



## 5 main recruitment trends for 2016

*November 20<sup>th</sup>, 2015*

As 2015 comes to a close and it will be soon time to ring in the new year, lets see what are some of the trends that could help us achieve higher level of success in 2016

### **1. Focus on Quality:**

Keep it simple and focus your efforts of finding quality talent for your clients. The approach should be the same but we need to ensure that we are providing the right candidate for the right job. If your client is looking for a JAVA developer and you send a profile with just a word "JAVA" in it, you will not score the account. Every single requirement coming from your clients need to be treated with at most importance.

### **2. Passive search is important:**

Passive search and approach is becoming more and more important. Recruiters are aggressively thinking of approaches to get better candidates and not just use the usual ways of

searching. Remember, doing things differently will always make you stand out from the competition.

### **3. Use more Social:**

Get with social and make it a habit, start using it aggressively. Social is a much powerful tool since you are able to evaluate the candidate from additional angles as well. Social is now one of the most sort-out platforms for finding top candidates, with both quality and quantity of candidates proven to improve when a social recruiting strategy is put in place.

### **4. Brand your company:**

This is becoming more and more popular, if you want to attract good talent all the time you have to promote your organization as a great place to work. Google is a perfect example of a company that have achieved this successful. Google receives close to 3 million applications on a yearly basis out of which only close to 1000 individuals are selected per year. Google is a brand that has become so popular with potential candidates through word of mouth of its existing work force. The same can be said about many other top organizations, which are also listed as one of the best places to work for. Companies want to achieve similar goodwill so that they can attract better talent.

### **5. Go Mobile:**

This is becoming a market that needs to be tapped into in 2016. More candidates are applying for jobs on their mobile devices. Not a lot of job portals provide this feature to individual. We can see a tremendous amount of movement in this sector.

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