



# 2014

# HIRING TRENDS

What Top Talent Wants Most &  
What You Should Do to Recruit Them

Ally Resource Group

If you pick the right people and give them the opportunity to spread their wings—and put compensation as a carrier behind it—you almost don't have to manage them.”

Jack Welch



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**23 million**

People globally who became so discouraged they quit looking for a job

**5-6 Months**

Time required to find a US job

**6-9 Months**

Avg. job search in Spain/Greece

**202 million**

People unemployed globally

**5 million**






Global increase in unemployment

**32 million**

Global increase in new young job seekers

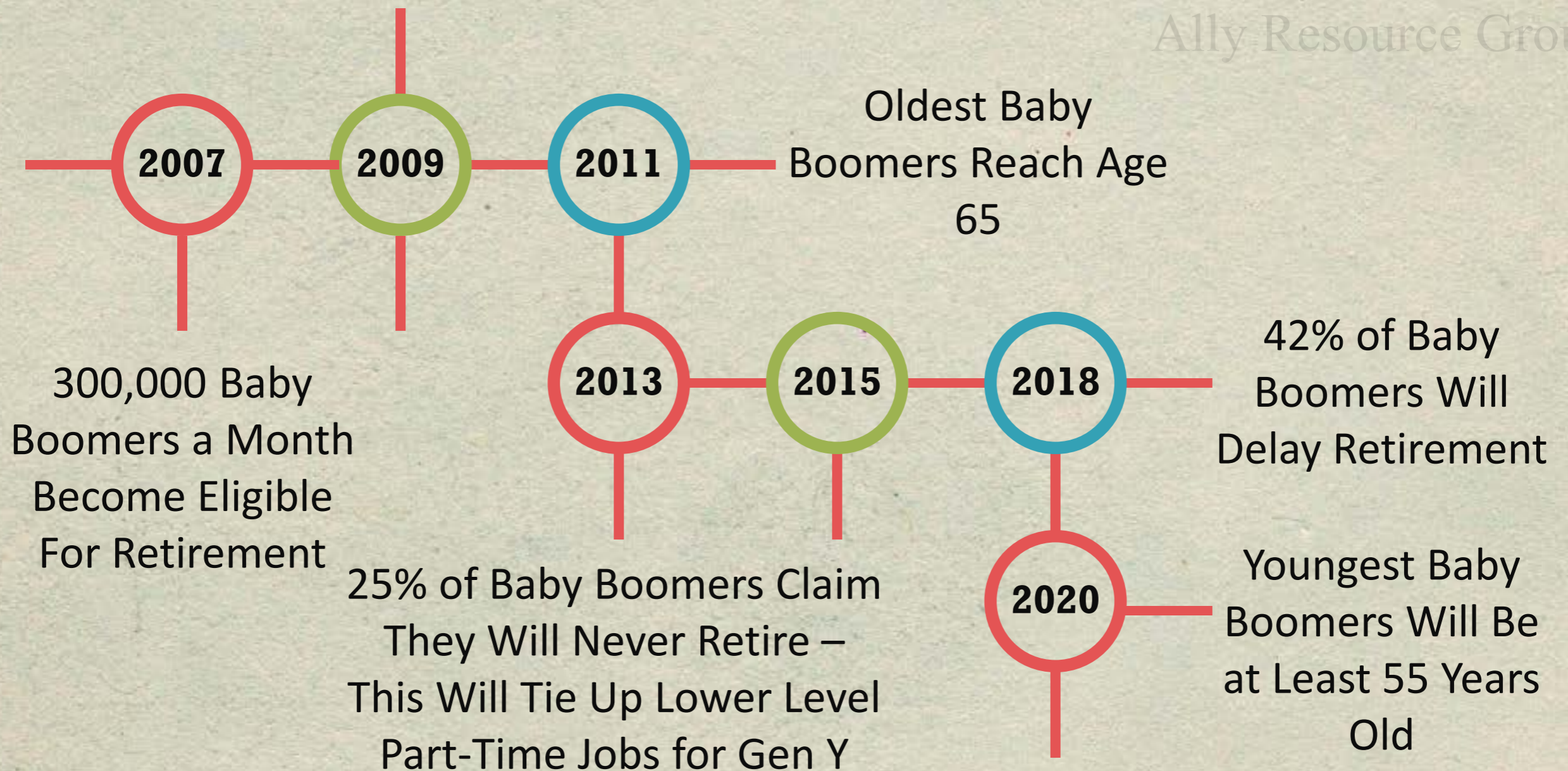
# 2013 Global Unemployment Statistics

Unemployment is Rising Worldwide

TRADITIONALISTS BORN 1925 – 1942	BABY BOOMERS BORN 1943 – 1965	GEN 'X' BORN 1966 - 1979	GEN 'Y' BORN 1980 - 1999
<p><b>5.11%</b></p> 	<p><b>40.38%</b></p> 	<p><b>32.97%</b></p> 	<p><b>21.54%</b></p> 
% AND # IN WORKFORCE <b>7,600,000</b>	% AND # IN WORKFORCE <b>60,000,000</b>	% AND # IN WORKFORCE <b>49,000,000</b>	% AND # IN WORKFORCE <b>32,000,000</b>
Had one job their entire lives, hard working	Buy 77% of all prescriptions	Make 12% less than parents at same age	Never lived without a cell phone, internet, video games
 <p>148.6 Million US Workers in Workforce</p>	Control 80% of US personal financial assets	Challenge others' ideas	Delaying major life decisions and living at home longer
	Control 80% of US leisure travel	Tend to be cynical but pragmatic in life	Trophy kids struggle with work-based recognition styles
