FirstScreen

Resume Overload

The Top 5 Ways to Qualify True Talent

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The Top 5 Ways to Quickly Score True Talent

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A quick historical perspective

When a resume meant something

For over 400 years up until fairly recently, a resume was the golden standard for allowing a candidate to elaborate their work histories and skill sets to potential employers. At the same time, talent managers were empowered by this information to thoughtfully evaluate candidates for organizational fit. What happened?

The age of applicant tracking systems

With the dawn of the information age and popular job portals like Monster, CareerBuilder, as well as others in the marketplace, candidates were able to quickly send resumes to HR departments - an exponential volume of growth for which recruiters had not anticipated or seen before. A recent survey on ideal.com noted that over 69% of recruiters observed a dramatic increase of applicant volume over the last few years. To combat this submission abundance, applicant tracking systems were introduced to enable resume categorization, candidate lifecycle workflows and paperwork reduction. In trying to to streamline the resume and overall candidate experience, however, these *systems proved to be technically complex* with non-technical users being forced to create and apply sophisticated query logic to try and filter through the applicant pool. This, coupled with user unfriendly designs resulted in many *high-quality candidates falling through the cracks* for a majority of recruiters.

The tailor and blast movement

As time progressed and candidates became aware of these applicant tracking systems, applicants started to tailor their resumes for every newly discovered, desirable position. A recent smartrecruiters.com survey detailed over half of applicants custom tailoring their resumes now, with more than one fifth of all applicants bloating their experiences with a "fake it 'til you make it" approach. Whether it was including keywords directly from the job description, copying "best practices" from Google role search results, crafting off of peer past submissions, or legitimately aligning prior

experiences to the role, job seekers started spending hours trying to "beat the system" on each opportunity to be noticed. This naturally led to *candidate services that would blast tailored resumes* at any related role with the hopes that at least a few spaghetti strands from the thrown noodle pot would stick on the wall.

No good deed goes unpunished…

As a result of the continual cycle of technology volleys and retaliation (all paved with good intentions), the purpose and value of resumes have became muddied, and the overhead, wasted time, and morale toll on both talent manager and candidate have been enormous.

An even greater *downstream financial impact* is the time being consumed on initial phone screens. In the vein of "garbage in, garbage out", candidates who now make it through to the initial phone screen stage based on tailored resumes are typically poor fits (both from skill set and organizational culture perspectives).

> "I spend most of my day on the phone with candidates who make it through to the phone screen but then immediately eliminate themselves due to clear lack of required experience."
>
> **- Director of HR at mid-size manufacturing company**

When engaged on the phone with these candidates for the first time, it typically takes a seasoned recruiter only a couple of questions to spot a poor fit, but then the conversation continues for the duration to "keep things professional" and not harm corporate brand by ending calls abruptly. These calls can be costly, since in many cases *recruiters and management hours are used* to determine who will proceed to face to face interview conversations. The combination of both resume qualification fatigue and phone screen mismatch can ***cost an organization hundreds of thousands of dollars of lost productivity each year***.
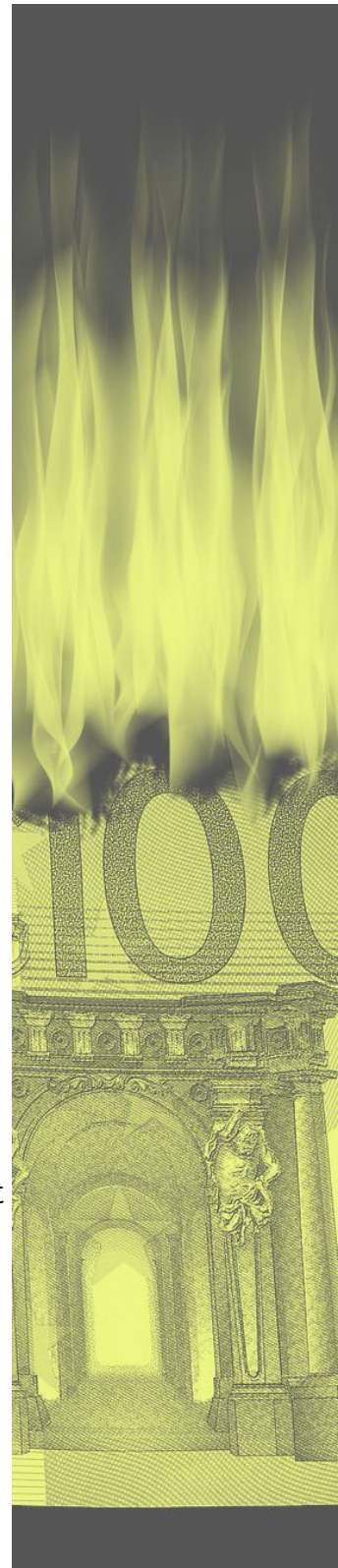
What is True Talent and how do I get it?

