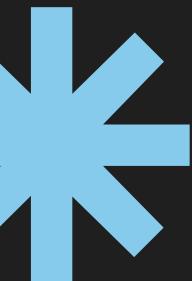




Complete Guide



to Optimizing
Talent Acquisition
in Your Company





Talent
Acquisition

Whether you're new to recruiting or a seasoned talent acquisition specialist, this guide covers all the key insights, trends, and statistics you need to optimize your strategies.

From attracting top talent and meeting evolving candidate expectations to leveraging technology and AI in your hiring process, discover must-know tips and key takeaways on talent acquisition!

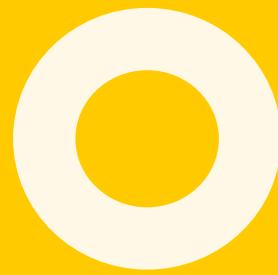


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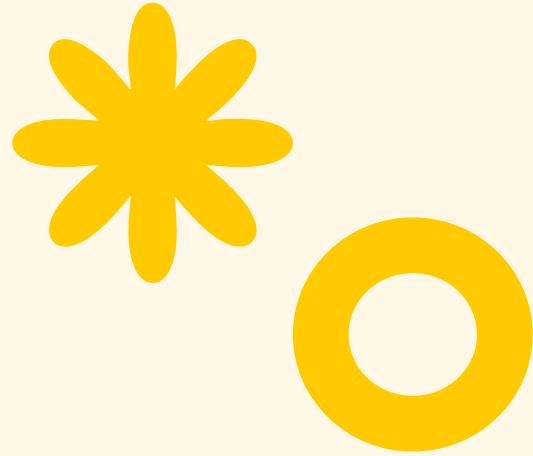
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Introduction to Talent Acquisition

Definition and Importance of Talent Acquisition

Let's start with a quick overview of what talent acquisition is all about: it is a strategy focused on anticipating and attracting the talent your company will need in the short, medium, and long term.

Unlike recruitment, which primarily aims to fill an immediate job opening, talent acquisition incorporates workforce planning and skill management to ensure long-term business success.

It also focuses on hiring candidates who are genuinely aligned with the company's needs and values — individuals who will thrive within the organization over time.

Beyond sourcing, analyzing, and selecting qualified candidates, a talent acquisition specialist ensures a deep understanding of both the company's and the candidate's needs and expectations. They also play a key role in facilitating the hire's smooth integration into their new work environment.

Examples of Recruitment Strategies

Recruitment is not just about reviewing applications for a newly created or vacant position! Several talent acquisition strategies can be implemented based on the hiring company's needs and reality:

Inbound recruiting

Inbound recruiting is a strategy that naturally attracts candidates by strengthening the employer brand and creating engaging content (on social media, company websites, etc.). This approach draws the organic interest of talent who may not have initially considered the company but become intrigued by its culture and values.

Employee referrals

Employee referrals encourage current employees to recommend candidates from their network (friends, acquaintances, former colleagues), often in exchange for a referral bonus. This method significantly boosts retention rates: referred hires are [70% more likely](#) to stay with the company compared to non-referred ones! This is largely because referred candidates have a better understanding of the organization and work environment through their discussions with the referring employee.

Job fairs

Job fairs provide opportunities for networking, gathering a large pool of candidates, and improving employer reputation while gaining valuable insights into the current job market.

Sourcing

Sourcing involves proactively identifying potential candidates, particularly through professional networking sites like LinkedIn. Instead of selecting only from applicants who respond to a job posting, recruiters actively search for qualified profiles and reach out to them to build a talent pipeline. The main advantage of this approach is that it engages passive candidates – those who might not have been actively job hunting – and ensures they meet key selection criteria before entering the hiring process.

Internal mobility

Internal mobility involves filling a position by promoting or transferring existing employees within the company. This strategy not only ensures the new hire already possesses the required skills and knowledge of the company, but also fosters professional development and helps fill roles that are often difficult to recruit externally.

Partnerships with institutions

Partnerships with institutions, particularly educational institutions, help identify young talent and diverse candidates who can be recruited later. This method also enhances employer branding and broadens the company's reach.

