

# The Future of Talent Acquisition 2022

Strategies, practices, and technologies for building a workforce in 2022 and beyond

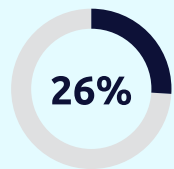
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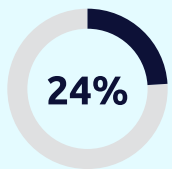
## Talent acquisition is widely viewed as an important, pivotal or essential human capital issue

Most organizations think TA is in the top 10 most important issues

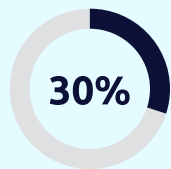
Relative to other HR issues, respondents view TA as:



**Essential:** the most important human capital issue for the organization today



**Pivotal:** one of the organization's top 3 human capital priorities/goals



**Important:** one of the organization's top 10 human capital priorities/goals



## Why has TA become so important?

The reasons cited by over half of respondents:

70%

Need to backfill to replace workers who have exited the organization

57%

Increased competition within market or industry

53%

Voluntary and involuntary employee attrition

52%

Need to hire for newly created positions to support future growth



Yet, despite the importance of TA, few organizations excel at it

Just 19%

have advanced or world class TA processes



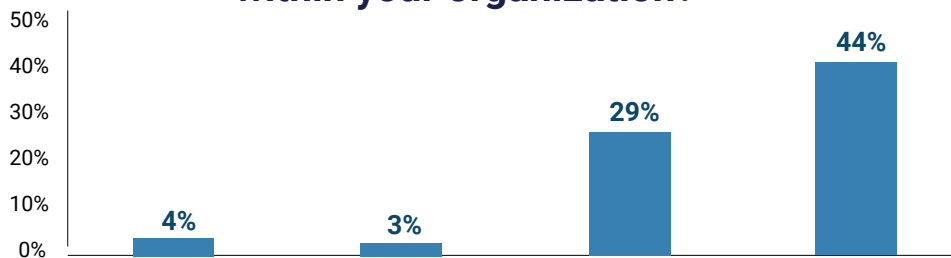
14%

**Advanced:** Superior and strategically aligned hiring systems/processes

5%

**World Class:** Proactive and a source of competitive business advantage

## Which of the following statements best describe the talent acquisition function within your organization?



**Nonexistent:** No dedicated systems/processes, hiring is ad hoc

**Chaotic:** Poorly defined and unstandardized systems/processes

**Improvisational:** Basic, reactive and tactical systems/processes

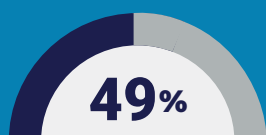
**Established:** Standard HR-driven systems/processes

## So, what's keeping organizations from greater TA success?

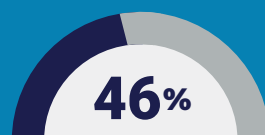
The most widely cited barriers to success are:



A lack of candidates with required skills or experience



Just-in-time, reactive hiring approach



Compensation, total rewards below market rate



## The most widely used metric to gauge TA success today is:

### Quality of hire!

If organizations are not getting talented employees who are engaged and willing to stick around, then talent acquisition cannot be very successful!



### TA technologies are often part of the solution

Among the most widely used TA technologies are:



Applicant tracking systems



Job posting tools



Employee referral platforms

## How do organizations that excel at TA differ from those that don't?

They are:

**4X**

more likely to leverage a talent management pipeline software

**3X**

more likely say that TA is the most important human capital issue for their organization today

**3X**

more likely to use an employee referral platform

**2X**

more likely to utilize an ATS

**2X**

more likely to use metrics such as:

- offer acceptance rates
- employee tenure/attrition
- recruiter activity metrics
- time to full productivity

**2X**

less likely to say they're hindered by:

- reactive hiring approaches
- a lack of business alignment

## What will the future of TA look like?

67%

say hiring needs will increase a little or a lot

62%

say talent intelligence/predictive analytics will be the most impactful technologies over the next two years

58%

predict they will strengthen their employer brand and employee value proposition

57%

expect their overall talent acquisition budget to rise

52%

say a key goal will be to create an improved candidate and applicant experience

## Given our research findings, consider these strategies



**Focus** on aligning TA with organizational business priorities



**Be proactive** rather than reactive in your TA approaches



**Determine** the best TA metrics for your firm and use them consistently



**Invest** in the right TA tools and technologies for your unique needs



**Focus** on becoming an employer of choice, a place where people truly want to work

## About the Survey

**HR.com**  
Maximizing Human Potential

**hrresearch**  
INSTITUTE

The survey, called "The Future of Talent Acquisition" ran in the first quarter of 2022. There were responses from 214 participants with 127 responding to every question. The participants represent a broad cross-section of employers by number of employees, ranging from small businesses with under 100 employees to enterprises with 20,000 or more employees. Eighteen percent of respondents represent organizations with 1000 or more employees.

State of the Industry Research

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Read the full research report.

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