isoTalent

The Bootstrapper's Guide to 2022 Hiring Trends

5 Ideas for Startup Founders, One-Person HR Departments, and High-Growth Hiring Teams

This report was designed to address an often invisible threat to high-growth organizations: lack of continuous training, bandwidth, and resources to manage human capital, scalable hiring, and revenue-boosting retention. Facing an uncertain future of work, leaders are keen to reassess what constitutes a high-performance "people strategy." Here's to the ad-hoc hiring managers, startup innovators, and overtimers who make it happen.

Our 2022 Hiring Overview

1. Invest in Your Culture, Mission, and KPIs
2. Remote on the Rise
3. Niche Industry Expertise
4. A Proactive Approach to Talent Pooling
5. Diversity, Equity, and Inclusion
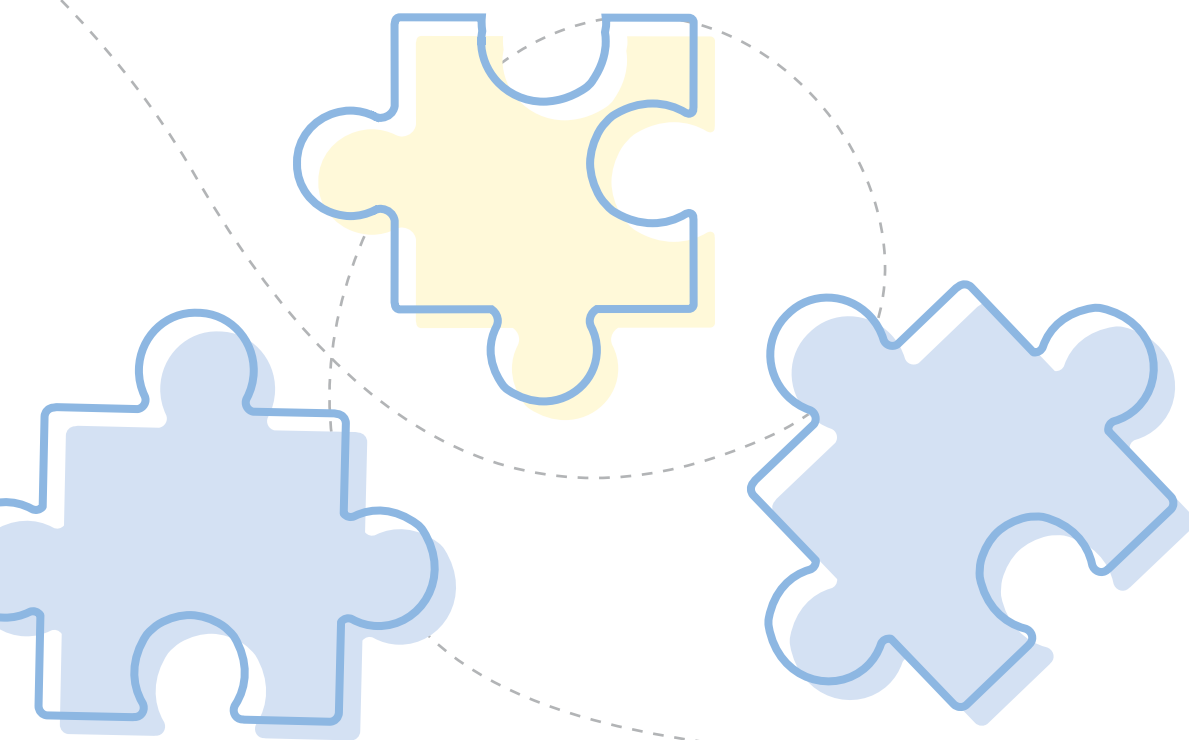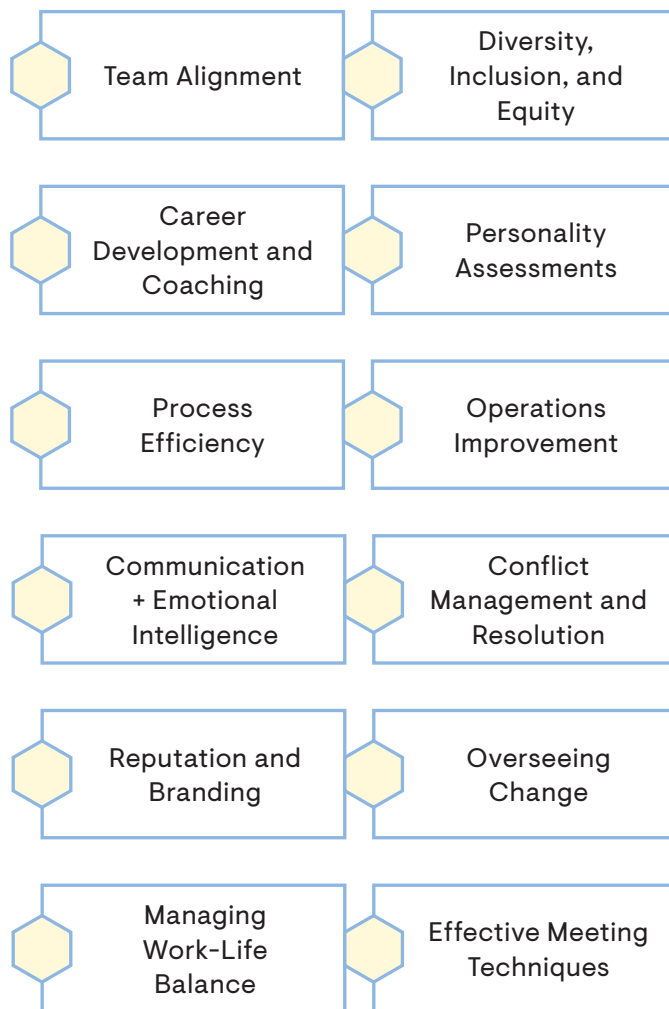
Invest in Your Culture, Mission, and KPIs

