JOBVITE

5 Ways the **Big Brands** Get the Best Candidates



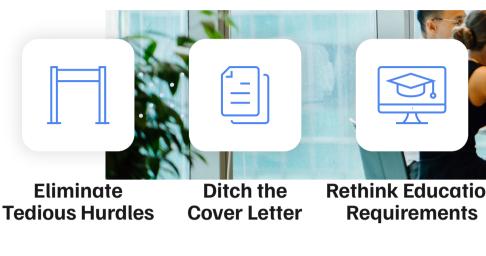
Introduction

In a rapidly changing talent acquisition landscape, enterprise organizations across industries are working to navigate the challenging labor market and compete for top talent. How are big brands outperforming the competition and securing quality hires for their business? Here are five things big brands do differently.

Differentiator #1

Skipping Outdated Candidate Requirements

Getting applications in the door is far easier if candidates aren't presented with outdated hiring practices.



Rethink Education



Eliminating tedious hurdles, including ditching the cover letter or rethinking arbitrary education requirements, are small places to make a big impact, so you can start building a more robust talent pool to choose from.



Diversifying

Differentiator #2

Hiring Requirements Organizations are finally realizing the true

negative impact of unconscious bias in recruitment when it comes to expanding their hiring efforts. The best and biggest companies today are

minimizing it as much as possible today by:

from Job Descriptions



Receive Training to Avoid Biases

Eliminating Restrictive Language

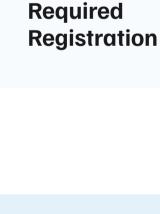


Leaders in talent acquisition know that if the application process isn't quick and

Differentiator #3

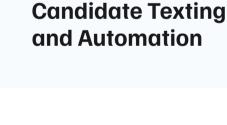
straightforward, candidates aren't likely to complete it. With applicant drop-off at 92%, according to SHRM, the best companies increase application conversion

Streamlining the Application Process



Eliminating

rates by:



Leveraging Recruitment Automation and Al

recruitment process and support talent teams in eliminating tedious tasks, like

Forward-thinking companies recognize where human touch is most valuable in the

Integrating



Enabling

sourcing and scheduling. With recruitment automation and AI, teams can focus more on:

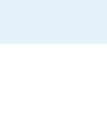
Differentiator #4

000 Streamlining the **Nurturing Using Onboarding Candidates** as a Tool for **Interview Process**

Retention



at Scale





Differentiator #5



employment brand is no longer owned by

Prioritizing

its HR or marketing team — it's now

Employer Branding

Companies that take their employer brand

seriously as part of their hiring strategy

heed Glassdoor's warning: "A company's

owned by the employees, job seekers, and former employees." Leaders in talent acquisition leverage this information by: Monitoring the Company's



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to learn critical ways the most strategic, successful brands attract and hire talent

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