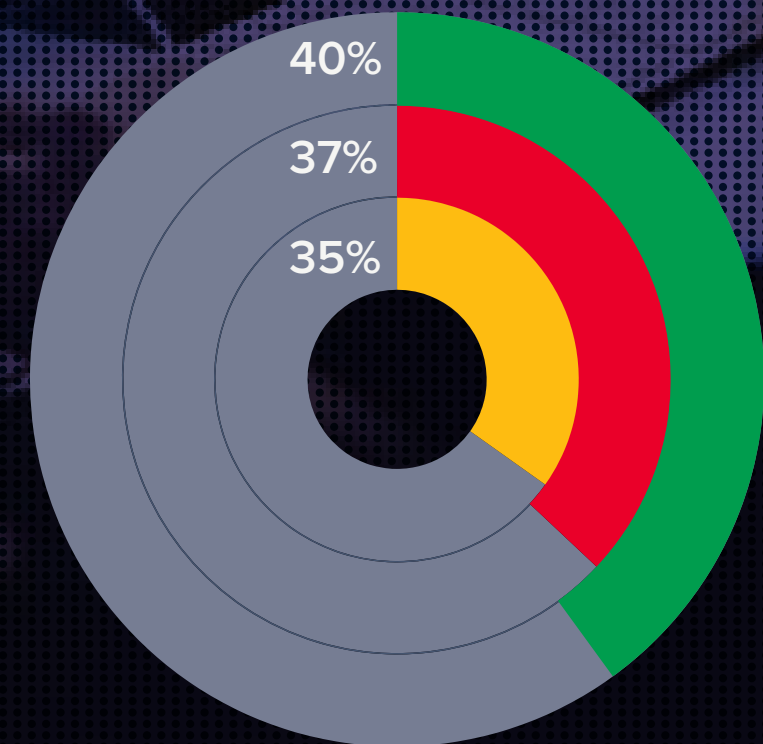


Figure 2: Recruiting Best Practices for the 21st century.



Partner up and access the best talent while **driving savings and efficiency.**

Partnering with a [staffing provider](#) that specializes in recruiting top-tier talent is a risk-avoidance and cost saving decision made by many HR and Procurement teams. A truly strategic partner will provide strategic insights and initiatives to help scale programs as needed by making data-based decisions regarding an organization's needs.

Whether it's scaling up for projects or engaging a top-flight direct hire, a staffing partner can handle the challenge of bringing more qualified candidates to the table.

## The Staffing Edge.



Professional Recruiters



Advanced Search Capabilities



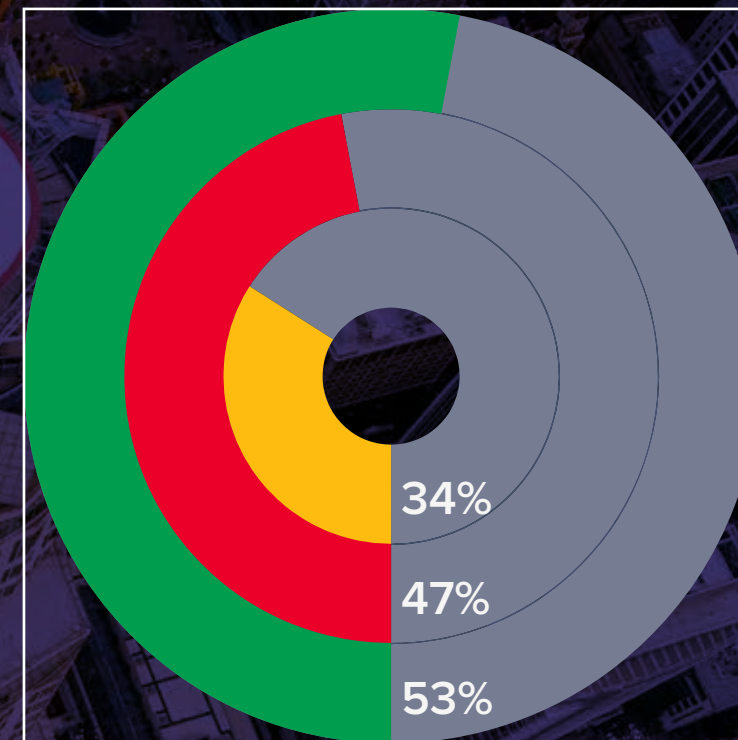
Standardized Agreements



Faster Onboarding



Better Talent Access



Employers who see shortages of required skills available in the labor pool.



Employers who are experiencing trouble sourcing qualified candidates through traditional methods.



Percentage of HR professionals who are struggling to meet their company's growth.

Figure 3: Employee Recruiting Challenges Today.





# 53% of HR professionals cited skills shortages as one of their primary talent concerns.

## Your staff is your greatest investment. Don't let the spend go rogue.

Across mid-to-large enterprises, obtaining the best talent for projects can be a major need—one that poses the largest potential of gain or loss for your company.

This is especially true for contingent labor, as managers often need skilled labor to fill niche roles that can be hard to source. However, this often leads to a break in procedure, as the managers step outside of the established guidelines for their sourcing needs. In these instances, broken procedures result in increased administrative duties, increased markup rates, and possible compliance issues.

Organizations of all shapes and sizes have realized that engaging in strategic staffing relationships grants access to highly-skilled labor in an on-demand capacity. Staffing companies have access to thousands of qualified candidates with standardized markup and bill rates.

