

## **Winning the Talent Acquisition War in 2017**

*XpertHR Report Highlights Recruitment Insight on Diversity, Millennials, other Key Trends*

NEW PROVIDENCE, N.J. – (March 1, 2017) To remain at the top of their game, employers need to respond to key trends when it comes to acquiring talent, according to the authors of a new talent acquisition report by XpertHR.

Legal Editors Melissa A. Silver and David B. Weisenfeld of XpertHR sought information from various experts, along with HR talent recruiters to develop their report, which focuses on six key trends:

- Diversifying the workforce;
- Reducing unconscious bias;
- Increasing use of analytics;
- Hiring millennials;
- Leveraging mobile technology; and
- Responding to the emergence of the gig economy.

[Winning the Talent Acquisition War in 2017](#) draws on “expert analysis and insights from a variety of thought leaders on these increasingly prominent issues that only figure to grow in the future,” explains Weisenfeld.

For instance, HR departments are getting more serious about analytics, say Silver and Weisenfeld. Analytics can provide some easy wins for organizations that conduct a background analysis of the people who stayed the longest at their company and were the most successful, the authors say. They can then apply that data to make better hiring decisions.

Another area that demands attention when it comes to 2017 talent acquisition trends is mobile recruitment. The authors point to a 2016 Society for Human Resource Management (SHRM) survey that revealed employers are facing increased recruiting challenges in finding qualified applicants. “So, to the extent an employer can embrace new technologies, including mobile devices, the better its chances of expanding its pool of available talent,” the report states.

A steadily increasing percentage of applicants are accessing employer websites via mobile devices. However, according to a 2016 Jobvite survey, only 45 percent of recruiters said their company’s career site supports mobile.

The authors also give attention to the “gig economy” in their report. Companies such as Uber and Lyft are examples of the gig economy trend with their reliance on independent contractors. With more workers seeking flexible arrangements, the trend is unlikely to slow any time soon, the authors say, adding that “many of today’s workers prefer to perform discrete tasks for a variety of companies and make their own schedule rather than be treated as an employee.”

In their report, Silver and Weisenfeld emphasize that to continue attracting top talent, employers must stay ahead of the recruiting and hiring curve.

“Employers should take advantage of the ways in which technology is transforming recruiting and hiring practices so that they can attract diverse job candidates and reach out to a larger talent pool, including gig workers,” the report states. “Reducing unconscious bias during the recruiting and hiring process will also help an employer reach its talent acquisition goals and could help it position itself as an employer of choice.”

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