

November 2017

Your Talent Wake-Up Call

My four year old son does not understand why my laptop is not a touch screen. I have caught him swiping away, looking completely baffled when nothing happens. It does not align with his expectations - so, as far as he is concerned, it is broken.

From a recruitment perspective, organisations run the risk of leaving a similar impression when they fail to align their use of technology to the expectations of prospective employees.

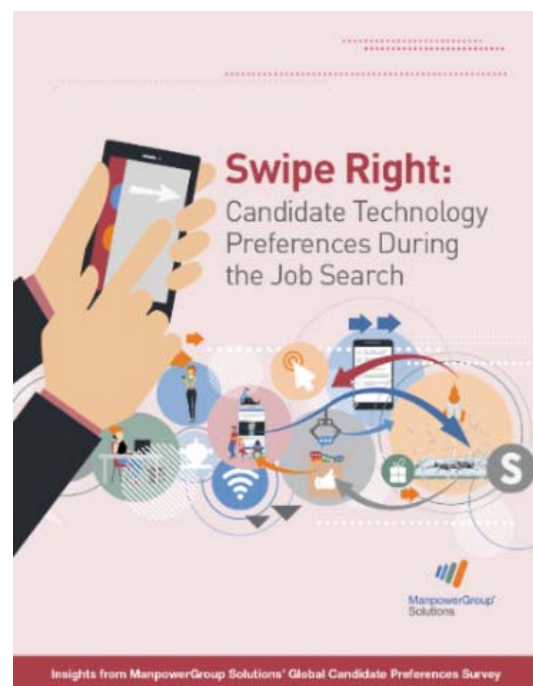


Technology touches every aspect of the hiring cycle. It is a powerful weapon in an employer's arsenal, but it needs to be used with care. To attract, develop and retain in-demand talent, it is critical that employers listen to the preferences and expectations of workers, and adapt their use of technology accordingly. Those that do will gain a significant competitive advantage. Companies that proactively respond to candidates' technological preferences, rather than fight them, will ultimately win the war on talent.

This is where ManpowerGroup Solutions can help...

In our latest insights report, [Swipe Right: Candidate Technology Preferences During the Job Search](#), we interviewed nearly 14,000 individuals in the workforce to find out what they need, want and expect from technology during the hiring process. Global trends and country nuances are highlighted along with new strategies employers can implement to improve their use of recruitment technology.

Learn more about our [global candidate preferences research](#).





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