

A New Decade of Talent

5 Tips to Close the Next Generation of Candidates



2020

Get Ready for 2020

The next ten years promise to be a decade of serious change for the world of hiring and work. So how can your company start preparing today? Here are 5 tips from the experts at DocuSign, Lever, and Zoom for streamlining your hiring, so you can close the next generation of talent.

Tips inside:

1. Meet candidates where they're at
2. Prioritize operational efficiency
3. Engage candidates at every stage
4. Use e-signature to deliver a seamless experience
5. Always be digging into the “why”

01 Meet Candidates Where They're At

TREND: THE RISE OF REMOTE WORK

50% of employees worked remotely in 2019¹

People are spending more time working outside of the office and on mobile devices than ever before. To make connections with the right candidates at the right time, on the right devices and channels, your company needs to meet applicants wherever they're at. Especially on-the-go!

How to do it:

- ✓ Use a video conferencing tool like Zoom to overcome location and scheduling conflicts
- ✓ Get applicants and hiring managers face-to-face as soon as their schedules allow
- ✓ Check your state or country's compliance laws and always ask before recording video
- ✓ Think beyond the screening, as video also works for interviews, presentations, and more

“Allowing for video screens gives hiring managers a lot of confidence when they pass people through. And letting candidates do online presentations via video is a great way to accelerate the decision to hire or not to hire.”

Phil Haynes, Head of Global Talent Acquisition at Zoom

1. Forbes, [10 Workplace Trends that Will Dominate 2019](#)

02 Prioritize Operational Efficiency

TREND: EVOLVING CANDIDATE EXPECTATIONS

The best candidates are off the market in 10 days²

Today's candidates are also today's consumers, which means they expect seamless experiences with brands. And it shows in their job-seeking: When faced with a lengthy hiring process, nearly **6 out of 10 candidates will pursue other roles** or stay put in their current jobs.³

How to do it:

- ✓ Implement a recruiting software that automates workflows for your team
- ✓ Use integrations to speed up tasks like background checks, job postings, and more
- ✓ Build an interview kit that outlines questions, conduct, and a link to your feedback form

Pro Tip: Schedule video interviews with one click

Lever is the only applicant tracking system that lets you automatically include Zoom in your invite, thanks to [our integration with Zoom](#). Simply click a button and the Zoom dial-in information is automatically created, added to the email, and populated in the calendar invite!

2. Officevibe.com, 2016

3. Robert Half, "[Are You Taking Too Long to Hire?](#)", 2016.

03 Engage Candidates at Every Stage

TREND: COMPETITIVE LABOR MARKET

0.8 unfilled jobs per unemployed person⁴

In a tight labor market, engaging candidates throughout the hiring process is key to closing the best ones for your company. This is especially true for the next decade of talent, 86% of whom say that employers should treat candidates with the same respect as current employees.⁵

86% *of job seekers say that employers should treat candidates with the same respect as employees²*

How to do it:

- ✓ Know how many nurture emails to send candidates ([Lever research says six](#))
- ✓ Maintain interest with timely follow ups and close the loop when the answer is no
- ✓ When you're ready to make an offer, use a video call to announce it to the candidate

4. U.S. Department of Labor, [March 2019 Job Report](#)

5. CareerBuilder, [Candidate Experience from End-to-End](#), 2017

03. Engage Candidates at Every Stage

Pro Tip: Use a pre-offer checklist to standardize your process

There's nothing more exciting than getting the green light to make an offer. But don't take a candidate's enthusiasm for granted — they have other offers they're considering alongside yours. A pre-offer checklist, like the one below, can help you close candidates more quickly.

- ✓ Don't focus on salary alone, as benefits and location are also “top three” priorities⁶
- ✓ Quickly move from a verbal “yes” over a call to the offer being sent via email
- ✓ Dig into the “Why” of the role and your company for each candidate in your offer
- ✓ Differentiate your company by allowing for a mobile signature



6. Glassdoor, [Glassdoor Study Reveals What Job Seekers Are Looking For](#)

04 Use e-Signature to Deliver a Seamless Experience

TREND: BURDEN OF DOCUMENT MANAGEMENT

62% of HR departments process over 500 agreements every month⁷

As soon as you tell a candidate the exciting news that you'd like to make an offer, it's important to follow up quickly with the letter itself. Ditch the time-wasting process of using an attachment that needs to be printed out and scanned back by using e-signature instead.