Through a strategic relationship, organizations find talent more quickly, more efficiently, and in a manner that fosters compliance, thereby reducing costs, risks and admin duties on the HR side of the house.

Through process standardization, organizations are able to address hard-to-fill roles more quickly and with a competitive advantage, particularly for niche positions in fields like engineering, IT, and advanced manufacturing.

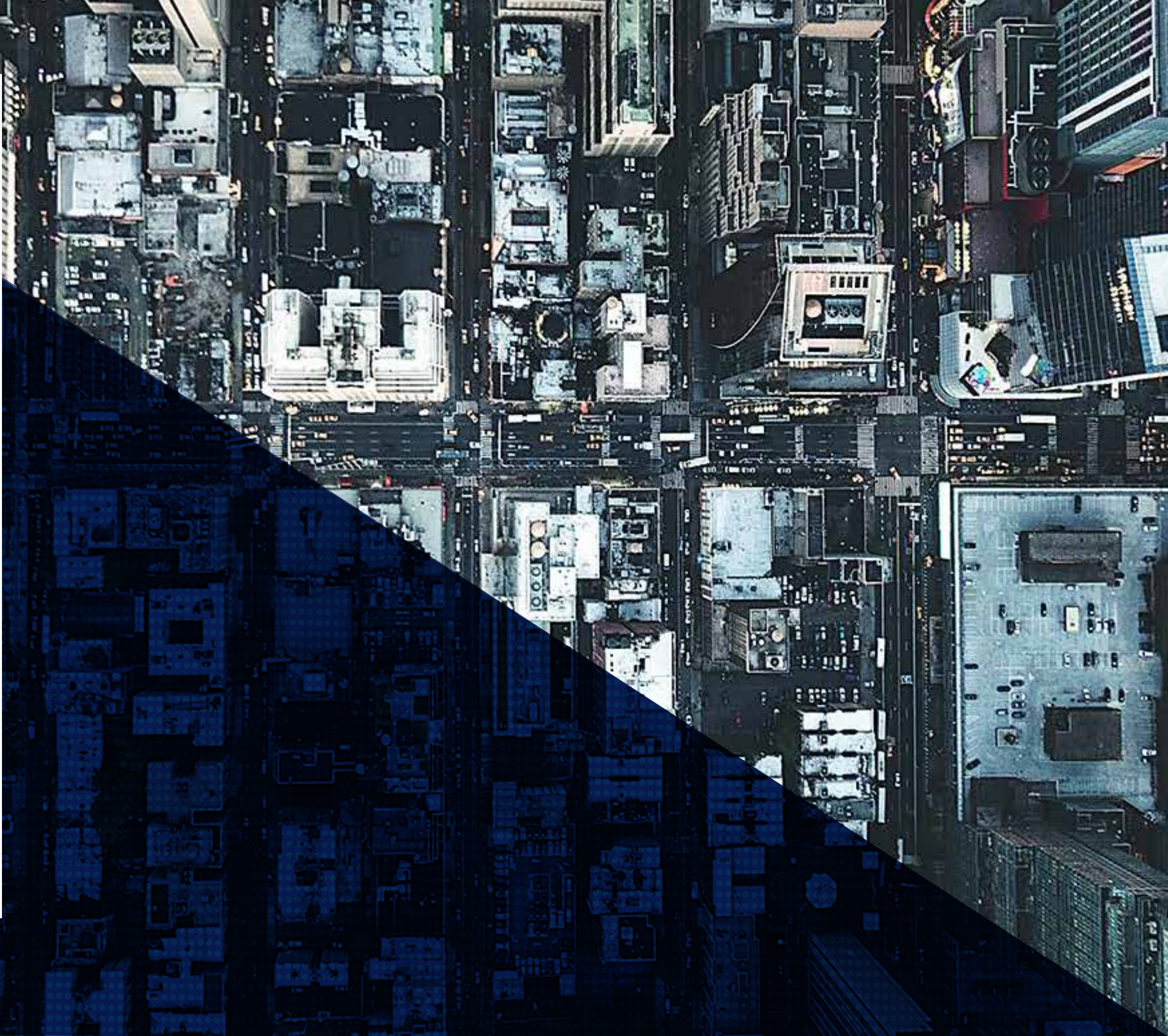


## The Need for Top Talent

Although many top organizations have undergone some form of strategic workforce planning, many in the IT, engineering, finance, and manufacturing industries continue to struggle recruiting and retaining the talent they need to complete critical projects in today's candidate-driven climate. The results are lost productivity, increased administrative duties, stalled projects, and money lost.

In such a competitive climate, staffing firms provide the specialized skills and services to bring more qualified candidates to their customers.

To learn more about how your company can use a strategic partner to access talent, please [visit our website](#).





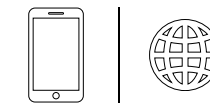
## Related Source Material

CareerBuilder: <https://thehiringsite.careerbuilder.com/2014/03/06/cost-of-unfilled-positions/>

Aberdeen Group: The State of The US Workforce: How to Overcome the Skills Gap

CareerBuilder: <https://thehiringsite.careerbuilder.com/2014/03/06/cost-of-unfilled-positions/>

Bullhorn: Revving The Engine: The 2015 North American Staffing and Recruiting Trends Report



---

## CONTACT

### HQ Address

250 International Drive  
Williamsville, NY 14221  
United States

### Phone

800.568.8310

### Online

**Website:** [acarasolutions.com](http://acarasolutions.com)

**Email:** [info@acarasolutions.com](mailto:info@acarasolutions.com)

---