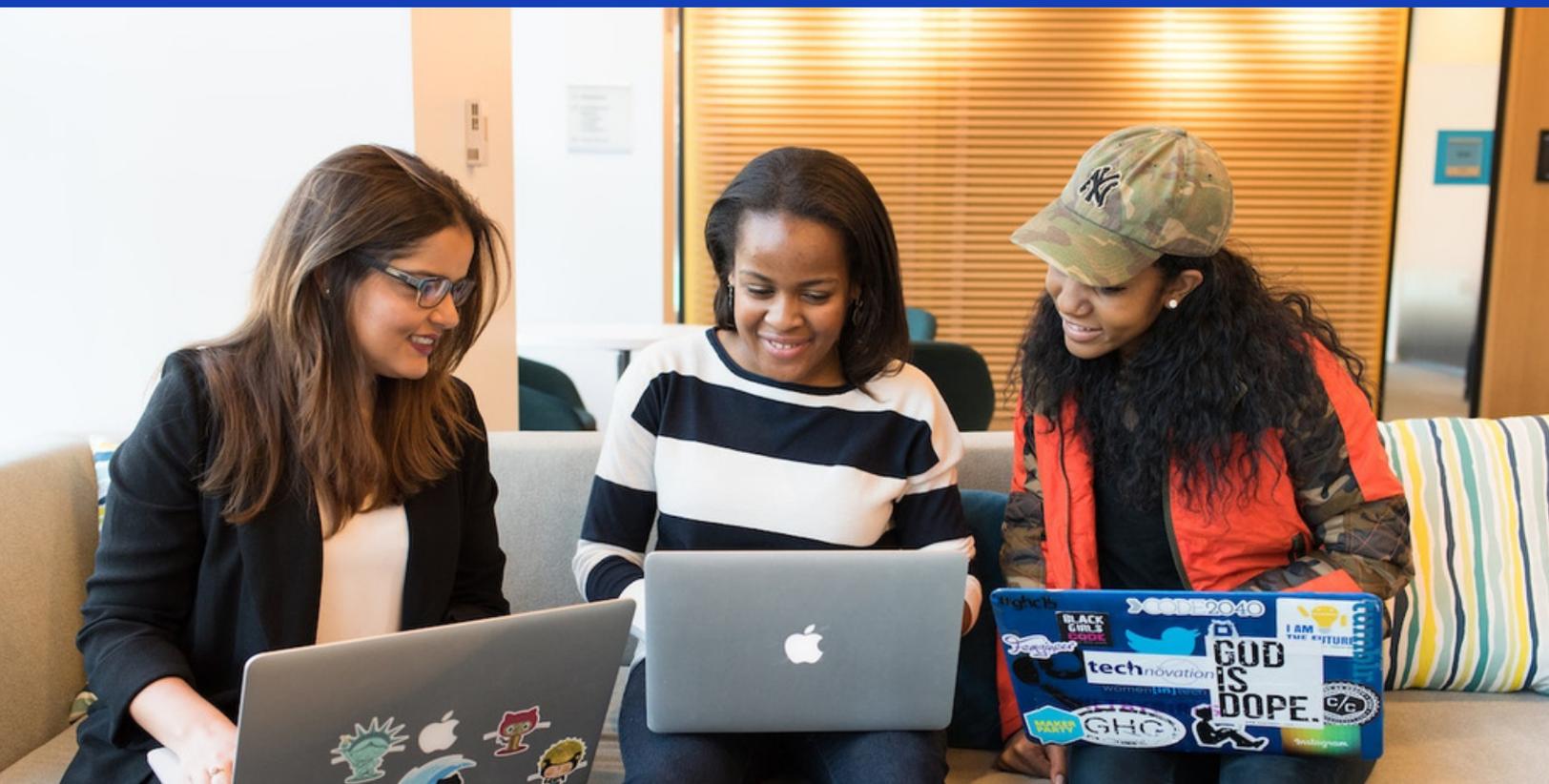




# REIMAGINING RECRUITMENT

## 4 STEPS TO REDEFINE YOUR TALENT ACQUISITION STRATEGY

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## Let's Get Started

Are you tired of spinning your wheels trying to figure out the best talent acquisition strategy for your business? What if we told you that by making a few minor adjustments to the way you look at talent acquisition holistically you could better understand your talent, know the path they take to join your company, better align your company values to talent while building a thriving community in the process. Would you then want to learn more?