Your employees are not just another business resource. Talented, innovative, and committed human beings are the life pulse of any organization. Systems, structures, technologies, goods, and accounts accomplish nothing without the right people to move them. In a rapidly transforming marketplace, the capacity to attract and retain human talent is the very wellspring of success.

By investing in the overall "vibe" of your organization (both an art and science), you'll see measurable impact in your retention, quality of hires, performance, and profitability. These are a few areas of focus.

Branding and Social Media

Social channels are key to your recruitment strategy, providing access to active and passive candidates. Social media platforms alert sharp recruiters to niche talent pools, enhancing employer brands and company culture while cutting recruiting costs.

Leadership Development

Team Alignment	Diversity, Inclusion, and Equity
Career Development and Coaching	Personality Assessments
Process Efficiency	Operations Improvement
Communication + Emotional Intelligence	Conflict Management and Resolution
Reputation and Branding	Overseeing Change
Managing Work-Life Balance	Effective Meeting Techniques

The Millennial Workforce Values Culture Add

The concept of hiring for "culture fit" is outdated. Adroit hiring managers now look to "culture add," sourcing people who not only align with the organization's standards and values, but also contribute positively to an organization with diverse skill sets, unique work history, and varying points of view.

Building a Better Work-Life Balance

- **Remember "flexibility" doesn't automatically lead to better work-life balance.** Leaders must continue to respect time off, even as increased communication and shifting work hours blur the lines between work and home.
- **Leaders must be an example.** Management often sets the precedent for taking paid parental leave, mental health days, and regular time off.
- **Positive perception relies on communication.** Encourage team members to formally schedule time off, making it clear they will not be negatively impacted.
- **Consider setting a "required PTO" policy.** High-performance organizations have added mandatory personal days (1–3/month) to their benefits package.
- **Train supervisors in areas like disciplinary and promotion strategy.** This helps prevent conflicts and miscommunication on policy and expectations.