	Delaying retirement to save more money	Want stability & freedom	Tend to job hop more

# Four Generations of the US Workforce

The Baby Boomer generation still dominates the US Workforce



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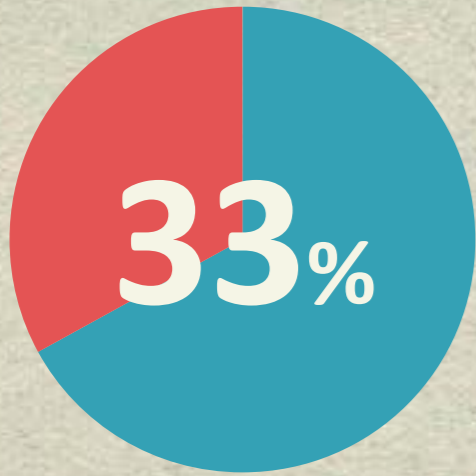
## 18% of Baby Boomers will be Retirement Age in 5 Years

Companies should begin succession planning and train Gen X and Gen Y now before the brain drain occurs.

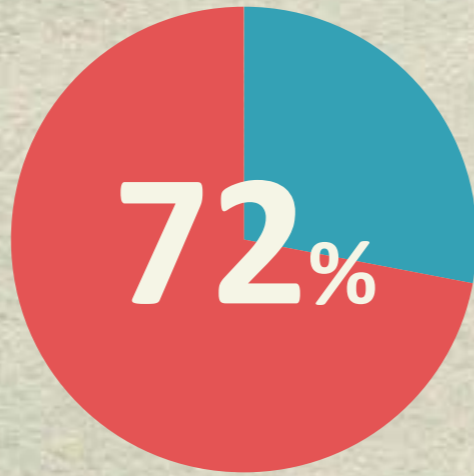
# The Boomer Effect

Boomers are Postponing Career Growth for Gen X By Delaying Retirement

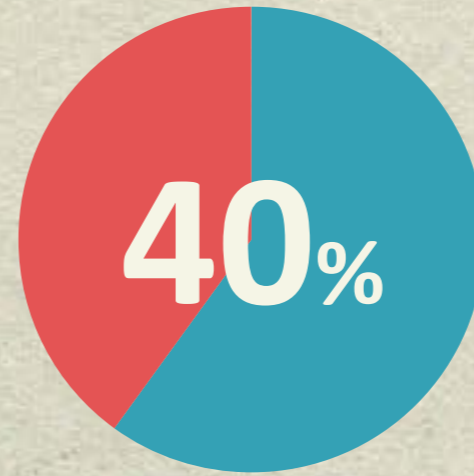
### WHO FREELANCES



### WANT TO FREELANCE FULL TIME (FT)



### ESTIMATED % OF FREELANCERS IN 10 YEARS



### US REVENUE PRODUCED BY FREELANCERS

**\$1.17 TRILLION**



# FREELANCERS  
**17,700,000**



WILL QUIT IN  
**2014**



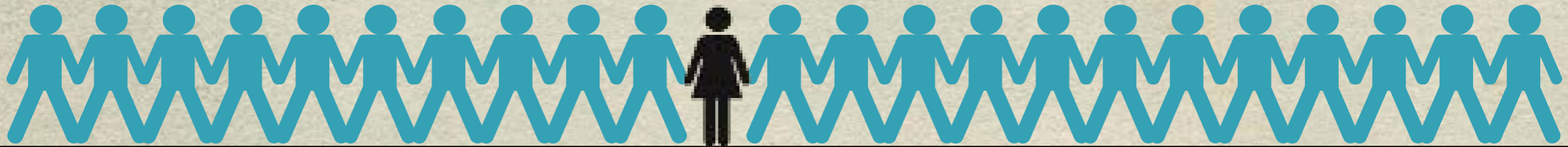
FREELANCERS  
SAVE CO.'S  
MONEY



SALARY DOESN'T  
MOTIVATE  
FREELANCERS

## Top Motivators for Freelancers

- 1) Freedom to work from home or anywhere in the world
- 2) Flexibility in work schedule for more work/life balance



## Freelancing Will Be the New Normal

Both From Home, On-Site, Full-Time & as a Supplemental Job

# What You Need to be Mobile Ready Group

## Hiring Managers

- Applicant tracking systems with responsive design for smart phones, tablets and desktops

## Job Seekers

- Store your resume on your smart phone or tablet, in Arial or Helvetica font that is easy for recruiters to read when they are on the go.