Current Challenges in Talent Acquisition

The job market is constantly evolving, and recruitment practices must adapt to shifts in employer and candidate expectations. Here are the key challenges in talent acquisition today, along with strategies to navigate them effectively:

Challenge 1

Automation and workforce reductions have reshaped the job market in recent years. The labor shortage is no longer a major issue (except for certain industries that still struggle to hire), and unemployment rates are rising.

Fewer job openings are being posted. The number of hiring mandates has decreased, while the available talent pool has expanded.

Talent acquisition specialists must now focus on quality over quantity in hiring. They can take more time to fill each role to ensure they find the best cultural and skills fit; someone who will bring real value to the organization and remain with the company long-term.

Challenge 2

Artificial intelligence is rapidly changing the way we work, and how we recruit. [67% of HR experts](#) believe AI will be a key trend in recruitment over the next few years.

To stay competitive, improve efficiency, and attract top talent, recruiters must leverage AI and technology in their hiring processes.

Beyond saving time on daily tasks, AI-driven tools enhance candidate-job matching and provide faster responses to applicants, improving the overall candidate experience.

Challenge 3

Identifying candidates with specific technical skills has become a key aspect of modern recruitment. With the increasing automation of tasks, companies must secure talent with high-demand, specialized skills that will add real value to their business. To stay ahead of the competition, recruiters need to proactively source and act quickly when they identify high-potential candidates. Employers should also consider upskilling their current workforce through internal training programs to address skill gaps and enhance productivity.

These niche technical skills, often related to emerging technologies, are still scarce in the job market.

Challenge 4

Gen Z employees have firmly entered the workforce, now making up [30% of the available labor market](#), close to surpassing Baby Boomers. Naturally, they bring unique expectations and recruitment challenges. Attracting and retaining these young professionals is crucial, as they introduce fresh perspectives and valuable skills to organizations.

Employer branding and Employee Value Proposition (EVP) are more important than ever for attracting and retaining young talent.

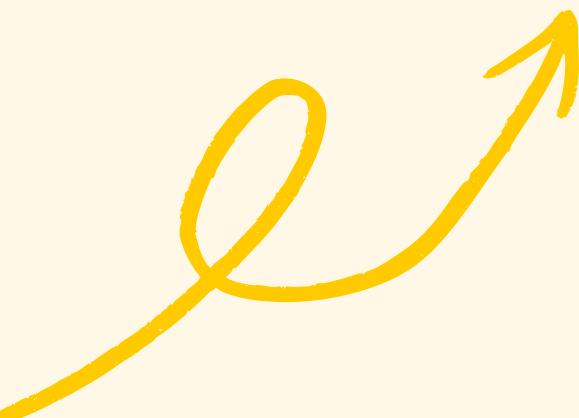
Unlike previous generations, Gen Z workers prioritize purpose over pay. They value flexibility, non-monetary benefits, and strong company values that align with their beliefs.

Challenge 5

Expectations around workplace flexibility have never been higher, despite many companies enforcing full-time office returns. Job seekers aren't just looking for remote work. They also want flexible schedules and strong work-life balance policies. For some industries and roles, meeting these expectations is challenging and has contributed to ongoing talent shortages in specific sectors.

Job postings should highlight the company's benefits, whether they include flexibility or not. For industries where remote work or flexible hours aren't feasible, companies can still stand out by offering:

- ✓ Enhanced vacation policies;
- ✓ Retirement or health benefits;
- ✓ An engaging workplace environment that attracts and retains talent.



Best

Practices

Strategies to Attract and Retain Top Talent

Before diving into the recruitment process itself, let's explore the best practices for sparking candidate interest. By optimizing these strategies, you can increase both the quantity and quality of applications while reducing the time spent searching for qualified candidates.

What You Need to Know About HR Marketing

It's no secret: an organization's employer brand plays a crucial role in attracting, engaging, and retaining top talent over the long term. HR marketing leverages this brand to promote the company to potential candidates.

To build an effective HR marketing strategy, companies must first enhance their reputation and visibility among the general public. A strong brand image and an active presence on social media greatly support these efforts.



Good to know!

The numbers speak for themselves: 86% of HR professionals believe recruitment is increasingly tied to HR marketing.