Did you know? Millennials make up *over 60% of LinkedIn's user base*, with 11 million of the 87 million millennials *in decision-making positions*. —Statista Research Department, January 2022.

Become a Better Place to Work

"Over one-third of newly hired employees quit within their first year. This not only creates a revolving door of employees *burdening your talent acquisition team*, it's expensive. *Studies show the time it takes* to get a new employee productive can range from as little as eight months to two years." —The Work Institute

It's Time to Start Tracking. Leverage Onboarding, Quarterly, and Exit interviews to understand the impact of your programs, a team's emerging concerns, employees' intention to stay, and their reason for leaving.

Mutual Benefits. A revamped benefits program will better meet needs of employees, and typically leads to internal savings as well.

Studies show these efforts can reduce your turnover by 10%-30% annually, if not more. This saves money, training and adjustment time, and keeps your team focused on your organizational mission rather than personnel issues.

Your Remediation Strategy Checklist

- ✓ Tackle challenges and take action

- ✓ Foster a fun, flexible, and adaptive environment

- ✓ Measure progress and track KPIs

- ✓ Be creative and resourceful in your hiring process

- ✓ Invest in leadership training

- ✓ Move beyond quotidian "diversity" to integrate the real skills and perspectives your employees bring to the team

Remote On the Rise

Workers are shifting where they want to work — and how. For some, this is a personal choice. The pandemic and all of the anxieties, lockdowns and time at home have changed people. Some want to work remotely forever. Others want to spend more time with family. And others want a more flexible or more meaningful career path. It's the "you only live once" mentality on steroids – emphasizing the human quality in "Human Resources." Meanwhile, companies are beefing up automation and redoing entire supply chains and office setups to capitalize on the new possibilities of distributed work.
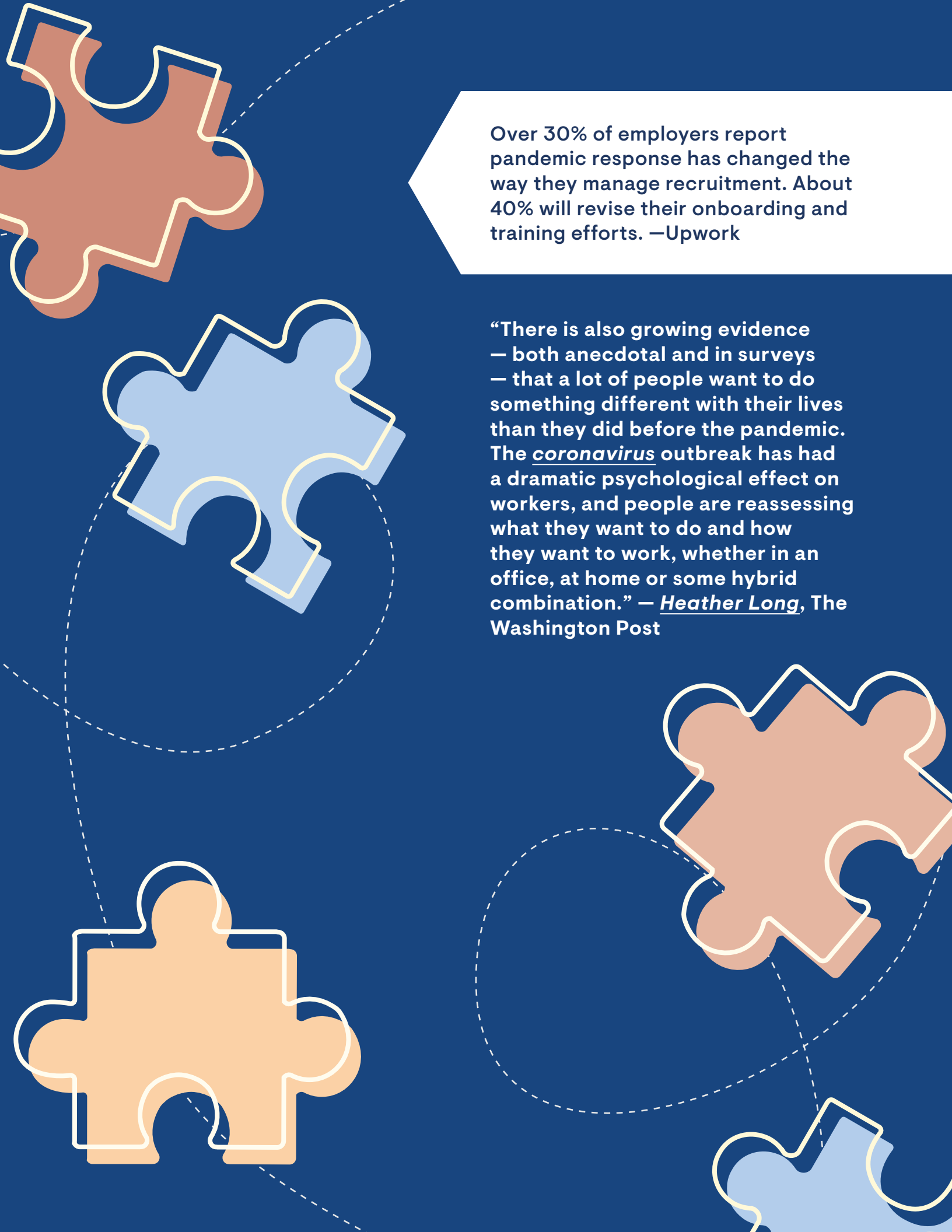
Remote Work by the Numbers