## Job and Resume Searches Go Mobile

Gen X & Gen Y search for jobs & resumes via smart phones & tablets



Virtual online sites like Fiverr, oDesk, Guru, CodeCanyon and more will become the new paid internship program, with happy clients providing references, and college kids pocketing actual cash for their efforts to help pay for tuition increases.

## Internship Opportunities Exist Year Round

But 80% of students ONLY look for internships during the summer months

**48%**

Students who  
1st intern  
before Jr. Year

**67%**

Completed 1  
internship  
before  
graduation

**\$1**

Trillion Dollars in  
Outstanding US  
Student Loans

# Gen Y Redefines Internships

Tuition hikes will force Gen Y to find 'paid' internships via online sites

## EMPLOYERS VALUE

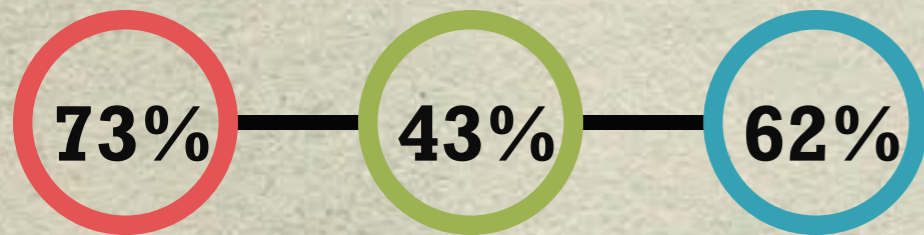
- 1) Interview Performance
- 2) Relevant Experience
- 3) High Academic Performance
- 4) Strong Resume / Cover Letter
- 5) Recommendations/References
- 6) Attendance at Preferred Schools

## INTERNS VALUE

- 1) Relevant Work Experience
- 2) Adding Relevant Skills to Their Resume
- 3) Potential for Full-Time Employment
- 4) Making New Contacts
- 5) Compensation

## Degrees are not preparing graduates for relevant jobs

63% of graduates need more skills for the job their degree was supposed to help them get



- 73% Employers looking for FT employees with internships
- 43% Employers accepting high school interns
- 62% Employers overhauling their intern program in 2014

## Employers Hiring More Interns

56% of employers plan to hire more interns in 2014 than 2013



# What Recruiters Are Using to Fill Job Openings and Investigate Candidates



## Social Media 'Background Checks'

Candidates won't be hired without a thorough social media check

# What Are Recruiters Reviewing?



## SOCIAL PROFILES

Must be professional and detailed



## STATUS UPDATES & COMMENTS

They for potential personality quirks or problems here



## PHOTOS

Illegal, unethical, or activities that question integrity

# Online Social Activities Reviewed

Social activities can remove candidates from consideration

**1.5**

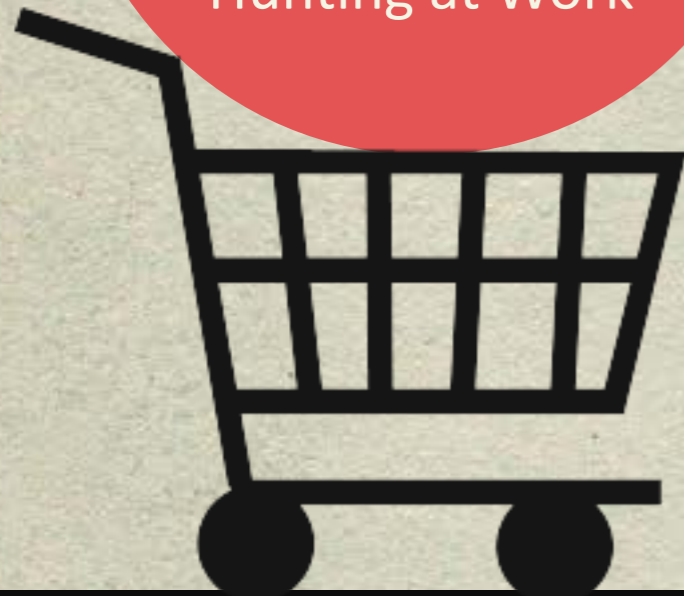
Avg. # of years  
in a job for  
Millennials

**5-6**

# of recruiter  
calls per week  
top passive  
candidates  
receive

**48%**

% of Time Millennials  
Say They Spend Job  
Hunting at Work



**11**

Number of jobs Millennials  
will hold between ages of  
18-34

Job satisfaction is shorter  
lived for ALL generations

Social networks present passive candidates with new opportunities frequently fueling the “grass is greener” syndrome

## Remote & Internet Work

Will fuel more restlessness as employees seek work location flexibility and shorter commutes

# Job Hopping is the New Normal

Fewer and fewer people are satisfied for very long at work



Make sure you read my video interview blog post before your interview!