(Source : [Glassdoor, 2021](#))

Here are some key strategies to increase brand awareness and develop an effective HR marketing approach:

Build a Strong Company Culture

The goal here is not to create an artificial image that only exists externally. Your employer brand should be a true reflection of the culture experienced daily within your organization so that it resonates authentically with potential candidates. That's why it's crucial to align your employees around shared company values before promoting them externally.

Identify What Sets You Apart from Competitors

Copying what other companies in your industry are doing is a mistake. By doing so, you risk blending into the crowd and becoming forgettable in the eyes of candidates. Instead, focus on defining what makes your company unique and what mission drives it every day. Don't hesitate to engage stakeholders – including current employees – to shape the core pillars of your employer brand.

Enhance Your EVP (Employee Value Proposition)

Your employer brand is also reflected in the benefits and work environment you offer employees. Ensure you provide attractive working conditions and meaningful perks that truly make a difference in employees' daily lives.

Increase Your Presence on Social Media

Now that your employer brand is well-defined, it's time to shine on social media! Make sure to establish a presence on platforms where candidates are active. Regularly share content that showcases your company culture, workplace environment, and employee experiences. Your company website and careers page are also valuable tools for attracting talent by highlighting your mission, values, and team members.

Adapt to Candidate Expectations and Job Search Trends

Employer branding isn't static; it must evolve to meet employees' shifting needs. Your HR marketing strategy should also adapt to changing candidate expectations!

This doesn't mean completely reinventing your culture or brand. Instead, it involves staying informed about job seekers' behaviors, the platforms they use, and the benefits they prioritize. For example, you could:

- ✓ Expand your presence on new social media platforms;
- ✓ Improve your employee benefits package;
- ✓ Modernize your recruitment practices to provide a better candidate experience.

New Candidate Expectations

So, what exactly are these new candidate expectations? They vary based on age, experience, and professional background. Here are some key trends to keep in mind:

Flexibility & Non-Monetary Benefits

No surprises here: flexibility remains a top priority for employees. More broadly, non-monetary benefits are becoming decisive factors: [76% of job seekers](#) prioritize them during their search, and this figure jumps to 86% among younger generations.

If you can't offer remote work, don't worry. You can still stand out by providing flexible schedules, wellness days and additional paid time off, or enhanced retirement and health insurance plans.

Professional Development Opportunities

Across all industries and generations, job seekers value growth and learning opportunities.

You can mention training opportunities in job postings, highlight career development prospects in interviews, and share employee success stories on social media, showcasing promotions and professional growth within your company.

Engaging Company Culture

Candidates want to work for organizations that reflect their values and where they feel they belong. You should aim to build a company culture that attracts a great number of profiles, whilst remaining authentic and true to your values.

You should clearly communicate your company values on social media, your website, and throughout the hiring process. However, avoid trying to appeal to everyone; instead, be authentic in showcasing your unique culture. Remember: you can't please everyone, but you can attract the right people who will thrive long-term in your company.

Recognition & Active Participation

While employee recognition has always been essential, job seekers today want a voice in company decisions affecting their teams or departments. They also want to participate in surveys and to have a real impact on business processes.

Remember to maintain transparent communication with employees and actively involve them in decision-making. You should also highlight this participative approach as part of your employer brand.



A Positive Employee Experience

Of course, every employee wants to benefit from a positive experience throughout their career. A great workplace experience starts with effective leadership, clear performance management, continuous learning opportunities, and structured onboarding.

[68% of employees](#) believe their candidate experience reflects how a company treats its staff. First impressions are critical: a poor hiring experience can cause top talent to walk away before even starting on the job.



The Importance of Candidate Experience

Beyond individual expectations, all candidates share one common desire: they want a positive hiring experience, whether they get the job or not.

The main benefits of prioritizing candidate experience

- ✓ It strengthens your employer brand
- ✓ It creates early engagement for new hires
- ✓ It builds relationships with a diverse talent pool
- ✓ It optimizes every stage of the recruitment process
- ✓ It improves employee retention

Tips to Improve the Candidate Experience



Optimizing Every Step of the Recruitment Process

An efficient recruitment process consists of the following steps:

Understanding and Defining Hiring Needs

Every strong recruitment strategy begins with a deep analysis of your company's and team's needs. This crucial step helps define clear selection criteria and prevents costly and time-consuming mistakes later on.

