

The key 2018 predictions for the future of the talent acquisition professional: more personal, more segmented, more strategic and more driven by an up-and-coming generation.



AI and Tech - The Reinvention
of the Human Recruiter


Sourcing Gets
Personal


Going Places by Staying Put:
Is Relocation Necessary?



Millennials as Bosses: Shifting
Dynamics in the Workplace


Home Grown: Internal
Hiring on the Rise


University Grads Have
Options... Again


Instant Interaction: A Growing
Medium for Candidate
Communications


Keep it Real - Display a True
Picture of Your Business Culture


Candidates are also
Customers - So Look
After Them


Job Hopping No Longer Taboo

With technology taking the brunt of the once cumbersome work, recruiters now have more time to invest in **high-value areas of delivering an outstanding candidate experience and impactful advice to hiring managers.**

Recruiters identify and segment qualified candidates in specific geographies, allowing them to target candidates with mobile messages. This is especially helpful when entering a specific market with hiring events, as the systems also automatically collect data from the user's mobile phone.



“Even when the offer is amazing, more candidates are opting out of moving for a job. In response, **many employers are allowing new hires to remain where they are and work remotely.**”

Members of the millennial generation have been known for being impatient when it comes to advancing within the workforce. **Well, the wait is over for millions in this generation - many of whom are in their mid-30s - as they now are leaders within their organizations.**

People with the skills that organizations are looking for are often hard to find. Looking ahead we'll see more leaders **finding ways to reskill and promote existing employees.**



Companies are setting their sights earlier on new college hires. Nearly **two-thirds** of hiring managers believe the **best time to recruit** college students is during the **beginning of their senior year.**



Today's candidates want a faster process and ways to communicate via social channels such as texts, WhatsApp, Twitter or even Instagram. Because this **takes less time and the response is often much faster.**

“Candidates want to see real employees discussing the pros and cons of the job. This can take the form of written testimonials, videos or even AI that simulate the person.”



Candidates said it is **unlikely** they would **remain a customer** of a company if they had a **bad experience** as a candidate. Candidates are people who want to be treated **fairly and respectfully** during the recruitment process, just the same way customers want to be treated.

More candidates are listening and taking new opportunities at a faster rate. Employers should take note and work to retain existing employees **by giving them development and advancement opportunities, along with creative reward packages.**

