

Develop A Data-Driven Recruiting Strategy



Finding and hiring top talent quickly is challenging, with recruiting teams struggling to connect with qualified job seekers. As a result, many talent teams are responding to labor market forces by evaluating their existing strategies and optimizing their hiring processes to improve performance.

To support your efforts, take advantage of the **Recruiting Effectiveness Planning Kit**, filled with labor market insights, actionable recruiting strategies, and worksheets to enhance your talent acquisition strategy for future success.

Recruiting Challenges

When it comes to the most significant challenges talent teams face today, there is a fairly even split among three primary areas:



Not enough people to fill open positions

(31% in 2023 versus 56% in 2022)



Competition from other employers

(30% in 2023 versus 54% in 2022)



Not able to compete with salary requirements

(25% in 2023 versus 33% in 2022)

60%

∴ **Nearly 60% of talent acquisition professionals also indicate that because of the tight labor market, they are taking chances on different ways to accelerate time to hire and reach candidates.**

Where to Start in Talent Acquisition Planning

In the first worksheet, we'll walk through the beginning steps of talent acquisition planning. The most important place to start is internally — and that means getting feedback from recruiters, leadership, hiring managers, and candidates. Strategic talent teams leverage key recruiting metrics to measure the effectiveness of their hiring programs and find areas for opportunity.

Collect Feedback

Agile recruiters know the value of data in the hiring process and use it to improve candidate, recruiter, and hiring manager experiences. Today's talent acquisition environment is highly competitive, making it crucial to understand the recruiting process from start to finish.

Use these actionable tips to collect data on your recruiting program to find areas of improvement:

- Send out employee engagement surveys to gauge employee satisfaction and look for any signs of turnover in the near future. These surveys can also help find areas of improvement from employees before they become issues.
- Use hiring and turnover data from the past few years to predict any peak hiring seasons and potential openings next year.
- Check the recent BLS reports to learn about the turnover and unemployment rates specific to your industry. This can give a better picture of potential roadblocks in recruiting.
- Measure and score candidate engagement levels during the recruiting process.

Decide on Hiring Goals

Many recruiters have felt disconnected from their leaders, hiring goals, and recruitment technology purchases. This has led many to find new employers with better technology and support to do their jobs. When laying out new hiring goals, include recruiters in the decision-making process. Take the feedback gathered from step one of this worksheet and prioritize new hiring goals based on predicted hiring needs and everyone's input.

Don't Forget DEI

Candidates expect an employer to prioritize DEI in the workplace and want to see it represented across the company. In fact, 44% of job seekers consider DEI in a company an important decision factor when accepting a job offer.

Get SMART






You've heard of the goal-creating acronym SMART, which indicates goals should be Specific, Measurable, Achievable, Relevant, and Time-based. This table is a great place to get started with SMART goal setting for talent acquisition planning. Check out the examples below and start creating some specific recruiting team goals for your team today.

Goal	Metrics	Goal Date(s)	Results
Goal #1: Get Time-to-Hire under 4 Weeks	Time-to-Hire	End of year	—
Goal #2: Add two full-time employees in the x role	Two employees successfully complete a 90-day onboarding	End of Q3	—

Measure to Stay Agile

The next step in creating a data-driven recruiting plan is to measure (and keep measuring) important recruiting metrics. Strategic recruiting teams stay agile by diving deep into their recruiting data and measuring key metrics with advanced analytics software. Many teams find it easier to pivot during the year when they continually keep an eye on benchmark data and find ways to improve.

Successful hires come from engaging recruiting programs that match the right candidate with the right role. Use automation and AI to keep track of key recruiting metrics and generate reports to share with leadership and hiring managers. Below are some common recruiting metrics used to measure hiring success. List recruiting benchmarks in the chart below. Record where they are currently and the optimal range for next year.

-  **Cost-of-Hire:** How much it costs to hire and onboard a candidate from the very first interaction through the 90-day mark.
-  **Time-to-Hire:** How long it takes to fill an open role with an onboarded employee.
-  **Source-of-Hire:** Where a candidate came from when they applied for the job. This data helps to keep talent pools wide and diverse.
-  **Candidate Conversion Rate:** The rate that candidates apply to a job compared to how many view it in a job posting, advertisement, or on a career site.
-  **Quality-of-Hire:** Simply put, this number is how well of a fit an employee is for their role. A quality hire is one that can manage their responsibilities and fits well with their team culture.

Recruiting Metric	Current State	Optimal Range

Scale the Successes

The hiring planning process is only getting started. Keep reading for the remaining worksheets in the **Recruiting Effectiveness Planning Kit** for more:

- **Actionable recruiting**
- **Important data points**
- **Candidate expectations**
- **Tools and planning tips for hiring and insights checklists**