Consult key stakeholders to identify missing skills and qualities within the team or organization. Define a salary range, must-have and nice-to-have criteria, and specific job responsibilities. This will help determine the ideal profile and personality for the role and ensure that job descriptions and postings are well-targeted.

Writing Effective Job Descriptions

Your job postings are often the first point of contact with potential candidates. Given that candidates typically skim through multiple job listings, your post must stand out at a glance.

Regardless of the format and tone you choose, ensure your job descriptions include the following elements:

- * Job type (permanent, temporary, seasonal, etc.);
- * Work hours per week;
- * Job title and a brief list of key responsibilities;
- * Required skills and qualifications;
- * Company name and a short description of its mission and values;
- * Key employee benefits offered by your organization.

You can also include a salary range to increase transparency, and provide insights into the team the new hire will join. Remember to showcase your company culture by incorporating the language and values that are unique to your organization.

The goal is to communicate clearly and concisely what the role entails, the required skills, and why a candidate should choose your organization.



Job Description Templates to Use

Here are some job posting examples that you can adapt to your needs:

Communications & Marketing Role

Are you passionate about content creation, marketing, and delivering clear, creative messaging on social media? Perfect! We're looking for a Communications Specialist to join our team and help shape our content strategy.

- ★ **Your role:** Content writing, social media management, event coordination.
- ★ **Your skills:** Creativity, proficiency in graphic design tools.
- ★ **Your perks:** Dynamic work environment, performance-based bonuses.

Apply now by clicking on this ad—we can't wait to see your portfolio and get to know your creative side!

Administrative Assistant Role

Our company is actively seeking a qualified and versatile Administrative Assistant to strengthen our team. At (Company Name), we deeply value work-life balance—that's why we offer a 35-hour workweek!

- ★ **Your role:** Calendar management, handling correspondence, coordinating meetings.
- ★ **Your skills:** Strong organization, proficiency in office software.
- ★ **Your perks:** Hybrid work (2 remote days per week).

To apply, send your CV and cover letter to (insert email address).

Full Stack Developer Role

(Company Name), a leader in HR software solutions, is hiring a Full Stack Developer to join our R&D team! Expect exciting challenges, career growth, and a supportive team working toward shared goals.

- ★ **Your role:** Web application development, system maintenance & optimization.
- ★ **Your skills:** Experience with JavaScript, Python, and SQL databases.
- ★ **Your perks:** Annual training budget, flexible working hours.

Apply directly on LinkedIn—we'll get back to you soon!

IT Project Manager Role

We are looking for an IT Project Manager to bring their expertise to our talented and close-knit team.

* **Your role:** Project planning, team coordination, deadline tracking.

* **Your skills:** PMP certification, Agile methodology proficiency.

* **Your perks:** Performance bonuses, company-provided equipment (laptop, smartphone).

We have loads more benefits and challenges to offer you! Interested?
Apply below to join our team!

Mechanical Engineer Role

Attention Mechanical Engineers! (Company Name) is hiring! Join us for exciting career opportunities, stimulating projects, and a welcoming, talented team.

* **Your role:** Designing components, overseeing testing, managing technical projects.

* **Your skills:** Expertise in CAD software, strong analytical abilities.

* **Your perks:** Innovative projects, office snacks & relaxation areas.

Interested? Apply directly below—we look forward to meeting you!



Job Posting Distribution and Promotion

It's now time to publish your job posting on relevant job boards and social media. You should use multiple platforms to reach a diverse pool of candidates, but also identify the most effective channels for your industry and job type. This prevents wasting time and resources on platforms with little added value, and helps reach greater visibility on the right channels where qualified candidates can see your job openings.

Resume Screening and Matchmaking

Resume screening is often the most time-consuming task for recruiters. After all, sorting through hundreds of applications to find the perfect candidate isn't easy!

You can streamline this step by investing in an Applicant Tracking System (ATS) to centralize resumes and simplify candidate analysis. You should also consider AI-powered recruitment tools that automatically match candidates to open roles, saving you valuable time.

