

Universal Hiring Rules

3 Universal Rules for Convincing Employers to Hire You

1. **Relevance** – No matter who you are, **all employers need to understand how what you can offer is relevant to their needs.** You may have a trophy case full of trophies, you may be a published author, or even a sought-after public speaker but no matter what your competencies, capabilities, or past achievements are, they don't matter a bit unless they are relevant and you are capable of articulating them in a manner that is crystal clear.
2. **Evidence** – Your opinion is only as good as the facts you have to support it. You may believe you are the best fit but evidence that backs your claims is what convinces employers. **Don't just make claims about how awesome you are – offer specific, focused, clear examples that prove you are the best choice.**
3. **Differentiation** – Articulating relevance alone isn't enough because you can't forget the competition. It is guaranteed that you will have other candidates competing for the same opportunity you want who also have highly relevant qualifications. **You must articulate what differentiates you from the competition and what differentiates you must remain relevant and demonstrate value.**

Latest Recruitment Trends

1. Collaborative hiring: Referrals & Internal mobility
2. Growing importance of recruitment marketing
3. Attracting talent with transferable skills from outside your industry
4. AI
5. Embracing the flexible workforce
6. Diversity hiring
7. Building and sharing your mission
8. Hiring Gen Z
9. Data security
10. Hiring people with future-proof (soft) skills
11. A shift from job description based hiring to project-based hiring

Collaborative hiring



- Request that a position is filled
- Provide a clear vision for what type of candidate is needed
- Responsible for creating job requirements and job descriptions

- Responsible for the end-to-end talent acquisition process
- Intermediary between the hiring manager and applicants
- Responsible for developing and executing the hiring process

- Typically includes other stakeholders who will work with the chosen candidate
- Provide thorough information to candidates from different points of view
- Evaluate candidates as a team

Growing importance of recruitment marketing

- Recruitment marketing – also called the pre-applicant stage of talent acquisition – is the process of attracting and nurturing talent to your organization by marketing to them.
- The main goal of traditional marketing is to drive individuals to buy a company's product or service, the primary objective of recruitment marketing is to get people to apply to your organization's job openings.
- Recruitment marketing solution that helps organizations strengthen their employer brand, reach candidates on social media and optimize their career sites

Attracting talent with transferable skills from outside your industry

- With certain industries already struggling to find skilled people and a growing number of baby boomers retiring, recruiters have no choice but to look beyond the ‘borders’ of their industry to find people.
- So rather than looking for relevant previous experience, recruiters will increasingly focus on transferable skills and hence (considerably) expand their potential talent pool.
- *These are examples of transferable skills you can look for when searching for your dream candidates.*

AI

- Applications of [AI in recruitment](#) will become even more widespread in 2024.
- This year, in one way or another, AI will become a must-have in the recruiter's toolbox.
- From automated candidate sourcing, recovery, and matching, to hiring remote workers and creating customized employee value propositions, the number of different uses of AI in recruitment just keeps growing.

Embracing the flexible workforce

- Workforce already consists of a combination of full-timers, contractors, freelancers and everything in-between.
- Independent workers like the fact that they can work anywhere they want, when they want and are often happier than ‘traditional’ employees. In fact, [satisfaction levels for independents](#) have never been as high as they are right now: 74% of independent workers say they are highly satisfied.
- Technology, of course, is a big enabler of this kind of freelance work: people can use their smart phones, have free internet available in a lot of (coffee) places, and freelance platforms like Upwork, PeoplePerHour.
- When companies need to find skilled people urgently – and in an industry where talent is scarce – they’ll have to turn to freelancers, contractors, etc. to meet their needs.

Diversity hiring

- Diversity in the broadest sense of the word that is; gender, ethnicity, geographical and age.
- Diversity and inclusion initiatives have proven to offer many benefits, such as improved employee happiness, productivity and retention and a positive reflection on your employer brand.

Hiring Gen Z

- Mainly in internship and entry-level positions. Slowly but surely though, Generation Z (the cohort that comes after the Millennials, born somewhere between the mid-'90s and the mid-2000s) is now finding its way into the workplace. If your knowledge about these Digital Natives is a little rusty, you might want to bring it up to speed again, because this year the recruitment of Gen Z will, without a doubt, accelerate.
- A few elements to keep in mind when it comes to [hiring Generation Z](#) are:
 - They are one with their smartphones
 - Adapt to their (short) attention span
 - It's all about video
 - Don't forget about health & wellness
 - Think about their growth

Data security

- After the implementation of the General Data Protection Regulation in the European Union in May last year, it's impossible to think of candidate (and employee) data without thinking of the protection of this data.
- Whether companies like it or not, data security has now become a theme for every provider of recruitment technology that uses people's data.
- Since a lot of providers (if not all of them) use data and analytics, this means that virtually everyone needs to have a system in place to protect candidate data.

Hiring people with future-proof (soft) skills

- On the one hand, there is an increased focus on hiring people with [future-proof skills](#). Think of complex problem-solving capabilities, critical thinking, cognitive flexibility, etc.
- On the other hand, there has been more and more attention to people's soft skills recently. It turns out, companies are often struggling to find talent with good soft skills (communication, listening, empathy, etc.).
- Soft skills are personality-driven and they are what makes the difference between a good and a great candidate. After all, hard (tangible and technical) skills usually can be taught, while teaching someone how to show empathy is almost impossible...

Shift from job description-based hiring to project-based hiring

- The shift from experience-based hiring to hiring based on transferable & soft skills for instance. Both of these developments are likely to change the way organizations manage their projects.
- In a time where finding good full-time employees is hard and turnover often is high, it could make more sense to start hiring in a different way. Based on projects rather than job descriptions.