Don't sit too close or too far away from the camera, dress appropriately and SMILE!



**RECRUITERS**  
Use videos to post jobs and tell candidates about their company



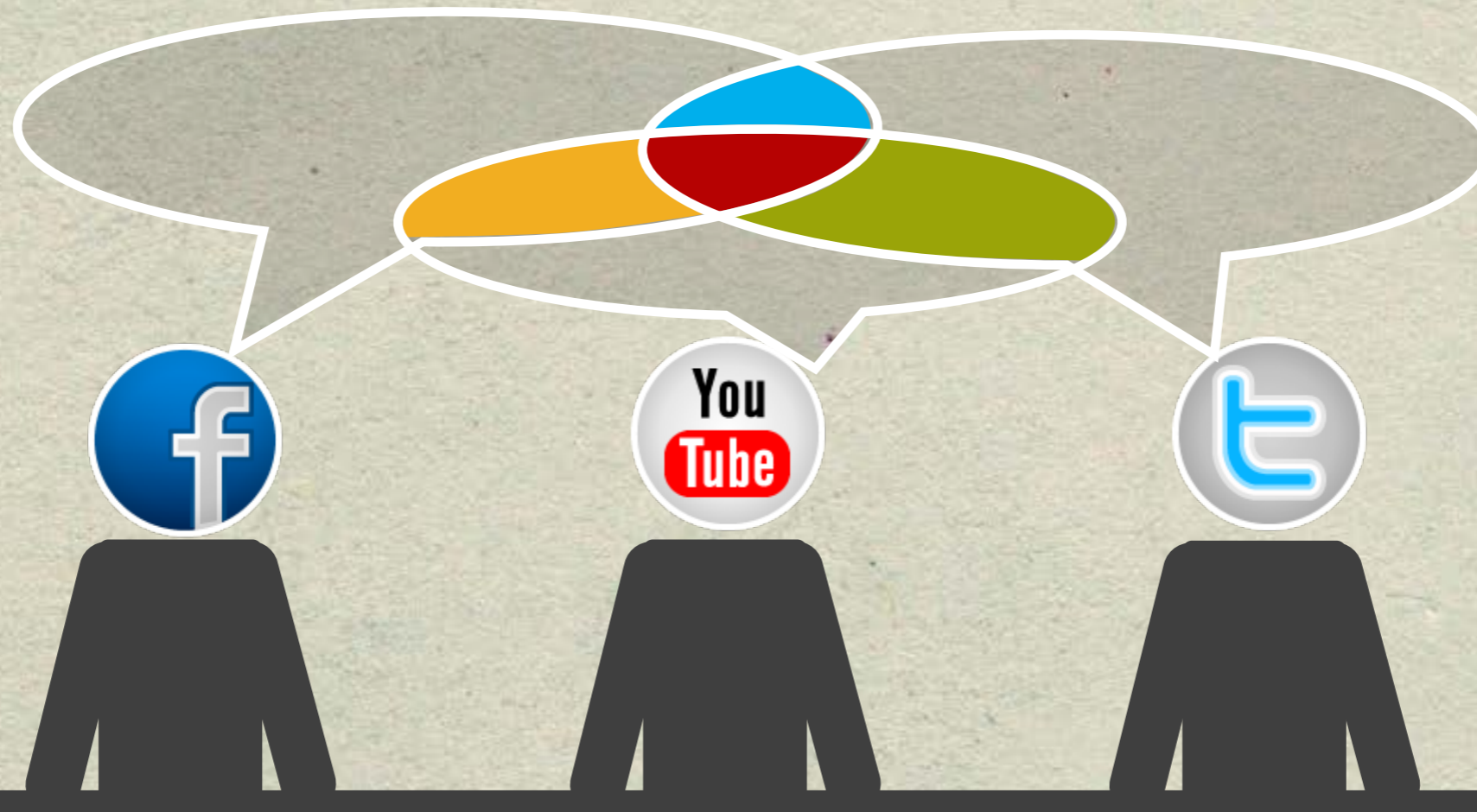
**SKYPE INTERVIEWS**  
Live Skype interviews will become the standard 1<sup>st</sup> interview for job candidates