Communicating with Candidates

It's always a good idea to contact all candidates, even those who have not been selected, by means of automated emails or personalized replies (depending on your time and the number of applications received). Of course, once you've selected the talent you want to meet, it's also crucial to let them know of your interest as soon as possible. It's important to be responsive, respectful and precise in all your exchanges with candidates.

Key recruitment emails include:

- ★ Application receipt confirmation
- ★ Interview invitation
- ★ Follow-up emails if no response
- ★ Rejection emails
- ★ Job offer emails

Good to know!



Of course, depending on the context, you may need to contact candidates by phone or send them more emails to obtain or share more information.

Recruitment Email Templates

Here are some examples of emails to send to candidates at each stage of the recruitment process. Feel free to personalize them to match the tone and format commonly used in your company.

Application Receipt Confirmation

Sujet : We've received your application for (job title)!

Hi (candidate's name),

Thank you for applying for the (job title) position at (company name). We've received your application and will review it in the coming days. We'll follow up via email with updates.

If your application moves forward, here's what to expect:

- * 30-minute preliminary interview (phone/video)
- * 1-hour interview with the hiring manager (in-person/video)
- * Follow-up to confirm your interest and final details of your application, if necessary;
- * Verbal offer from manager;
- * Signature of the employment contract;
- * Start of your onboarding process.

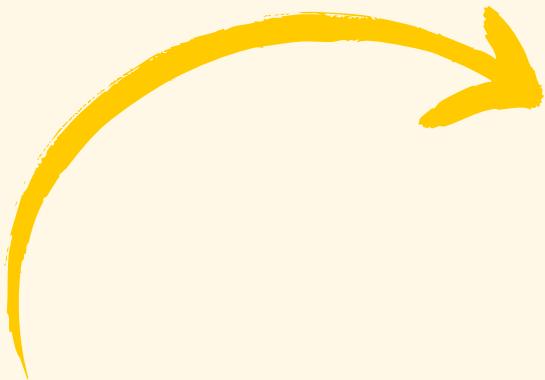
In the meantime, feel free to learn more about (company name) (insert website link).

Best regards,

(signature)

More

Emails



Interview Invitation

Sujet : Availability for an interview for the position of (job title)

Hello (candidate's first name),

Thank you for your interest in the position of (job title). We are interested in your application and would like to meet you!

Could you share with us your availability for an interview this week?

In preparation for our interview, we invite you to reread the job description and do some research on our company to answer a few questions. Don't hesitate to contact us if you need any further information to help you prepare.

Thanks again for your interest, and see you soon!

(signature)

Promise of employment

Sujet : Promise of employment for the position of (job title) for (company name)

Hello,

We are delighted to offer you a promise of employment for the position of (job title) at (company name). We're convinced that your skills, experience and personality make you the ideal candidate to join our team, and we look forward to welcoming you!

Here are the details of the job offer, which you can also find enclosed:

*** Job title:** (job title)

*** Department:** (department name)

*** Start date:** (starting date)

*** Salary:** (specify the salary)

*** Benefits:** (list benefits and other useful information)

Before you take up your new position, we will need you to complete a number of documents. You will receive an email from the HR department in the next few days with all the necessary information. If you have any questions about the details of the job offer, please don't hesitate to contact me.

We look forward to meeting you and working with you!

See you soon,

(signature)

Follow-up email

Sujet : Request a meeting for the position of (job title)

Hello (candidate's first name),

How are you?

I'd like to get back to you to see if you've seen my previous message regarding the (job title) position for (company name)?

If you're still looking for new opportunities, or if you're simply curious to know more, we could discuss it over the next few days. Otherwise, I wish you all the best in your future endeavors.

What do you think? Don't hesitate to let me know your availability so that we can meet or talk by phone.

Thank you in advance for your response. I look forward to hearing from you!

Have a nice day

(signature)

Rejection of application

Sujet : Regarding your application

Hello (candidate's first and last name),

Following your application for the position of (job title) for (company name), we would like to take the time to follow up with you.