Throughout this eBook we will do just that! We will walk you through a simple, yet effective approach, you can begin to act on immediately to better attract, hire and engage the best talent.

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## Practicing What We Preach

At Jump Recruits we pride ourselves on taking a different approach to recruitment, not seen, or done by many organizations today. We intentionally focus on building relationships with talent through our unique community-building approach.

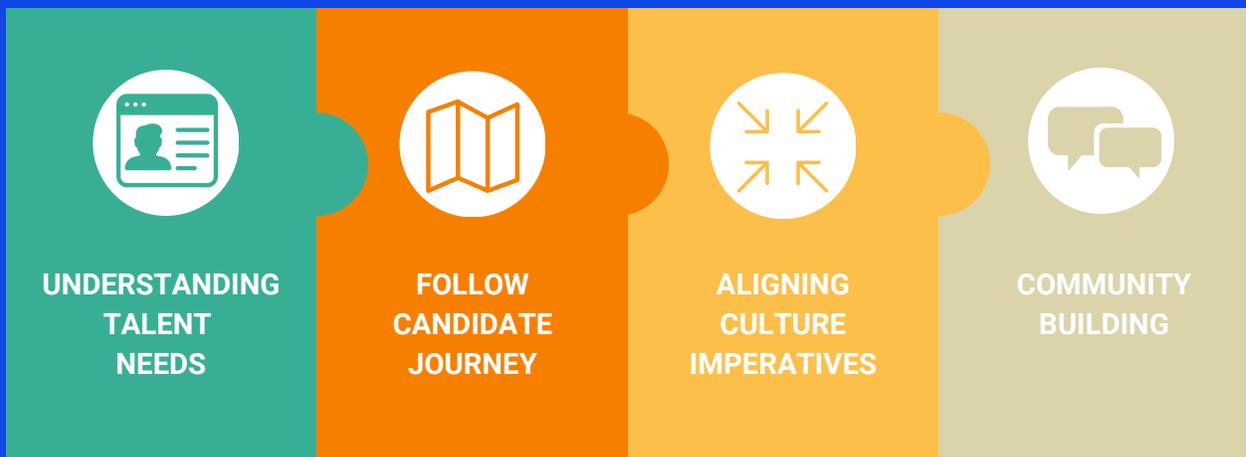
With the focus of our recruitment success centered around creating community, it allows us to show up at the most critical stages of the talent acquisition process. By fostering strong relationships with top talent, we're able to provide a supportive network where they can connect, grow, and achieve their personal and professional aspirations. Our community-approach also allows us to learn more about each talent, what they care about most and the process they go through to join organizations across the nation: large and small.

Let us show you how putting relationships first leads to a more successful and fulfilling hiring experience.



## Holistic Approach

Revamping your talent acquisition strategy just got a whole lot more exciting! By taking a holistic approach to your process, you'll be able to not just find and hire top talent but also set the foundation for a successful future. Below are the four key areas that we, at Jump Recruits, prioritize for our clients and within our own practices for a winning talent acquisition strategy:



Throughout this eBook, we will take you through a journey of transformational strategies that you can implement, in full or in part, to redefine your approach to talent acquisition.

Our goal is to inspire you to see your Talent Strategy as a crucial business strategy that can drive success within your organization.



## Redefining Your Talent Acquisition Strategy

The initial step in the journey of redefining your talent acquisition strategy and attracting top talent is to evaluate if your organization satisfies the requirements of potential candidates. When searching for employment, a job seeker considers various aspects: salary, benefits, office security, psychological safety, belongingness, culture, etc. Here, we present a new perspective on Maslow's Hierarchy of Needs to help determine if your company meets these needs.