**VIDEO INTERVIEW BOOKS**  
Watch for Ebooks that coach candidates how to look good close up on video interviews.

# Video in the Hiring & Job Search Process

Video will become a standard part of job search, job postings, & interviews



REDUCING COSTS	YOUNG WORKERS	FILLING IN WORK GAPS	OLDER WORKERS
Corporations will use fixed price Statements of Work (SOW) to lower project personnel costs	Sites like CodeCanyon, Fiverr, Guru, Elance, and Google Helpouts will provide young workers with their first big break when companies won't	Workers who are laid off or freelancing will fill in work gaps with short-term portfolio or project-based work	Portfolio and contract work allows older workers facing age discrimination to catch a break and make money while utilizing their years of experience

# SOW and Portfolio Work is on the Rise

Work history during 2014 will be filled with lots of project work

Companies expecting to add full-time workers is DOWN 3%



Companies expecting to add part-time workers is UP 3%



# PT, Temporary, & Contingent Work



The number of PT & temporary jobs is varying greatly by region and skill set

**17%**

Companies who expect to hire more part-time workers in next 12 months

**12%**

Companies who are hiring more part-time workers due to rising ACA regulations

**50**

CNNMoney found that companies with fewer than 50 employees are dodging ACA fines by cutting FT workers to PT

## ACA Costs & Economy Lag Causes Reluctance

In Hiring - Part-Time, Temporary, and Contingent Work Predicted to Rise

**50%**

Of HR Managers can't fill positions due to lack of qualified, skilled candidates

**23%**

Of Jobs Go Unfilled More Than 3 Months Due to Lack of Skilled Candidates

**26%**

Of companies are paying to send employees back to school to get an advanced degree in order to get skills they can't find in candidates



**27%**

Of companies plan to work with high schools to promote jobs with hard to find skills

**49%**

Of employers plan to train employees to do jobs they can't fill due to lack of skills

**1 out of 4**

Employers surveyed by CareerBuilder plan to create multiple STEM jobs in their company in 2014

## Highest Job Growth Area Lacks Most Skills

STEM Jobs - Science, Technology, Engineering, and Math



Growing customer dissatisfaction with communication gaps between themselves and offshore workers is fueling movement to bring jobs back to the USA according to Monster.com and CareerBuilder

Busy seasons for high volume call centers will be staffed up with onshore contingent workers, not offshore workers

## Companies 'Onshoring' Offshored Jobs

26% of companies plan to bring jobs back to the USA





Recruiters have another hiring tool to filter candidates

- A
- B
- C
- D
- F

The cost of the test is \$35 and is administered by the nonprofit Council for Aid to Education (cae.org), and it tests critical thinking skills.

## Benchmark Test Will See How College Students Measure Up

Coming this Spring: College Seniors can prove they actually attended class and learned something of value

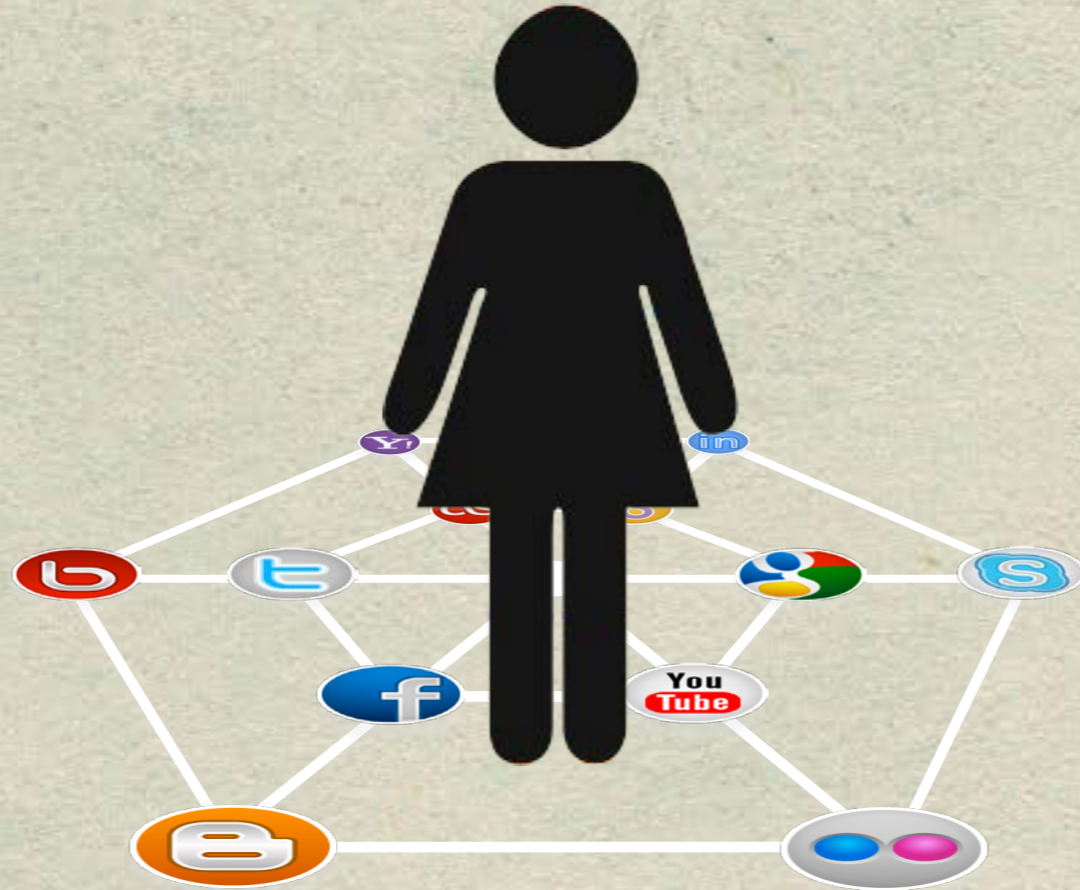
# Collegiate Learning Assessment (CLA+)

