
TOP 5 RECRUITING & TALENT ENGAGEMENT STRATEGIES

TO ENSURE A
QUICKER RECOVERY



No matter how pessimistic or prone to grand ideations you may be, we doubt you could have predicted a 2020 that looks quite like this one.

Similar to how they've had to adapt to every feasible disruption these past few months, organizations are now faced with the challenge of how to recover and carry on after.

But unlike the conditions that led to our collective crisis, companies now have a say in what happens next. How you respond now, how you have supported and continue to support your employees will not only decide your short-term viability but cement how you're viewed for years to come. While the stakes are certainly high, this is an incredible opportunity to situate your organization, and the people it employs, for success in the post-pandemic world.

Read on to see our top 5 recruiting and talent engagement tips to ensure a quicker recovery and organizational culture positioned for continued growth.

LOOK AFTER YOUR EMPLOYEES, BECOME PEOPLE-DRIVEN



In these times marked by so much turmoil and anxiety, how your organization takes care of its own will have a dramatic impact on your current productivity and ability to attract top talent.

How are you looking after your employees while contending with financial disruption?

Are executives taking pay cuts to ensure lower-level employees are supported and layoffs are avoided or limited?

Are you still covering benefits for furloughed employees?

With well-being, financial stability, and job security topping the priority list of employees and job seekers, how well and to what degree are you guaranteeing them?

More than ever, people are evaluating companies for indicators that they are people-driven, employee-focused, and rich in humanity.

Be sure to emphasize the human element of your organization more than ever before in all of your dealings with employees, customers, and candidates. Let empathy guide your conduct and provide multiple, comprehensive means of support for your employees.

Consider expanding benefits to better assist with new concerns, such as assistance with telemedicine consults. Reassess your work-from-home and sick leave policies to accurately reflect employee safety and health concerns. Provide ample opportunities for employees to communicate issues and thoughts with leadership.

These are the new concerns and demands in today's new normal. How well you address them will determine not only how productive and engaged your current teams are, but also how well you'll be able to secure new talent when markets rebound.


LISTEN TO YOUR EMPLOYEES

The best, most reliable way to address the above needs and become the people-driven organization you need to become is to listen to your employees.

Gather as much information as possible from your employees. In times of such great uncertainty abroad, people want to know that their employers care to hear their thoughts and are actively committed to reacting in a way that reflects them.

Survey your teams, listen to their concerns, fears, and desires, and use the information to construct comprehensive strategies that leave your employees feeling heard, supported, and protected.



A vertical photograph on the left side of the page shows a person's hand in a white shirt sleeve holding a stack of papers. Below the hand is a laptop keyboard. The background is a light-colored, textured wall.

Consistently address your company as a whole to further a sense of connectivity when so much else right now promotes disconnectedness. Taking this one level deeper, make sure managers are connecting with employees in a one-on-one setting to check-in and address concerns they may not be comfortable sharing in a group setting.

As teams begin to trickle back into the office, you can hold a “re-orientation” program where employees can reconnect with one another, review new company policies, and begin to reestablish the collaboration, morale, and collective buzz of the office.

PREPARE FOR INCREASED COMPETITION FOR TALENT

Organizations are emerging from the coronavirus crisis smarter, more organized, and leaner, making top talent all the more valuable. Several factors, though, will impede many organization’s hiring momentum and effectiveness for these desirable candidates.

An increase in general competition, for one, naturally decreases the likelihood of getting the candidate you want. Companies will be extremely aggressive as they vie for the top of the talent pool, and you’ll have to respond with equal or greater force to earn any sort of competitive advantage.

