

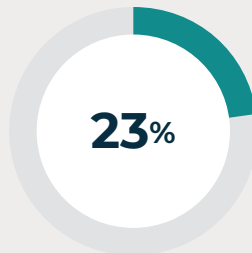
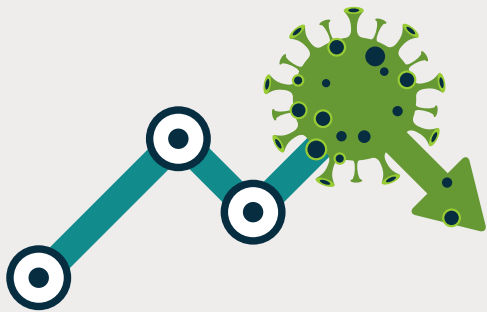
The Future of Talent Acquisition in Uncertain Times 2020

Adapt to today's labor uncertainties through best practices, technologies, and agility

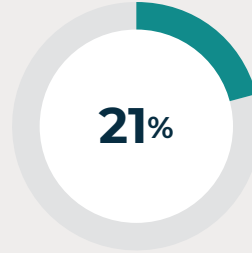


The current state of talent and talent acquisition

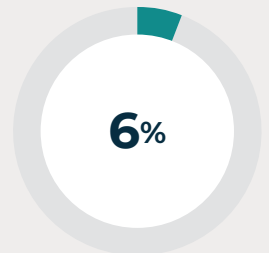
Few describe their TA departments as advanced or top-notch



of HR professionals describe their TA function as **advanced results-oriented**



say their TA function is **improvisational** level or lower



describe TA function as **top-notch strategic**

How high a priority is TA during the pandemic?

We should note that this data was collected during the Covid-19 pandemic, indicating that hiring great talent is a high priority even amid the beginnings of what may be a serious economic downturn



81%

say **hiring the best talent** is among their top 10 priorities

43%

say hiring great talent is among their top three priorities

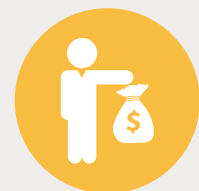
Just 17%

say hiring great talent is their top priority

What are the top three barriers to talent acquisition?



Uncertainty about the future



lack of enough funding



lack of leadership prioritization

What does the recruitment technologies landscape look like?

The three most widely used technologies are:



77% Application tracking system (stand alone or part of HRIS)

54% Referral System/Platform (integrated or not)

44% Video interviewing

Most say their recruitment technologies are at least somewhat integrated

44% say they're somewhat integrated



Just **17%** say they're very integrated

Programmatic advertising is not widely used



57% No, never

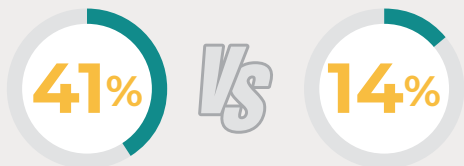
32% Yes, a little

11% Yes, a lot

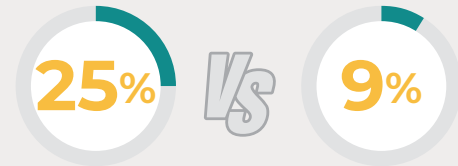
What do Talent Leaders* do differently?

Talent Leaders are more likely to have **strategic and results-oriented** TA functions

Talent Leaders fit into the top two maturity model designations far more frequently than TA Laggards



Talent Leaders are also almost **three times as likely** as Talent Laggards to say their recruiting technologies are very integrated



What will the future of talent acquisition look like?



52%

of HR professionals say the top goal for their TA function over the next three years will be to maintain an active and engaged pool of candidates

Half say improving strategic alignment with corporate goals is critical for future recruitment success



AI may help automate recruiting

57% indicate AI will help automate processes

55% say AI will help target candidate searches

Consider these strategies

Given the findings from the research about the crucial yet complex challenge of successfully implementing talent acquisition practices during uncertain times, consider the following:



Measure the effectiveness of your recruiting and hiring efforts against strategic goals



Evaluate where and how you find your best employees



Prioritize hiring great talent



Audit the current skills within your organization



Emphasize hiring capable leaders



Build a strong pool of candidates



Learn new technologies

About the Survey

In April 2020, HR.com's HR Research Institute conducted a webcast to gather responses to "The Future of Talent Acquisition 2020" Survey. After gathering 260 responses during the live webcast, we also fielded a survey from April 9 to April 19 and gained 59 additional responses. Combined, we collected a total of 319 usable responses.

*Talent Leaders: Those who answered the question "How would you rate the overall talent of your organization in comparison to other companies in your industry?" as above average or top notch.



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Read the full research report
The Future of Talent Acquisition 2020

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