



Trends report

DETROIT

As Hiring Remains Steady, Employers need to take a Faster, Smarter Approach to Recruiting

In February, more than 2 million workers were employed in the metro Detroit area, and the unemployment rate decreased to 4.6 percent from 4.9 percent in January. For job seekers, these numbers are exciting indicators of their employment prospects. For employers though, these figures point to the reality that the shallow candidate pool across most industries in the region continues to put pressure on employers with positions to fill.

Successfully landing workers is forcing many employers to go beyond paying more or offering generous compensation packages. In an employee-driven market, an organization's responsiveness during the interview process and job offer stage is critical.

Today, with many candidates in the job market for a relatively short time, a multi-week interview process is a distinct disadvantage for employers. This is especially true when forward-thinking companies have adopted different interview and hiring practices such as group interviews—or reduced the number of required interviews, streamlining their offer procedures to close the process in a handful of days.

Employers looking to capitalize on the limited talent pool can also gain an advantage by taking a more personal, face-to-face approach with candidates. According to a recent Harris Poll survey of more than 2,100 U.S. adults conducted for the **American Staffing Association**, "About seven in 10 Americans (69%) believe that the job search today is too impersonal, and eight in 10 (80%) say that applying for a job feels like sending their résumé or job application into a 'black box.'"

Automating specific parts of the interview process, such as sorting through applications and résumés, is becoming necessary. However, employers must find a balance between high-tech and high-touch and engagement. Even in today's fast-paced world, personal interaction with candidates will impress those looking to connect with employers who value their workforce.

For employers attempting to influence job seekers, speed of response and transparency throughout the interview process, honesty, and showing a genuine interest in desirable candidates matters more than ever. Developing an internal culture that emphasizes a positive environment and communicating that information effectively to potential employees can be the difference between success and failure.

With the talent pool stretched to its limits, companies must work smarter and faster to land the workers they need. This means evaluating and implementing hiring and interview methods that will allow them to compete against other aggressive employers in this hyper-competitive labor market.

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Unemployment rate in Michigan by county, 2017-2018

2017 2018

Unemployment rates continue to fall across several counties, forcing employers to re-evaluate their recruiting efforts.
Source: Michigan Department of Transportation, Management & Budget



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