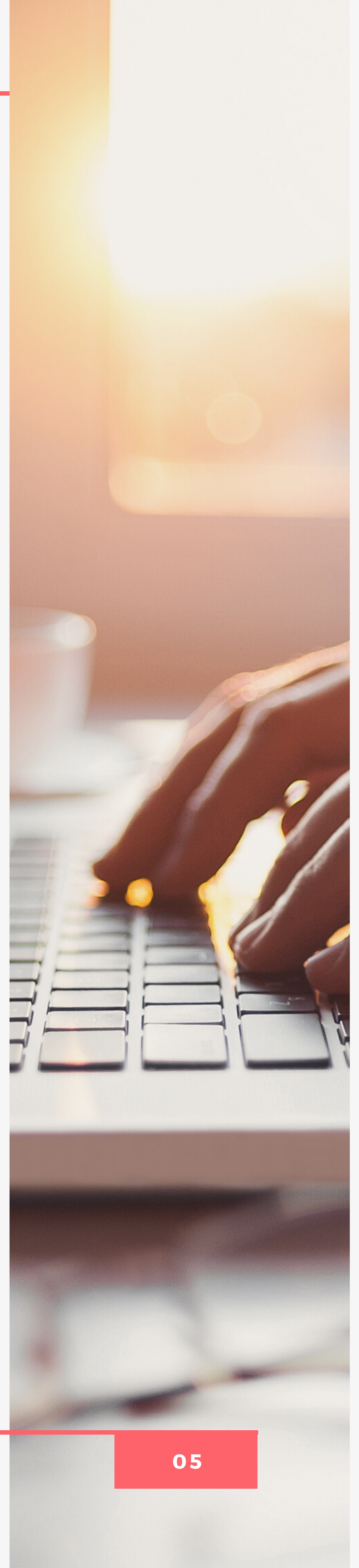
Additionally, with job security and stability top of mind, attracting and peeling passive candidates away from their current jobs will be much more difficult, further narrowing an already limited talent pool. We expect many passive candidates, even when outside organizations successfully engage with them, to accept counteroffers from their employers at a higher rate as they opt for safety versus taking a risk to advance their careers.

Invest time and resources into your current recruiting strategies and practices to ensure they are as effective as they need to be when the time comes to deploy them. Use the data and insights you've gleaned from your own employees from the above steps to craft perks and benefits packages that better reflect the new desires and expectations of workers. The world has changed rapidly in just a span of a few months. Make sure how you engage candidates, what you offer them, and what qualities of your organization you display during the candidate experience reflect those changes.

BUILD YOUR TALENT PIPELINE

If you've followed steps one and two of this checklist, your organization will have the foundation and culture necessary to attract talent in the new, post-pandemic world we are all walking into. In the meantime, commit all hands on deck to build your pipeline and continue to interview and assess candidates so you can quickly fill your positions when they begin to open again.

Continue to screen and evaluate talent now so you have the "warm" talent available to hire the moment it's needed. Proactively investing in your recruiting infrastructure and nurturing your candidate leads is one of the more powerful ways in which you can stay one step ahead of your competition as we progress through the crisis.



CAPITALIZE ON OPPORTUNITIES

It feels strange to talk about opportunities amidst so much distress worldwide, but the simple truth is that some industries are positioned for major opportunities. Healthcare, insurance, and financial services, for example, have the potential to not only survive but to thrive in the post-COVID-19 era.

Whether it's supplementing your sales team or adding new services and products to capture new market demands, organizations in these industries have incredible incentives to adjust their internal policies and aggressively recruit top talent.

Target exceptional passive candidates in other industries that may be struggling due to the disruption; high-level talent in affected industries are already preparing to make career moves and switch fields. Reach out to them. Dedicate your organization to adopting the first few steps in this guide so when you do engage with top prospects, they're even more inclined and confident that your organization can function as their new, long-term career home.

As we progress through the pandemic, organizations face several challenges to avoid being understaffed. Refining company culture, adapting recruiting strategies, nurturing your talent network, and proactively positioning yourself to capitalize on opportunities can expedite your post-COVID recovery and lay a foundation that supports continued growth.

If your business is struggling to find the high-level talent it needs to thrive in these uncertain times, **Martin Grant Associates** is here to help.

Our 56 years dedicated exclusively to placing property/casualty, employee benefits, and healthcare professionals in the insurance industry provide our team of recruiters with the network and expertise necessary to help your organization overcome any and all hiring challenges.

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