- 73% of all departments will have remote workers by 2028. —*Upwork*
- Around the world, 52% of workers work from home at least once every week. —*Owl Labs*
- Surveys show 75% of people choose to work remotely because there are fewer distractions. —*FlexJobs*
- According to 2020's performance-based remote work statistics, 94% of surveyed employers report productivity has been the same (67%) or higher (27%) since employees started working from home during the pandemic. —*FlexJobs*
- 69% of millennials report they would trade other work benefits for a more flexible working space. —*CBRE*
- Half-time hybrid workers save 11 days a year by not commuting to work, and telecommuting may save employers over $40 billion/year in total. —*State of Telecommuting*

Over 30% of employers report pandemic response has changed the way they manage recruitment. About 40% will revise their onboarding and training efforts. —Upwork

"There is also growing evidence — both anecdotal and in surveys — that a lot of people want to do something different with their lives than they did before the pandemic. The _coronavirus_ outbreak has had a dramatic psychological effect on workers, and people are reassessing what they want to do and how they want to work, whether in an office, at home or some hybrid combination." — _Heather Long_, The Washington Post

Niche Industry Expertise

Niche hiring is all about creativity. It requires a commitment to proactive sourcing, moving beyond typical candidate pools to find untapped sources, passive pipelines, and unexpected skill sets from diverse backgrounds.

Recruiters are working to cater to specific recruiting needs of clients. This means winning their exclusive patronage and providing top-quality candidates not available through traditional sourcing methods.

Recruiters are redesigning their approach to sourcing candidates. The majority of the workforce is not currently on the job search. According to LinkedIn, about 70% of the global workforce is made up of passive talent who aren't actively job searching; the remaining 30% are active job seekers. Nevertheless, surveys show 87% of active and passive candidates are open to new job opportunities.

Recruiters are asking for referrals from current hires and within their organizations. These help source high-quality applicants.

According to LinkedIn, 89% of candidates say being contacted by their recruiter increases the likelihood of accepting a job offer faster. According to our 2021 research, candidates sourced through a recruiter or professional HR group are 30-40% less likely to leave their jobs.

A Proactive Approach to Talent Pooling

Your organization is designed to provide particular, specialized services or goods. Focus is all. Productivity is everything. Don't want to pay an external agency for recruitment and hiring? Think how much you're paying already – and very possibly losing – by delegating these perpetual tasks across your organization.