New benchmark college test will be used as employment tool

# Why Employee Referral Plans Work

- Employees are well connected and will not refer someone who they think will make them look bad, and they like lining their pockets with some extra cash.

- Paying an employee the common referral bonus of \$1,500 – \$2,500 is less than cost of an external recruiter or internal recruiter's time



## Employee Referral Programs Are Hot

Employers trying to lower cost to hire are asking for referrals

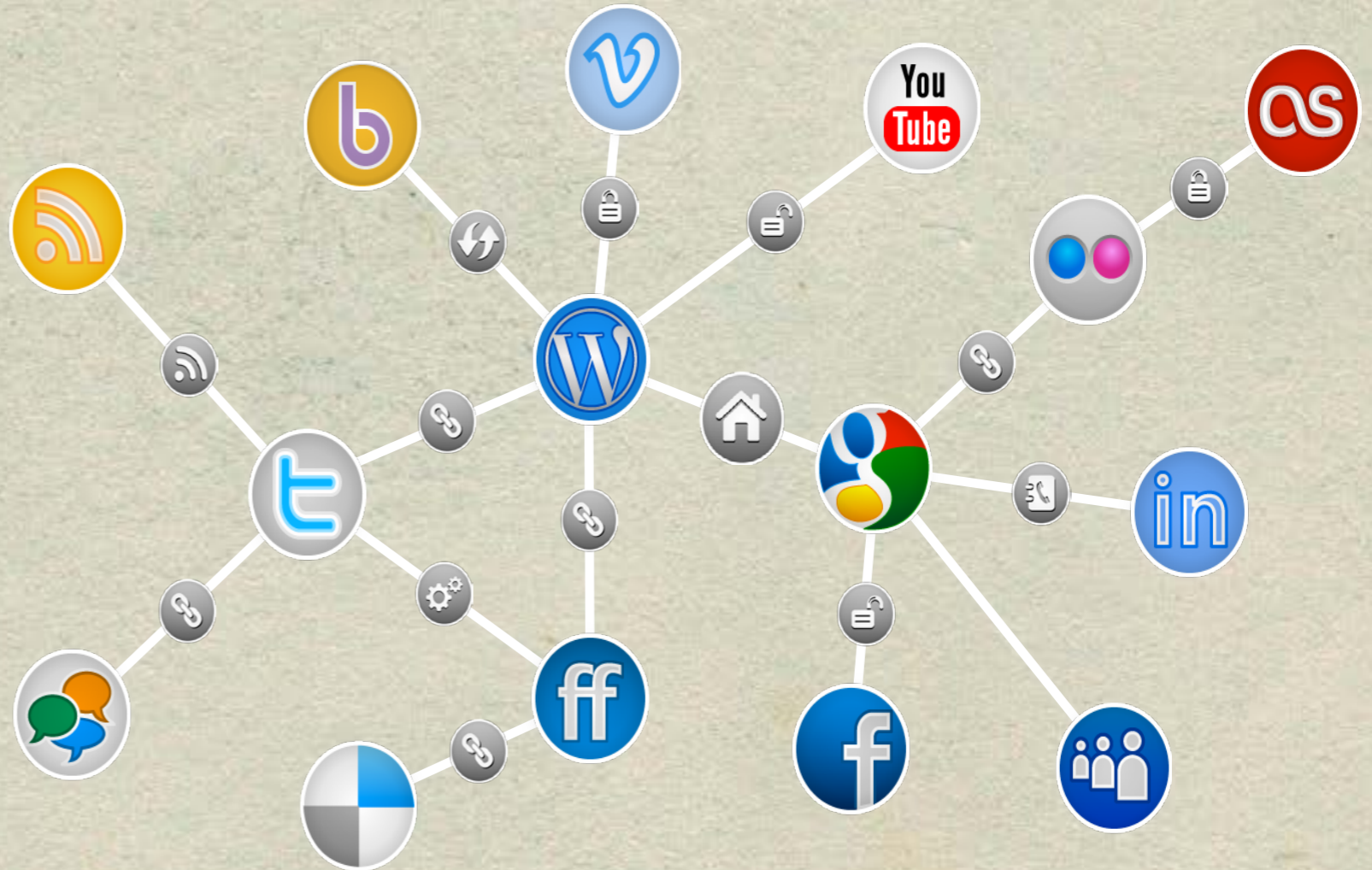
# 75%

Of candidates who say they value employer brand and reputation more than salary compensation

## Candidates Will Already Know If:

- 1) You are not honest about salaries/commissions with employees, or if you frequently 'tinker' with them
- 2) You work people to death
- 3) Have managers who are jerks and allowed to get away with it
- 4) Do nothing with employee feedback or to address concerns

