



The War for Talent is Heating Up!

While we all knew that the “war for talent” and “shortage of qualified workers” was fast approaching it is definitely GAME ON in 2015! Hiring outlooks for companies in Wisconsin continue to improve and unemployment rates (the real ones) are at their lowest since 2008. Originally predicted to happen in 2010, the recession delayed the shortage of talent a few years but today it is certainly becoming a reality. Job seekers and potentially your employees know that their talent is in demand. Technology has made researching and finding jobs much easier. The competition for talent is at (what I believe) an all-time high.

There are some things you can do to help not only recruit new talent but prevent your own talent from looking for greener pastures.

Your company culture and employer brand dramatically influences your ability to attract, hire and retain top talent. Measuring, monitoring and improving a company's reputation is an important strategy for today's best companies.

Ask your employees if they would recommend your company to a friend.

Having a solid employee engagement plan can turn current employees into brand ambassadors, amplifying your recruitment efforts year-round. Studies validate that happier, content

employees do good work and increase productivity for your company and contributes to overall employer brand strategy. As part of your strategy, interview your “A-Players” and learn what makes them tick (and be successful). Integrate that learning into your recruiting and employer brand strategy.

What are job seekers saying about you on social media??

According to a survey done by Glassdoor, 94% of candidates are likely to apply to a job if the employer actively manages their employer brand. This would include responding to reviews, updates to the company profile and sharing updates on the culture and work environment. 69% agreed that their perception of a company improves after seeing an employer respond to a review.

Candidates want realistic job previews when they apply for open positions.

61% of employees say new job realities differ from expectations set during the interview process. Being transparent about the pros and cons of your organization sets everyone up for long term success. Remember that today, candidates are interviewing you as much as you are them. Learn where candidates are researching your company and ensure that you are listening to and joining the conversation about your company.

Shameless Self Promotion

Since Concept celebrated 30 years in the staffing business in 2014, we wanted to take a moment to let you know that what has sustained us all these years hasn't changed! Our commitment to understanding and learning about our client's company culture as well as our candidates desires and goals remain job one. Just reading job descriptions and "keywording" resumes to match is NOT how we do things. We take great care to thoroughly understand our clients' needs as well as screen our candidates so that both sides of the equation are ultimately satisfied and appreciative of our services. It is definitely quality over quantity! We believe our ability to do human assessment (on both sides) is the most valuable service that we can provide. Our track record proves it and we will continue to work every day to continue to uphold our reputation!!

Introducing Our Newest Addition!

Josh Groh has joined Concept Technical Group as the Director of Recruiting/Sales. Josh comes to Concept with almost 7 years of professional staffing experience including time spent on both the recruiting and sales side of the desk. His background includes matching talented people via the direct hire, contract and temp to hire routes. We are excited to have Josh join us and he is eager to help

you with ALL of your staffing needs! Feel free to contact him at his email address: joshgroh@concept4u.com or give him a call at (262) 253-6825 x1400.

Welcome Josh!!



Looking to Hire Summer Help/Interns?

Spring is here and summer is fast approaching! If you are looking to add staff and would consider complimenting your group with college students, we have a number of very good young people eager to get some experience in the field of engineering. Let us know what you may be looking for and we can help you out!

"Does your company have some empty seats to fill?"

CONCEPT
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