



Hidden Workforce Capital

Introduction



Acara Solutions



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What's the Challenge?



4.3%

Unemployment rate in **Illinois**

2.5%

Unemployment rate for
college graduates

Employers estimate that they **lose \$14,000** for every job that remains open for 3 months.

- Top talent is employed and **rarely** actively **looking**
- Compensation is **not** a top factor
- Attracting these individuals is a **sales job**
- Your sales **pitch** changes per candidate

LinkedIn Candidate Poll



75%

of the workforce is
composed of passive
candidates

- 15% are reaching out to the personal network
- 45% would talk to a recruiter
- 15% are satisfied and will not be convinced to change jobs

The Starting Point



Profile the Position

Expand on the job description to include the why and required soft skills for success

Ideal Candidate Profile

Your **focus** should be different depending on what candidate persona you're trying to attract

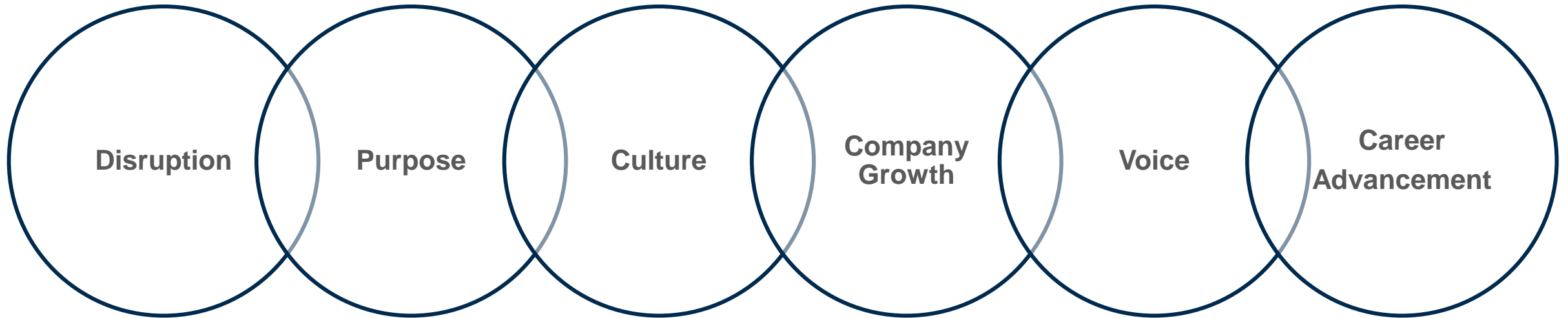
Define Compelling Reasons

Why are you an employer of choice?

Develop your Sales Pitch

Appeal to your candidate pool via compelling reasons

Compelling Reasons



Recruitment Experience



Create a compelling job post

Have an easy application process

- **Interactive**

Since the target population lives **online and on their smartphone**, the more interactive your campaign is, the better the results will be.

- **Fast**

In the Talent Board's survey of over 200,000 candidates, only **20% said their application took less than 15 minutes** to complete. How many impulse buys would Amazon facilitate if buyers needed to complete a 30-minute survey before seeing the product?

- **Engaging**

Passively and actively engage potential talent in ways that **motivate them to action**.

Online Experience



Company Brand



Engaging Content



Mobile Recruiting

Relationship Building



- Dedicate time to developing the candidate experience
- Create a positive recruitment experience – **Active or Passive**
 - Discuss the onboarding process and training program
 - Plan for a mentorship or trusted advisor
- Develop community engagement initiatives
- Leverage referral programs

Social Media Recruiting



79%

of Americans have a social media profile

59%

of candidates looked at a prospective employer on social media

48%

of candidates used social media to find their most recent job

Leveraging your community



- Engage your community – **Make it inclusive**
 - Team-building volunteering
 - Matching employee donations
 - External leadership development
 - Engage colleges and higher-education
 - Discount programs for insurance, loans and wellness

What We Do



Total Talent Management

People

- Contract Labor
- Payrolling Services
- Direct Placement
- Executive Search

Process

- Managed Service Programs
- Supplier Management Systems
- Independent Contractor Compliance
- Statement of Work Management
- Recruitment Process Outsourcing

Outsourcing

- Business Process Outsourcing
- CAD Outsourcing
- IT Outsourcing
- Procurement Outsourcing
- Training Services

60 YEARS

industry experience

25 YEARS

MSP experience

98.7%

supplier satisfaction

97.6%

customer satisfaction

17 YEARS

average leadership tenure



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