



# How the pandemic has impacted candidate decision making







## Four challenges organisations now face

1. External stakeholders view of your EVP and Employer Brand
2. A clear and defined message from your organisation about Remote Working
3. The experience candidates have when they interview with your organisation
4. The importance of real flexibility



## 1A. External stakeholders view of your **EVP** and Employer Brand

97%

Say work life balance is influential as to whether to engage in an interview process. **72%** describe it as highly influential in their number one reason. How does your organisation demonstrate commitment to work life balance?

95%

Developing additional skills is the second most important factor with **49%** describing it as highly influential. How do you showcase this in target talent pools?

94%

Financial gain always features with **52%**. If budget does not allow it, can you compete by having strengths in the other factors?

93%

Career advancement is the fourth most important factor but with **52%** describing it as highly influential. How do you demonstrate this during interview processes?



## 1B. External stakeholders view of your EVP and **Employer Brand**

**78%**

Said adverse publicity about a organisation would impact their decision to interview.

**63%**

State that a public scandal involving an executive at a firm would influence their decision.

**91%**

See Employer Brand / Reputation as influential with **52%** describing is as highly so. How do you evaluate what your target talent pools are saying about your firm?





## 2. A clear from your organisation about **Remote Working**

**52%\***

Of those surveyed say a remote working policy/plan has not yet been communicated to them. Have you communicate yours?

**10%**

Only **10%** want to fully return to their workplaces.

**68%** want a hybrid of two to three days alternating between remote and site-based working.

**16%** want fully remote. Talent will refuse offers on this basis alone.

**54%**

Would like to reduce their commute but remote options will mitigate this.



### 3. **Candidate experience** when they interview with you

**96%**

Would be deterred from continuing in a recruitment process or accepting an offer based on their experience in a recruitment / selection process. **69%** say highly influenced by this.

**89%**

Describe a lack of rapport with hiring manager during the process as a determinant in their decision to accept or refuse an offer. A high deterrent for **55%**

**87%**

Say non-alignment with the company's value's and purpose would deter their further interest in a hiring process or decision to apply. **52%** say highly influenced by this.



## 4. The importance of real flexibility

96%

Describe workplace flexibility as central to a decision on whether to accept an offer. **67%** give this as their number one criteria.

44%

Will absolutely refuse a job offer without remote working, irrespective of any other factor. This cuts your potential talent pool in half.

50%\*

Flexi time with core hours is the most frequently provided benefit in firms that provide flexible working arrangements for employees.





## 5. The single most **important** and **influential** factor in hiring success

97%

The factor that would most impact a candidates decision on whether to accept an offer with a new company?

**Leadership culture at your organisation**





# Considerations

1. How well do you know your current EVP? How clear is it to your key talent pools? Is it fit for post pandemic purpose?
2. What happens when you go to hire? What is the candidate's experience? How does this impact target talent?
3. Is hiring treated in your organisation as a key investment decision or as an administrative chore?
4. Is your hiring process mapped and measured for performance? What happens when HR are not in the room?
5. How often do you test your employer brand in the external market? Is it robust enough to mitigate adverse publicity?
6. Has your firm accepted remote working and increased flexibility? Do you have a programme for implementation?