In light of these challenges, organizations and talent management professionals are now pivoting to focus on true talent at the earliest stages of the recruiting lifecycle. At its core, *true talent is verifying fit using a candidate's articulated experience*. Anyone can write a perfect, magical resume today because they have plenty of time to research, copy from search results, consult with peers and more. When asked to explore deep, varying aspects of a particular position's needs in a real-time conversation, it becomes clear quickly how well a candidate has operated in the target role's core capacity (or has the ability to perform in that capacity in the future).

This **validation shift** combined with a passion to:

Eliminate resume review waste

Customizing interviews to actual needs

TRUE TALENT

Improving overall candidate experience

Standardizing interview consistency

will help qualify talent and resolve the "Overload 5"

Eliminating resume mountains

> "250 resumes. Can you believe that I have *that many* to review for <u>every</u> new role that we start looking for?!"
>
> **- Talent manager at large consumer products firm**

Problem
- Recruiters spend excess time each day reviewing resumes to determine which "good-on-paper" candidates should be contacted for initial phone screens.
- Resumes are being tailored off peers, web search results and other sources, and they don't reflect true talent match
- A Growing percentage of people are bloating their past accomplishments and responsibilities skewing their capabilities
- Resume blast services are submitting volumes of candidates that are a very poor fit for the role
- Organizations that do have applicant tracking systems struggle with providing the right sophisticated queries to filter out the legitimately poor candidates and tend to toss out real talent

Solution: Ignore resumes and focus on the skills and anecdotal experience that candidates clearly communicate and know. Further down the road you can bring resumes or work histories in for final face-to-face discussions and decisions.

Benefits: In typical mid-sized organization looking to fill 50 roles over the course of the year, **over 160 hours** of productive time can be reclaimed and used to provide value to their organizations.
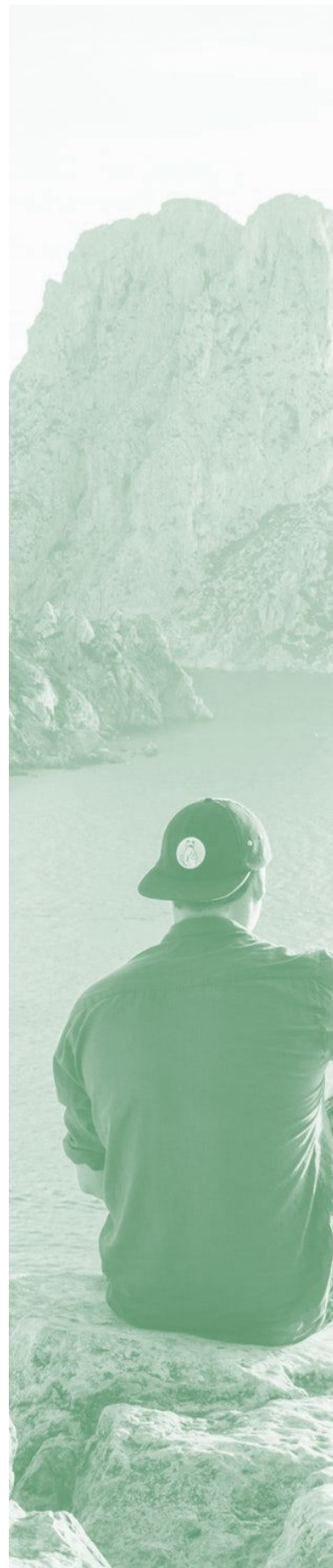
Customizing interviews to actual needs

"In the past, we simply used standard, boilerplate questions for our initial interviews . It's no wonder why my staff had so much trouble finding the right person for the position."

-   **Chief People Officer at mid-size biotech firm**

Problem
- Many times, talent managers don't have a deep understanding of what a position's day-to-day responsibilities will be, making it difficult to catch during initial screening
- Initial phone screens using generic questions miss validating a candidate's real fit to the role and organization, and paint a negative brand image for how the company operates
- Off-the-shelf questions insult candidates who genuinely want to speak to their job-aligned experiences to help speed along the hiring process and deliver quicker value to the organization
- Recruiters lose star talent who quickly opt for similar roles at faster-moving, focused organizations (*Recent MRI Network and Talent Acquisition Factbook studies have shown that it takes an average of 52 days to fill a position and that 27% of recruiters noted that lengthy hiring processes were their biggest obstacle*)

Solution: Spend dedicated time with hiring managers and the role's colleagues to learn about the position's typical skill / experience needs, and synthesize the results into customized interview questions for the sought opportunity.