The key is to ask yourself **"Does my company fulfill these needs for candidates at each level?"** Starting from the bottom up of the "Talent Needs Pyramid," if the answer is no at any level, it's crucial to identify what must be done to meet those needs before moving up to the next level. Once you have addressed all the levels, not only are you clear on your companies abilities to meet the needs of prospective candidates, but you are now able to use fact that you are able to meet their needs in your marketing collateral, ultimately building out the foundation for your recruitment marketing messaging strategy. By completing this exercise, you will be able to communicate with candidates effectively and demonstrate how your company can meet their needs ultimately resulting in a candidate making a well-informed decision to join your company. Below we've provided an overview to each level as it relates to recruitment.





# Talent Needs Pyramid Explained

## Physiological Needs

In the context of recruitment, it is important to ensure that candidates' basic needs are met during the process. This may involve providing fair compensation, and competitive benefits packages that meet their financial needs.

## Safety Needs

Candidates may feel uncertain about the stability of the job or the company, so it is important to provide them with clear and accurate information about the job, location (if in office) and the company culture. This can help to reduce stress and ensure that the candidate feels secure about their potential role.

## Belonging and Love Needs

Candidates may be looking for a positive and supportive work environment where they can connect with their colleagues and feel a sense of belonging. As a forward thinking company, you can foster this sense of community by providing opportunities for candidates to interact with current employees and get a feel for the company culture.

## Esteem Needs

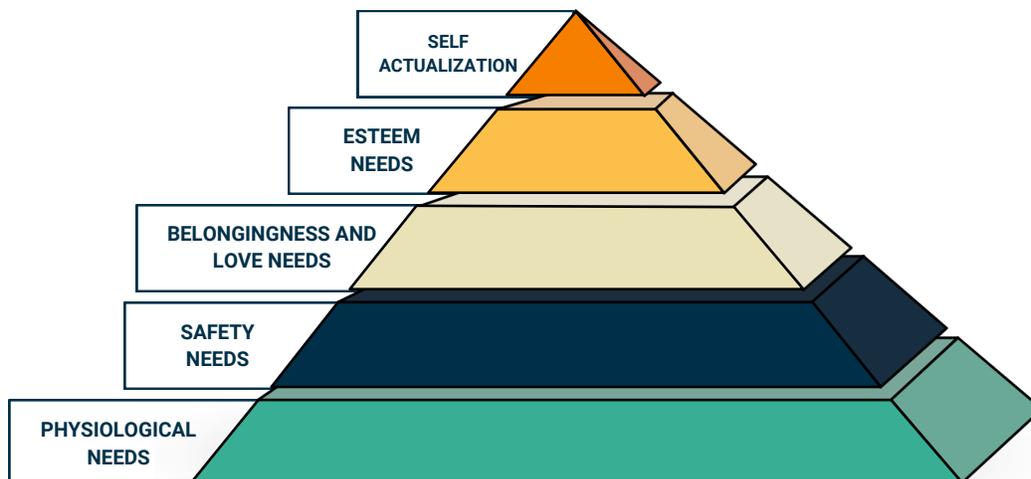
Candidates want to feel valued and respected, so it is important to communicate how your company provides regular feedback and recognition inside the company. This can help to build confidence and foster a positive attitude towards the potential role.

## Self-Actualization Needs

For many candidates, their job is a way to fulfill their personal and professional goals. You can support this need by providing opportunities for growth, development and career advancement within the company. It's also important to note that if a candidate can not see themselves in the leadership team from an identity perspective then in their minds it will be hard for them to see themselves there if attaining a senior leadership position in your company is important to them.



# Meeting The Needs Of Your Talent



## PHYSIOLOGICAL NEEDS

- Is your Salary, Benefits, Total Rewards competitive?
- Are there adequate resources provided for employees to meet their basic physiological needs (e.g. healthy food options, gym membership, etc.)?