# Thanks to Social Media Everyone Knows Your Dirt – It Works Faster Than the Company Grapevine



## Candidates Evaluate Employer Reputation

Due to social media, candidates have access to past employer failures

# What Recruiters Struggle With Most

Skill Shortages

Speed of Hiring Process

Getting Hiring Managers Time to Interview Candidates

Time Required to Manage Candidate Calls, Questions, and Issues

Inaccurate Job Descriptions

Compensation Negotiations

Waiting on Candidate Callbacks and Speaking with Them

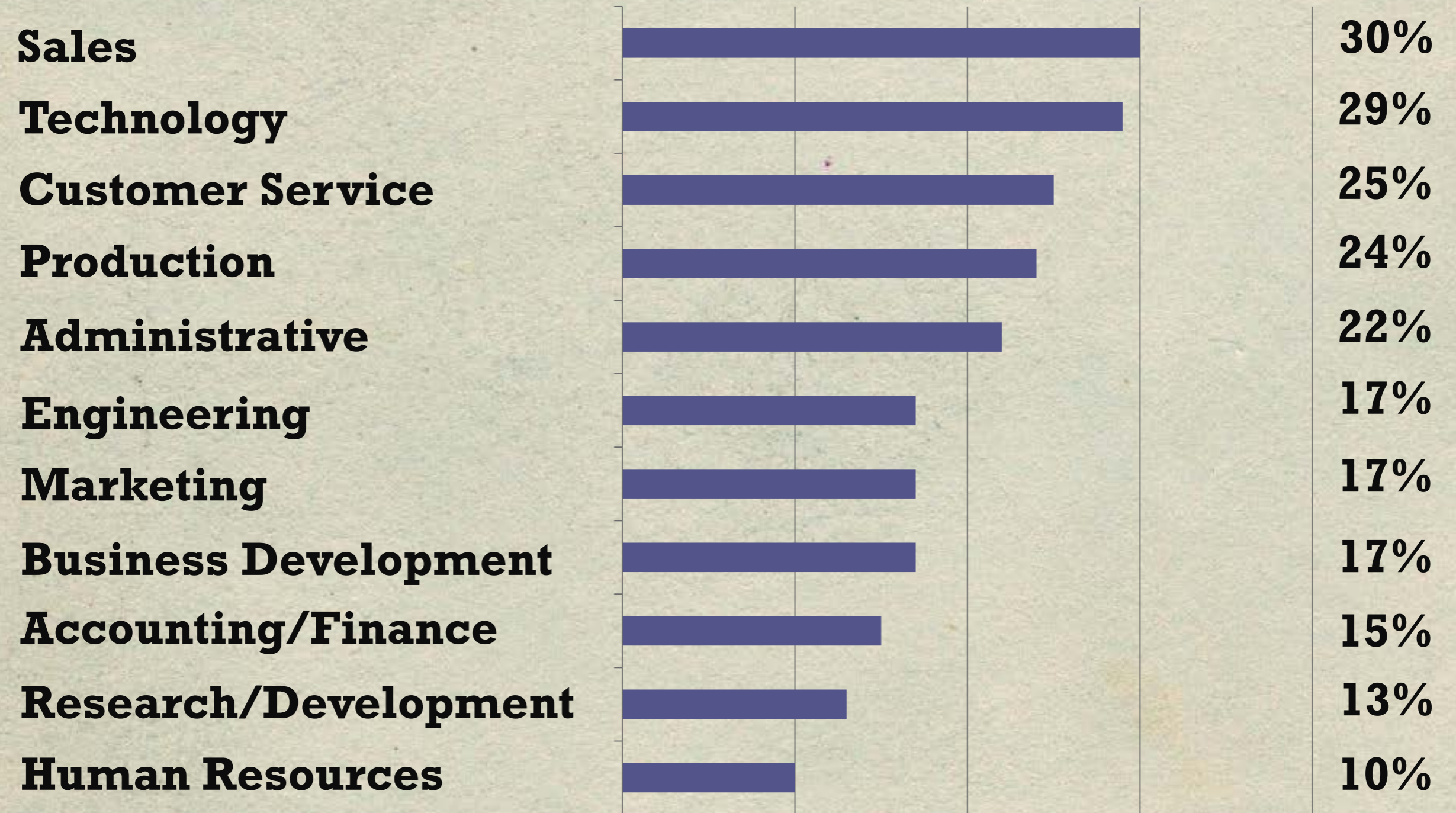
Scheduling Interviews

Time Spent Reading Resumes and Cover Letters

## Recruiting Struggles

It takes an average of 45 days to fill most vacancies

# **% OF HIRING MANAGERS PLANNING TO HIRE FULL-TIME IN THESE AREAS IN 2014**



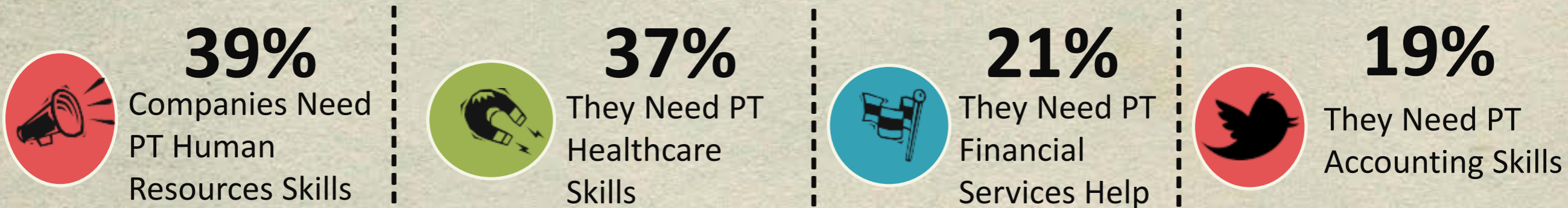
## **2014 Hiring Outlook**

**24% Of Companies Expect to Hire Full-Time in 2014, Down 2%**



# It's a Candidate Driven Market

Driven by lack of skill sets in certain job types and not enough experience



## 2014 Hiring Outlook

17% of Companies Plan to Hire More Part-Time Workers in 2014



**25%**

Of Hiring Managers say more candidates are rejecting job offers because they have multiple offers from which to choose due to their specialized skill sets.



**50%**

Of Hiring Managers had employees quit voluntarily last year.



**33%**

Of Hiring Managers reported seeing more counteroffers in 2013 as employees with hot skills receive higher paying offers.



**2-5**

Years of Experience which are in the hottest demand, yet shortest supply.



**6-10**

Years of Experience which are in the second hottest demand, also with a short supply in the market

# 2014 Hiring Outlook

## Candidate Driven Market Fueled By Lack of Skill Sets

## SOURCES

Hiring Trends 2014 has been prepared by Ally Resource Group and contains results from:

- ✓ Thorough research with leading government authorities on labor statistics