Even if your organization is large enough to house an HR department, your HR people have more than enough to do. Recruitment and hiring are only one part of the job, but they can subsume monitoring employee progress, managing benefits, mediating conflict, overseeing legal regulations, and supervising retirement processes. RPO providers work with in-house Human Resource specialists, helping you manage:

What We Know

Recruiters who pool high-quality candidates **directly reduce the cost of the recruiting**—particularly for hourly-rate agencies. Our internal audits show a direct correlation between a recruiter's network and the average cost and speed of their requisitions.

It's essential to pool diversity from the get-go. Look to organizations that specialize in diversity management, such as _DiversityWorking_, _Women Who Code_, _Pink Jobs_, and _The Dots_.

Long-term coaching pays off. Offer constructive feedback to candidates who didn't make the cut. This makes them significantly more likely to work with you in the future.

The Problem: Passive job recruiting is no longer effective. Doing the minimum of posting a job ad and waiting for applications creates a leaky bucket for hiring teams.

The Solution: HR and recruiting professionals must fix the leak and fill their talent pool. A robust applicant pipeline includes:

- Former candidates.
- Social media leads from campaigns promoting your brand and inviting candidates to be part of the network.
- Contacts from networking events, including job fairs, conferences, and panel discussions.
- Social networks like LinkedIn Recruiter.
- Former colleagues and alumni, such as former interns, part-time staff, and volunteers who made a great impression on your team.

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Diversity, Equity, and Inclusion (The Trend that Isn't a Trend)

"Measuring and effectively communicating the short- and long-term successes of **diversity, equity and inclusion programs** can help improve employers' brand and recognition. Not to mention, achieving racial equity in the workplace will be one of the **most important issues companies will tackle in the coming decade.** This crucial need for social change led researchers to implement a more inclusive approach to professional coaching resulting in a **new coaching paradigm**—inclusion coaching." —*Examining Workplace Diversity, Equity and Inclusion (DEI) With The COMMIT Inclusive Behavior Framework* by *Lawana Harris*, Certified Diversity Executive, ACC, ICF Credentialed Coach, and global leadership development professional; posted 08 January 2022.

The AI Effect: *Forecasts show artificial intelligence will play an increased role in organizational DEI efforts, from initial screening to engagement and recognition programs to systemic auditing. Sophisticated candidate tracking systems will become go-to hiring tools.*