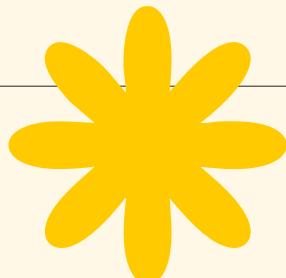
Despite your evident skills, we regret to inform you that your application has not been considered for the position.

With your permission, we will retain your application so that we can contact you to share other opportunities in the future.

We thank you for your interest in our company, and wish you success in your job search.

Have a nice day,

(signature)



Conducting Job Interviews

Job interviews are a decisive stage in your hiring process. During these interviews, whether by telephone, remote or face-to-face, it is important to:

- ★ Evaluate the candidate's attitude and the quality of the dialogue established with them;
- ★ Take notes and gather important information while remaining present in the conversation;
- ★ Adopt a flexible approach and be ready to modify your questions if necessary;
- ★ Involve the team in the selection process, by having a future colleague present or asking them for advice on questions to ask during the interview;
- ★ Answer candidates' questions about the position and the company with complete transparency;
- ★ Quickly communicate your final decision to the candidates you meet.

Examples of Interview Questions to Ask

Here are some examples of interview questions, categorized according to your needs, the position you're recruiting for and your company's culture:

Cultural Fit

The following questions will help you determine the candidate's cultural alignment with your company, which will give you an indication of their ability to integrate, develop and engage with the company over the long term.

- ★ What attracted you to our company, and why do you want to work with us?
- ★ How do you receive and manage feedback from your colleagues or manager?
- ★ Describe a work environment in which you would thrive.
- ★ How do you handle conflicts or disagreements with your team members?
- ★ What does work-life balance mean to you?

Skills & Experience

These questions will help you determine whether the candidate has the skills and qualities required for the job. You can couple them with technical and psychometric tests to ensure you make the right choice.

- * Can you describe a recent project you've worked on that's relevant to the job?
- * What are the most important technical skills you could bring to the job?
- * How do you keep up-to-date with current trends and issues in our industry?
- * Tell me about a complex technical problem you've solved in the past.
- * What software and tools do you use regularly, and what's your level of proficiency?

Teamwork & Leadership

Teamwork is essential to maintaining high levels of engagement and productivity across your organization's departments. You can assess candidates' collaborative and leadership skills by asking the following questions:

- * Tell me about a situation where you mentored or supervised a colleague. How did you ensure their development?
- * How would you set up effective communication within your team?
- * Have you ever worked with a difficult colleague? How did you handle the situation?
- * How do you reconcile achieving your personal goals with supporting your team's objectives?
- * How do you encourage innovation and creativity within your team?



Problem-solving

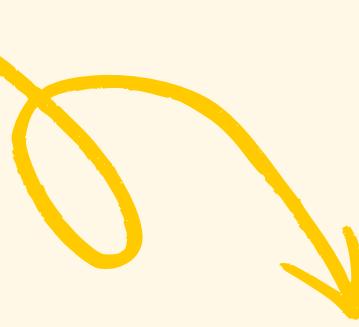
Skills

Problem-solving skills

Beyond their daily work routines, the best talent is capable of solving problems and meeting a variety of challenges. Uncover these essential qualities during your interviews by asking the following questions:

- * Describe a situation where you had to make a difficult decision in a professional setting.
- * How do you approach complex problem-solving in your work? What are your processes?
- * Tell me about a project where something went wrong. How did you deal with it?
- * If you had to solve a problem you'd never encountered before, how would you go about it?
- * What's the biggest mistake you've made in a previous role, and how did you correct it?





Selecting the Hire and Preparing for Onboarding

The final selection must be made quickly after the candidates have been interviewed. If you plan to use psychometric or technical tests, or if you need to carry out a background check, make sure you do this in parallel with the interviews.

It's important to involve the team who will be welcoming the new recruit in the selection process, either by inviting them to the interviews or by sharing your progress and choices along the way.



Notice!

Talent acquisition doesn't end when the final selection is made! You now need to prepare for the new employee's arrival and send them all the documents essential for integration.

Automating Recruitment with Technology & AI

Each of the many steps involved in recruitment can be simplified, automated and optimized by using a recruitment technology solution with artificial intelligence capabilities.