- ✓ Top job board surveys
- ✓ Statistical research organization reports
- ✓ Magazine publications
- ✓ Findings by global employment not-for-profit research centers
- ✓ Search engine query trends from our own corporate and blog sites
- ✓ Trends from job searches for our clients

The following organizations conducted surveys with thousands of hiring managers within the US and across the globe, and with recruiters of the top staffing and executive search companies worldwide.

- <http://www.gallup.com>
- <http://www.careerbuilder.com>
- <http://www.monster.com>
- <http://www.dice.com>
- <http://www.linkedin.com>
- <http://www.pewresearch.org>
- <http://www.ilo.org>
- <http://www.forbes.com>
- <http://www.payscale.com>
- <http://www.bls.gov>
- <http://www.salaries.com>
- <http://www.internships.com>
- <http://www.jobvite.com>
- <http://www.odesk.com>
- <http://www.cnnmoney.com>
- <http://www.talemetry.com>





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## OUR PHILOSOPHY

We complete one search assignment at a time. Our clients hire us for our laser sharp ability to understand their needs and quickly develop a short list of candidates they can interview.

## OUR TECHNOLOGY

We utilize innovative social media recruiting techniques, our deep network, referrals, and cold-calling into our client's competition to find both active and passive candidates for our clients' open positions.

## OUR MISSION

We provide exclusive executive search services to companies throughout the United States, Canada, and the Caribbean Islands.

## OUR FACILITIES

We recruit nationwide from various locations around the United States and from our company's headquarters in Oklahoma City at 8524 S. Western Ave., Ste. #110.



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For Recruiting Assistance or Career Help – Contact Us!

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## FOR YOUR ATTENTION !

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