$12 Trillion
could be added to global GDP by 2025 by advancing women's equality. —*McKinsey Global Institute*
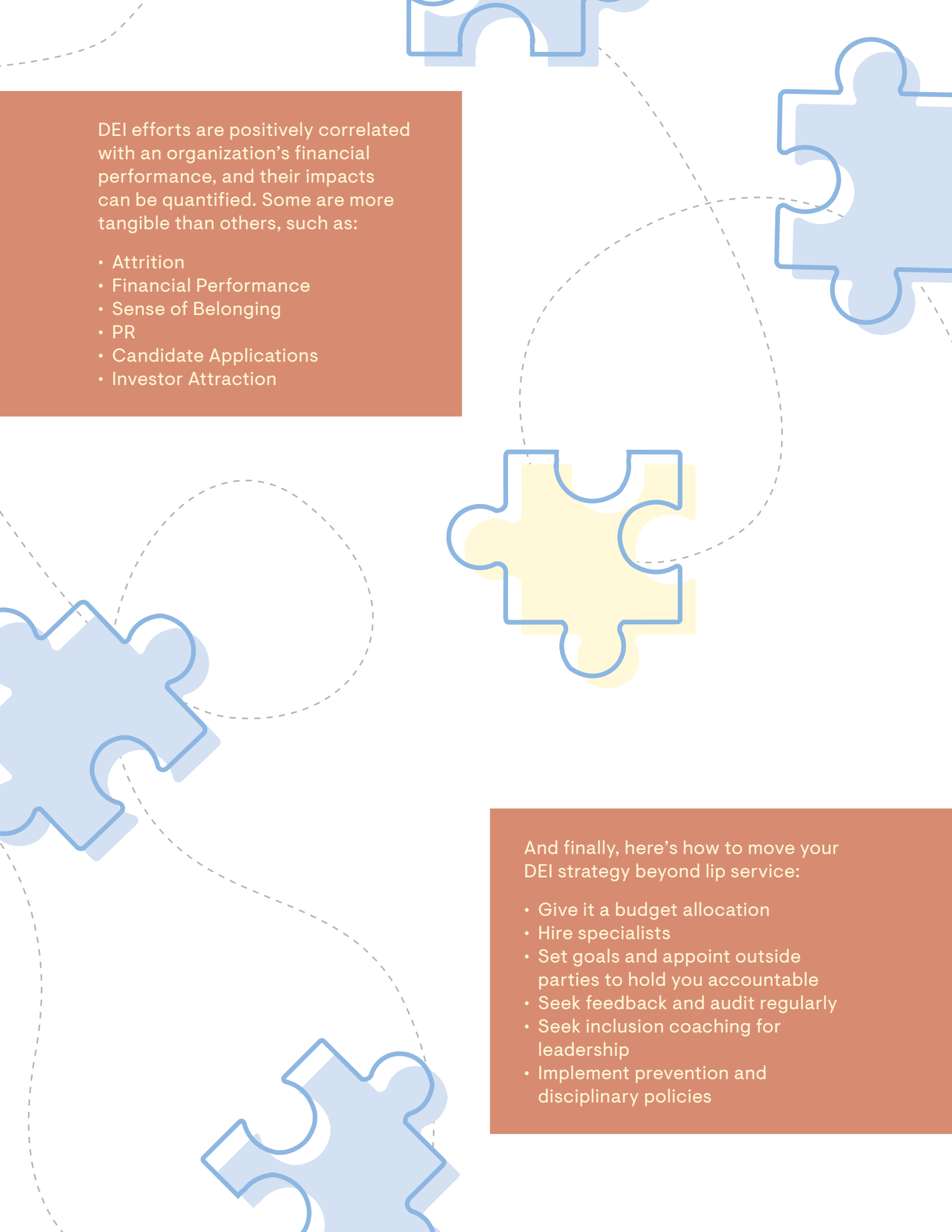
83%
Percentage of millennials more likely to be engaged at work thanks to inclusive culture. —*Deloitte University*

1.7 Times
Increased likelihood of innovation when companies are more inclusive —*Josh Bersin*

DEI efforts are positively correlated with an organization's financial performance, and their impacts can be quantified. Some are more tangible than others, such as:

- Attrition
- Financial Performance
- Sense of Belonging
- PR
- Candidate Applications
- Investor Attraction

And finally, here's how to move your DEI strategy beyond lip service:

- Give it a budget allocation
- Hire specialists
- Set goals and appoint outside parties to hold you accountable
- Seek feedback and audit regularly
- Seek inclusion coaching for leadership
- Implement prevention and disciplinary policies

Recruiting Reimagined

IsoTalent is a job recruitment firm based in the Silicon Slopes area of Lehi, Utah. We help high-growth startups, executive teams, hiring managers, and HR professionals find the talent they need at flexible and affordable pricing. Our low-cost hourly model saves organizations thousands of dollars compared to traditional hiring agencies. Our recruiting services help clients save an average of 40% to 70% to place high-volume, standard, technical, and executive roles.

Hourly-Rate Recruiting

Standard Role
$110/hour

Technologist Role
$125/hour

Executive Role
$200/hour

High-volume placements are billed at the standard rate and typically fill 10x faster than standard averages.

Contact

Talk to an expert recruiter

IsoTalent
sales-marketing@isotalent.com
(877) 619-3486
www.isotalent.com
Lehi, Utah

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