## ESTEEM NEEDS

- Are employees recognized and rewarded for their contributions to the company?
- Are there opportunities for employees to receive feedback and grow professionally through training and development programs?

## SAFETY NEEDS

- Is the workplace free from physical and emotional hazards, and is there a clear protocol in place for addressing any incidents?
- Is there a clear and transparent communication system in place for employees to voice their concerns and feel heard?

## SELF-ACTUALIZATION

- Can the talent visually see themselves achieving their career and personal goals with your company?
- Does the company provide Are there opportunities for career advancement and growth within the company?

## BELONGING NEEDS

- Are there opportunities for employees to connect and build relationships with their colleagues, such as team building activities or social events?
- Does the company culture promote inclusiveness and a sense of community among employees?
  - If this does not happen in the first 18 months – there is an increased chance you will not be able to retain that talent.

**Tip:** It's important to note that this list of questions are not exhaustive and that you should brainstorm more questions that your team should address under each section. This is your opportunity to have a moment of deep reflection.



# Understand The Candidate Journey

The **second step** in this process is to understand the candidate journey. Understanding the journey a candidate goes through during the application and interview process is crucial in providing a better candidate experience. This includes understanding the steps they take, the emotions they experience, and the expectations they have. By understanding the candidate journey, your organizations can:

- **Better attract talent** - candidates are more likely to apply to and accept offers from your company if you prioritize their needs and provide a positive experience throughout the recruitment process. Your company's reputation as an employer can also be improved, which can attract top talent in the industry.
- **Improve the application process** - by understanding the difficulties candidates face during the application process, your organizations can identify and remove obstacles to make the process more efficient and user-friendly.
- **Enhance the interview process** - by understanding the candidate's journey through the interview process, your organizations can create a welcoming and inclusive atmosphere, reducing stress and anxiety for the candidate.
- **Foster positive relationships** - by providing a positive candidate experience, your organization can build a positive reputation and foster strong relationships with potential hires, even if they are not ultimately selected for the position.
- **Increase candidate engagement** - by providing a positive experience, your organization can increase candidate engagement and reduce the likelihood of candidates dropping out of the process.
- **Improve candidate satisfaction** - by understanding the candidate journey, your organization can improve candidate satisfaction and reduce negative reviews and feedback.

By taking the time to understand and address the needs and expectations of candidates, your organization can create a positive and engaging experience, build strong relationships, and increase candidate satisfaction.

It's not just about attracting, recruiting and retaining talent. It's about creating an experience that candidates will enjoy because whether you hire them or not, they will have something to say about your company and your process which could either excite future candidates or turn them away all together.



# Understanding Your Candidates Journey

Below we have provided a candidate journey that we have used in multiple engagements, as well as internally ourselves, to help you get started on created your own unique candidate journey. The goal of this exercise is to evaluate what you are doing and how you are showing up at each stage of the candidate journey.