Benefits: Recruiters that deliver a well-thought out, brand-positive interview will **quickly identify true talent candidates** to advance, **speed up overall hiring time** and help influence positive social media coverage resulting in the **entry of more candidates**.

Crushing candidate schedule barriers

"If only I could find a way to clone myself to be available 24 hours a day… We could interview candidates at a time when *they* would be ready & at their best."

- **Senior recruiter at tech start-up**

Problem
- Candidates who are fully employed and searching have challenges scheduling phone screens during regular hours
- Candidates with families feel rushed and pressured if trying to have an interview during prime meal / evening hours
- Weekend and off-hour availability is the best time for candidates, but talent managers aren't available
- In a recent Hubspot survey, it took over 280 candidates to bring in just one possible offer, with many potential candidates being eliminated due to interview timing issues

Solution: Enable your recruiting process with the use of modern technology tools to operate when candidates are going to be most engaged so they can provide the best answers to how they can bring value quickly to your organization.

Benefits: Companies creating a flexible recruiting process will on average bring a **200%+ gain in candidate applications*** based on industry benchmarks. **Increased candidate inflow** results in more, true-talent candidates and the **best selection** of people possible.

* Inferred from Glassdoor annual recruiting survey

Simplifying candidate entry

"I don't even waste my time anymore on opportunities that have lengthy, multi-page application processes. Why spend hours providing all the same information again, never to hear back from them after all that effort?"

- **Senior java developer candidate**
(similar sentiments from seven other experienced candidates interviewed)

Problem
- Candidates have to custom-tailor resumes for every new opportunity for which they want to apply
- Application systems require multiple entry screens to capture the same job information over and over again
- Every role at a new company requires this same information to be entered from a near-blank starting point each time
- Candidates aren't kept in the loop during the talent lifecycle beyond an occasional boilerplate submission/rejection email
- According to a recent socialtalent.com survey, 94% of candidates who abandoned their application noted that lack of clear instructions / simplicity was the key reason
- Recruiters using applicant tracking systems note many inaccuracies and inconsistencies with fields submitted
- Most recruiting systems do not allow candidates to submit applications by mobile phone

Solution: Revise your application process to empower candidates to apply to interested roles with one or two clicks (and by mobile phone) by using services that focus on the candidate perspective

Benefits: Focusing on the candidate experience increases the number of **true-talent candidates** as well as **positive brand** awareness (which in turn improves social sharing of roles).

Consistent interview delivery & assessment

 "It drives me crazy when I ask my team to bring back applicant screening feedback, and everyone has asked different questions and levels of detail all for the same role!"

- Recruiting manager at large telecommunications company

Problem
- Recruiting teams typically initially involve hiring managers and cross-functional staff who don't have interview backgrounds
- Different lines of questioning being asked by interviewers result in varying detail levels hinders comparing candidates
- Video interview solutions (either manual or automatic) claiming impartiality actually violate federal ADA laws due to judgements based on visuals or articulated tones/sentiments
- Interviewers vocalizing questions differently impacts how questions are interpreted and skews responses
- Interviewer-by-interviewer judging throws off the balance since some assessors are more leniently while other are more critical

Solution: Employ a strict methodology for articulating questions, capturing responses and assessing answers with an equal scoring approach ensuring every candidate has a fair chance to advance.

Benefits: In typical mid-sized organization looking to fill 50 roles over the course of the year, **over 600 hours** of productive time can be reclaimed by **automating interview delivery** and providing **apples-to-apples responses** surfacing true-talent not to mention aligning with the Department of Labor requirements (**OFCCP**).

Overcoming the "Overload 5" at once

Thankfully, **FirstScreen** is the solution to conquer all 5 of these dimensions!

1 — Eliminate resume mountains

FirstScreen automatically collects basic information but relies on candidate voiced knowledge - No more resume review marathons!

2 — Customize interview to job

FirstScreen enables interview questions to reflect actual skills with easy question / response definition - Hone into TRUE talent with tailored roles!

3 — Break schedule barriers

FirstScreen is available 24 hours a day for candidates to automatically interview - Give maximum flexibility so candidates show their true self!

4 — Simple candidate entry

FirstScreen requires only two clicks to provide a LinkedIn profile or resume upload - Surface more engaged candidates with easy entry!

5 — Equal delivery & scoring

FirstScreen vocalizes interviews & assesses results exactly the same way for each candidate and customized role - Establish recruiting standards easily!

Find your company TRUE Talent in a third of the time with FirstScreen!

View Demo