How to do it:

- ✓ Use an [e-signature tool like DocuSign](#) to give candidates the power to sign anywhere
- ✓ Make sure everyone involved in the hiring decision is aligned on the offer details
- ✓ Manage the gap between signing and day one with a welcome video and small gift, etc.

“A lot of what DocuSign aims to do is optimize the slow, paper-based processes that have historically distracted candidates and recruiters. By streamlining and automating a lot of the candidate and recruiter touchpoints, it lets you focus on the why.”

Elaine Stanfield, Senior Product Marketing Manager at DocuSign

05 Always Be Digging Into the “Why”

TREND: CHANGING LABOR DEMOGRAPHICS

By 2020, Gen Z will make up 40% of the working + consumer population⁸

Over the next decade, baby boomers will start to retire in earnest as millennials, Gen Xers, and even Gen Zers will continue to replace them in leadership roles. Understand what makes each generation tick, and you’ll be better able to write offer letters that speak to their priorities.

How to do it:

- ✓ Stay informed on each generation’s work styles, priorities, and media habits
- ✓ Emphasize how your company and role will support the candidate’s growth
- ✓ Wow candidates with a personalized offer letter they can’t refuse

“It’s so hard when you get all the way to the offer stage and a candidate says no. Be sure to highlight why you’re nurturing that relationship and how they’re going to be a great add to your culture long-term. Dig into their ‘why’ to come and work for you.”

Alicia Garibaldi, Director of Content at Lever

8. Concordia University, [Generation Z in the Workforce](#)

Offer Letter Best Practices

Your offer letter is the last interaction before a candidate decides whether or not they want to work for your organization. Here's how to write a letter that increases your chances of winning top-choice candidates.

1 | Express your excitement —————○

Let candidates know how thrilled you are to present them with an offer letter. Explain the specific reasons why you chose them, including how you feel they'll be able to contribute to your organization.

2 | Circle back on candidate motivations —————○

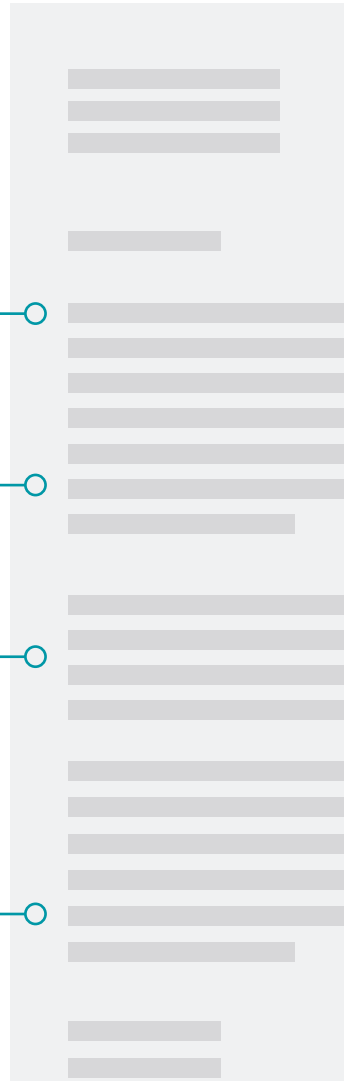
Highlight the candidate's reasons for applying (that you unearthed earlier on in the process) and tie in how your company is a great fit for what they're looking for in their next role.

3 | Build in compensation, benefits, and perks —————○

Reiterate the competitive compensation you've already agreed upon in your letter. Round out your compensation package by sharing employee benefits. Let the candidate know basics like insurance and paid time off, as well as any additional benefits you offer. These could include ongoing education opportunities, or perks like free coffee and commuter benefits.

4 | End by reiterating your excitement —————○

End with your excitement at presenting the offer to this candidate. Say that you hope to hear from them soon and that you'll follow up in a few days.



Give the next decade of talent the candidate experience they deserve with the Lever + Zoom and Lever + DocuSign integrations today.

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Lever's mission is to help the world hire with more predictability.

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