With the right technology solutions, you'll be able to:

- * Significantly reduce your recruitment costs;
- * Improve your response time to candidates, avoiding the risk of missing out on top talent;
- * Optimize the efficiency and quality of your resume-screening process;
- * Improve matchmaking with artificial intelligence;
- * Centralize your talent pool and all recruitment-related information on a single platform.



Good to know!

Did you know that Folks ATS brings you all these benefits, and more? Request a demo today: it's free, quick and customized!

[Request a demo](#)



Onboarding New Hires

The Importance of Onboarding & How to Get It Right

Hiring new employees is just the beginning — retaining them long-term is the real challenge! A structured onboarding process is the first step toward employee retention and a positive work experience. Did you know that **up to 20% of total employee turnover happens within the first 45 days of employment?**

Here are some key strategies to maintain engagement and motivation among new hires:

- ★ Create a detailed, **personalized onboarding plan** based on the employee's role and skills;
- ★ Organize administrative tasks efficiently to save time and prevent oversights;
- ★ Communicate clearly with new hires and **assign mentors** to assist them;
- ★ Encourage **team-building activities** and introduce new employees to their colleagues individually;
- ★ **Give them time** to understand the company culture and values;
- ★ **Provide training on essential tools** and offer skill development plans if needed;
- ★ **Set clear, achievable probation period goals** for effective performance reviews;
- ★ Get to know new hires through **active supervision** and engagement;
- ★ **Gather feedback** on their onboarding experience to continuously improve your processes.

Don't leave all the responsibility to HR and direct managers! Assign multiple team members to guide new hires, ensuring a well-rounded introduction to your company. A balanced approach that includes orientation, training, collaboration, and skill evaluation will help maximize the new hire's engagement and success.

Essential Steps & Documents for a Strong Onboarding Process

Onboarding isn't a one-day event! Rushing through it can lead to missed steps, confusion, and early disengagement. Follow these structured phases for a smooth and effective integration:

1

Orientation

Introduce the new hire to their work environment, team, company culture, and key tools they will use daily. This phase also includes administrative paperwork and formal team introductions.

2

Training

At this stage, employees gradually learn the specifics of their role through a structured training plan. Various team members can be involved in their learning process. Personalizing training based on the employee's background and skill set is highly recommended.

3

Transition

The employee fully steps into their role. This is the time to define specific tasks, expectations, and probation evaluation criteria. Managers should remain available to provide guidance and ensure a smooth transition.

4

Continuous Learning

Even after onboarding, employees should continue to develop professionally. Ongoing training and mentorship should be provided throughout their career to maintain engagement and growth.

Must-Have Onboarding Documents

- ✓ Job Offer Letter
- ✓ Employee Information (ID, Social Security, Address, etc.)
- ✓ Employment Contract
- ✓ Employee Handbook & Orientation Materials
- ✓ Onboarding Plan & Checklist
- ✓ Onboarding Feedback Survey

N.B.: Your industry and company may require additional documents—ensure everything is prepared in advance. A structured checklist, electronic signatures, and clear deadlines will streamline the process and reduce administrative burden.

Company

Culture

The Role of Company Culture in Employee Engagement

We've already talked about the importance of a strong corporate culture in attracting top talent. In the same way, your culture is crucial to engaging them over the long term. So you need to put your money where your mouth is, by ensuring that the organizational values presented during recruitment really do become part of the employee's daily life.

Make sure your corporate values are at the heart of your strategies and objectives. Listen to your employees and offer them a working environment that lives up to their expectations.

Good to know!



An engaging corporate culture and employee experience can even turn your employees into true ambassadors for your company, enhancing your employer brand and HR marketing strategies!



Strategies

Future Trends in Talent Acquisition

To stay ahead of the competition, talent acquisition strategies must evolve alongside changing workforce expectations and labor market trends.

