

News



ISSUE 1
MAY 2021
SPONSORED BY:



JOIN OUR
COMMUNITY
CLICK HERE



SEMINAR SESSIONS

REPLAY/CATCH UP @ IHRE20 SUMMIT VE

Watch the sessions you missed at our October virtual experience in your own time. Register to join our Community Hub to view all the sessions.



Toby Mildon Mildon



The diversity dividend: making an impact through inclusive growth
from IHRE

Toby Mildon // Diversity & Inclusion Architect

Empower HR directors to deliver a sustainable, diverse and inclusive workplace.

Innovation + Performance + Resilience + Growth

26:49



Chloe Moore National Care Group



How to make your adverts stand out
from IHRE

CANDIDATE FACTS

- Nearly 80% of individuals look for people and culture fit with employers
- Job conditions (inflexible in particular) would sacrifice up to £5,000 for a better work-life balance
- 87% of 21-35 year olds avoid the world of work

25:59



Joe Fernandez Oleeo



How to eradicate recruiting inefficiencies and protect the candidate experience during uncertain times
from IHRE

Recruiting Enablement

"A strategic, ongoing process that equips all candidate-facing employees with the ability to consistently and systematically have a valuable conversation with the right set of candidates at each stage of the candidate life cycle to optimise the return of investment of

30:17

ATTRACTING DISABLED CANDIDATES

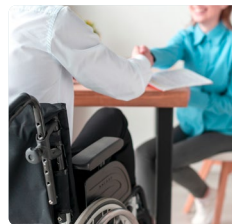


Jane Hatton Evenbreak

Employers are increasingly aware of the business benefits of employing disabled people.

On average disabled employees are just as productive as non-disabled people, have significantly less time off, fewer workplace accidents, and stay in their jobs longer. They have inside intelligence on the "purple pound" (the estimated £249 billion that disabled people and their families spend annually in the UK), and can bring additional skills (skills developed while navigating around a world not designed for them, such as creative problem-solving, tenacity and innovation).

However, disabled people are notoriously difficult to attract when advertising vacancies, because a lifetime of experience of being rejected as soon as the matter of disability is raised can make them wary of applying. Employers need to work a bit harder to attract this largely-untapped pool of talented candidates. Here are a few ideas:



- Write inclusive job adverts
- Review your recruitment processes
- Gain relevant accreditation
- Take positive action
- Use specialist job boards
- Use social media

The important factor when deciding which strategies to use to increase the diversity of applicants attracted is to monitor the results for diversity. These strategies are unlikely to vastly increase the volume of candidates attracted, but will change the profile in terms of adding candidates who may not otherwise have applied. By monitoring the response from each activity, it is easier to decide which are most effective in providing the results required.

[VIEW THE FULL ARTICLE HERE](#)

[VIEW ALL THE REPLAY/CATCH-UP MOVIES HERE](#)



[VIEW MORE LEARNING ZONE INSIGHTS HERE](#)



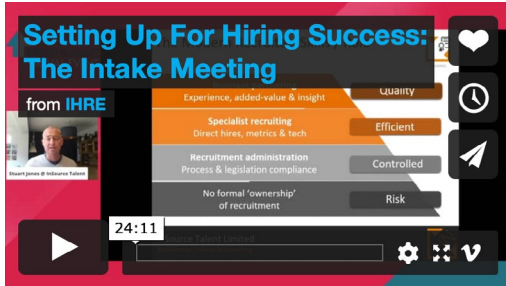
MASTERCLASS SESSIONS

REPLAY/CATCH UP @ IHRE20 SUMMIT VE

Replay our masterclass sessions for practical tips and guidance providing tools you can use!



Stuart Jones Insource Talent



Sue Ransom GSK



Mills Banji Tapin



[VIEW ALL THE REPLAY/CATCH-UP MOVIES HERE](#)



ON THE COUCH

WITH LIZ DOWLING

An inside view from our guest expert.

[VIEW THE FULL INTERVIEW HERE](#)



EMPLOYER BRAND CENTRAL



Andrew Platt-Higgins Evenbreak

This year, we've had many shared experiences. But while we've all competed for delivery slots and agonised over the most flattering light for Zoom and Teams calls, recruiters have experienced a range of realities.

Some have seen hiring freezes and retrenchment, while others have had to work harder than ever to meet business and social needs. With very few certainties in sight, it's safe to say that the coming eighteen months will be a testing time for anyone involved in talent acquisition and development.

There are new realities in almost every organisation in terms of business and reputation drivers, in new ways of working, changes to the people and skills we need and in what we offer in return. Few people have actively sought a job move during the pandemic and it's likely we'll see a real upsurge of job-hunting as things return to normal. This presents both a threat and an opportunity, for which now is probably a great time to prepare.

Recruiters and talent leaders need to understand the forces that will drive the organisational agenda, to get really close to employee sentiment and build readiness for the acquisition and retention challenges ahead. Evaluating the tools, processes and data in the resourcing stack is now an always-on task for most organisations, but underpinning these are the EVP and employer brand. Today, employer branding is a core skill for HR, rather than a project to be undertaken every few years. And there's no better time to start building capability in readiness for what the future holds.



Here's a checklist of some useful places to start:

- Review EVP and employer branding frameworks and collateral in the light of new business and reputational drivers
- Ensure that new ways of working and different work styles are reflected in storytelling across employer brand touch points
- Gather new insights from employees and leaders – a great time to engage
- Identify workstreams and align with comms and channel owners to create an effective coalition
- Look ahead and plan where and how your refreshed messages will land – and how you'll measure success.

Whatever the new normal looks like, there's no doubt that talent acquisition and retention will be in the spotlight. Think of refreshing your EVP like getting your lighting right for that next Zoom call and you'll feel more confident in facing the challenges to come.

[VIEW MORE LEARNING ZONE INSIGHTS HERE](#)



Join the community at www.inhouserecruitmentexpo.com/summit/virtual/registration