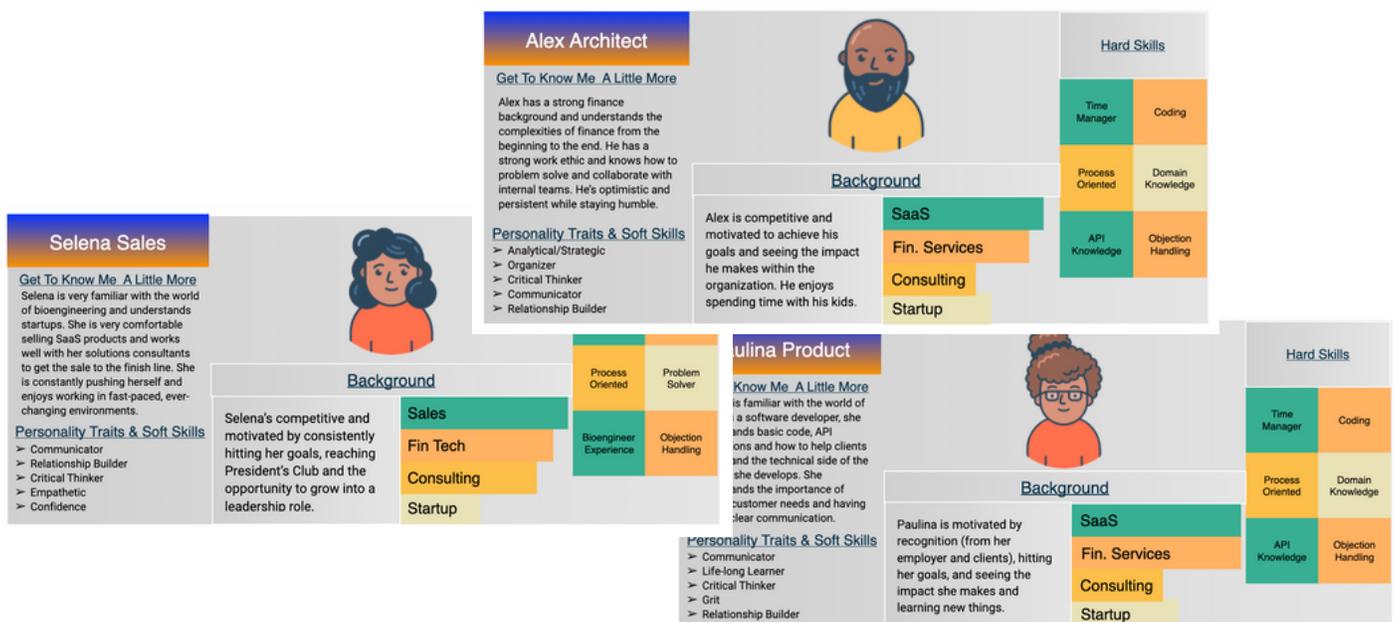


## Aligning Cultural Imperatives

The third step to redefining your talent acquisition strategy is to align your cultural imperatives during the assessment and selection stage. This step, in addition to a standard interview rubric not only provides an objective way to assess talent, but it makes it's clear to hiring teams, no matter who's interviewing, the exact cultural values and soft/hard skills makeup a candidate must have to be successful in the organization.

It is important that your teams take the time to create a talent profile in the same vein a company does for a customer profile. What should their background be? What values should they have? What soft/hard skills will make the candidate successful?

The goal of this exercise is to design the candidate profile that matches the stage and culture of your organization.





# Building a Community

The final step in redefining your talent acquisition strategy involves creating a talent community to foster authentic relationships with potential hires. This involves moving away from under-utilized talent networks and towards active, daily engagement with prospective talent through platforms like Discord or in-house efforts.

By building a talent community, organizations can better understand the needs and interests of potential hires, establish genuine relationships, and streamline the sourcing process. This approach not only sets the organization up for success, but also saves money compared to relying solely on expensive platforms to engage and source talent. The goal is to create a welcoming space where consistent engagement and relationship building with candidates is prioritized.



**SET UP SYSTEM TO COMMUNICATE  
WITH TALENT**



**PROVIDE AN ENTRY POINT**



**ENGAGE WITH THE  
MEMBERS**

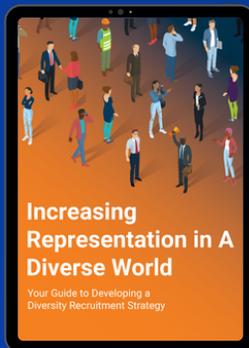


**RECRUITER USES  
COMMUNITY TO  
SOURCE**

# About Jump Recruits

Jump Recruits is the leading talent placement firm that delivers engaged Black and Brown talent for growing companies looking to succeed in an increasingly competitive market.

## More Helpful Resources



[Diversity Recruitment Strategy Guide](#)



[Diversity Recruitment Action Plan](#)



[3 Strategies For Improving Inequality In The Workplace](#)

Does having diverse talent slates that your hiring managers can choose from important to your company? If so...

Let's Talk More



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