Here are key trends shaping the future of recruitment:

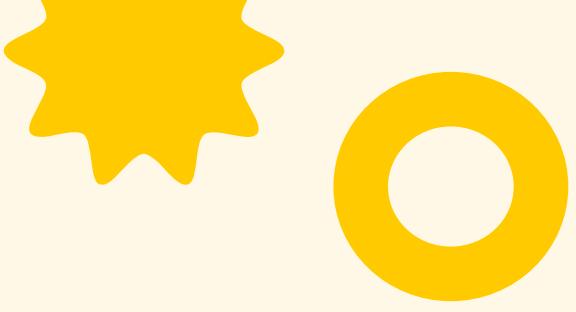
Labor Market Evolution

Here are key statistics to understand the current work market:

- * In Canada, there is currently less than [1 job vacancy](#) per 2 job seekers, indicating a tighter labor market.
- * **Job security in Canada has dropped to 44.9%.**
- * The job market is also slowing in the [United States](#).

What impact will these changes have on talent acquisition? Firstly, recruiters will have access to a wider talent pool. There will also be fewer recruitment mandates.

Talent acquisition experts will be able to concentrate on more elaborate hiring strategies, which focus on long-term fit and retention. It's also the perfect time to invest in the candidate experience; especially as qualified candidates with rarer skills will be particularly sought-after!



Evolving Candidate Expectations

Candidate expectations vary by generation, industry, and career path, but three major trends apply to most job seekers:

Transparency & Quick Actions

34% of candidates wait over 60 days for recruiter feedback, and only 7% receive a rejection notification. Of course, delays and lack of communication damage employer reputation and frustrate job seekers.

To avoid this, implement automated messaging to ensure all candidates receive timely updates, whether they are selected or not. You can automate these communications using a dedicated recruitment platform, which will also help you make faster, more relevant decisions.

Cultural Alignment

Employees increasingly seek purpose and meaning in their jobs. A strong alignment between personal values and company culture fosters higher job satisfaction and engagement.

Therefore, you should communicate your mission and company values consistently across all touchpoints.

Flexibility & Non-Monetary Benefits

Beyond salary, employees seek greater work-life balance, flexible schedules, and enhanced benefits such as retirement plans and health insurance.

To stay ahead of the competition, you should clearly highlight workplace perks in your recruitment strategy.

The Role of AI & Technology in Recruitment

67% of HR professionals see the use of artificial intelligence as a key trend for recruitment in 2025.

77% of them believe that AI improves the matchmaking between a candidate and a position.

What's more, recruiters who use candidate management software see results that are 2 to 3 times better in terms of quality of hire.

Quite simply, technology has become a must-have for your recruitment processes. Plus, it helps to meet many candidate expectations: faster responses and decision-making, better assessment of fit with role and company culture, support in building reliable strategies for improving the candidate experience... All while simplifying HR professionals and recruiters' lives and saving them precious time on a daily basis!



ATS

Folks ATS

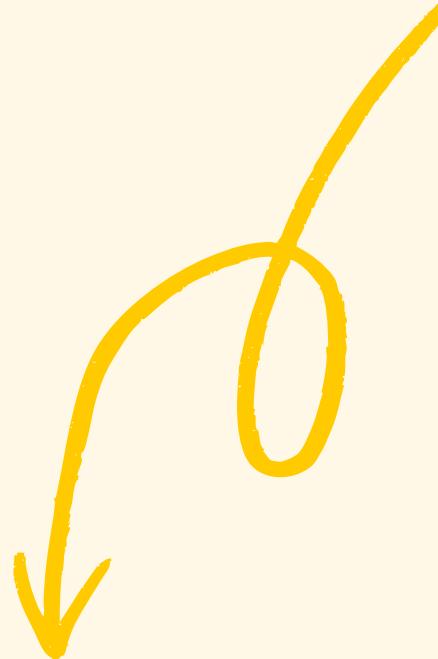
ATS

ATS

Do you want to invest in an application and recruitment management software solution? Folks ATS is a powerful, flexible and easy-to-use recruitment platform that optimizes all your talent acquisition strategies.

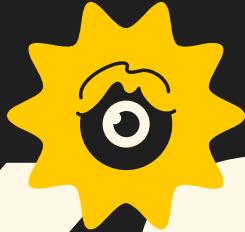
Request a demo today and discover it for free!

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Talent
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A yellow gear with a smiling face, featuring large eyes and a wide mouth, is positioned on top of the letter 'k' in the word 'folks'.

Your kind
of HR

