



Qualigence
International

2015 TALENT ACQUISITION FORECAST

Whitepaper

IN THIS WHITEPAPER

Is the War for Talent back in full swing?

That's the direction staffing trends are headed, with the competition for qualified talent at its highest peak since

pre-recession hiring. In fact, it's estimated that by 2015, 60% of the new jobs being created will require skills that only 20% of the population actually has.

A recent report from the American Society for Training and Development says that in 2015, a staggering 76% of all U.S. jobs will require highly skilled workers in areas such as science, technology, engineering, and math. Additionally, Georgetown's Center on Education and the Workforce estimates that the demand for college educated workers will surpass the supply of this population by 300,000 a year. In other words, there will be 3 million fewer graduates than needed.

In this whitepaper, we will explore hiring trends for 2015, including the most in demand roles and how they relate to economic recovery, as well as tactics to find and retain qualified talent in a competitive market.

"Dig deeper and you will see that there's a long-term battle for the highly skilled people you will most want to hire."

- Dan Finnigan, Forbes

A SHIFT IN HIRING MINDSET

What, exactly, has made hiring trends shift so significantly in just a few short years?

According to Forbes, two major trends have altered the mindset of job seekers and employers in the U.S.

The first is the shift from the recession mentality that no job is permanent and everyone should be on their toes and prepared to look for new employment at the drop of a hat.

As candidates feel more comfortable with the state of the workforce, they become more likely to shop around and find a job they truly want, instead of living in fear of looking around due to the state of the economy.

The second reason is the level of connection we achieve as a society today – social media usage, such as connecting professionally on LinkedIn, is at an all-time high, allowing for an easier avenue to explore and find new employment opportunities across the board. Likewise, it makes it easier for employers to locate the talent they need.



SAYING GOODBYE TO 'PASSIVE' AND 'ACTIVE' CANDIDATES

Another significant shift in Recruiting into 2015 is grasping the idea of the Proactive Candidate. These candidates look into and cultivate their next career opportunity a significant amount of time prior to making the actual career change. According to a survey by Jobvite, as many as 53% of employed workers are open to new job prospects even if they aren't looking actively.

Additionally, 73% of Proactive Candidates have engaged in job search activities within the last year even if they weren't necessarily unhappy in their current position, and CareerBuilder notes that candidates are now thinking about their next job search as much as six months before actively searching. In fact, 69% of workers surveyed said that searching for new opportunities is part of their "regular routine," with 24% searching as frequently as once a week.

"These proactive job seekers, many of whom are some of your best employees...are not waiting for their résumés to be plucked out of a stack of hundreds or found among thousands at job boards. They are cultivating networks of opportunity that they can tap into at any time they need to."

- Forbes



ECONOMICS & THE WAR FOR TALENT

The U.S. government announced in fall of 2014 that the economy had rebounded sharply, with strong economic growth due in large part to business investment, particularly in the manufacturing sector.

This was paired with increased consumer spending and a recovering housing market, according to the report.

Across the nation, recruiting firms are seeing an influx in clientele staffing needs, and the hiring won't slow down into the 4th quarter of 2014 – creating a strong prediction of hiring trends to come as we enter the New Year.

According to a Manpower Employment Outlook Survey, employers expect to hire at a positive pace throughout the fall and winter seasons of 2014. Staffing levels are expected to increase in 37 of 42 countries and territories in the 4th quarter.

According to Manpower, these hiring trends are expected to carry into 2015.

ECONOMICS & THE WAR FOR TALENT

“During 2014, we have seen incremental growth across industries and regions... the survey results reflect a slow and steady climb that continues to define the employment landscape, and an enduring optimism that will carry us into 2015.”

- ManPowerGroup CEO Jonas Prising

This recovery and growth reflects an urgent need for top talent globally. Across the board, organizations are struggling to find qualified talent to fill positions. According to Robert Half International, more than half (6 out of 10) business owners are having a difficult time finding candidates that have the necessary qualifications for the role. Managers are finding that posted jobs are not leading them to qualified candidates, according to the report.

As a result, the role remains vacant and small businesses suffer – 43% of small business owners said unfilled jobs were hurting their business growth. This is up from 39% in 2012. Paired with a candidate driven market – in which the job applicant has their choice of where to work and not the other way around – organizations are in competition with one another to find and retain the best possible performers.

INDUSTRIES WITH THE MOST GROWTH FOR 2015 & BEYOND

Proactive Candidates are more likely to be looking for a role that is best for them financially as well as in relation to flexibility and job security. Big population trends, such as aging Baby Boomers, better medicine and health care, and rapid technology growth, are causing significant waves of change in the types of roles needed globally.

According to the Bureau of Labor Statistics & Business in 2015, the following jobs are becoming the most in demand for candidates in the New Year and beyond:

Biomedical Engineers

The field of biomedical engineering is expected to increase by 61.7% by 2020.

Network Systems Analysts and Data Communications Analysts

The Bureau of Labor Statistics expects a 25% increase within the next few years.

Financial Analysts

The Bureau of Labor Statistics projects an increase by 16% within the next few years.

Medical Scientists

This field is expected to increase about 36.4% by 2020.

INDUSTRIES WITH THE MOST GROWTH FOR 2015 & BEYOND

Physician's Assistant

This profession is expected to increase by 38% by 2022.

Biochemists and Biophysicists

The Bureau of Labor Statistics report an expected growth rate of 19% by 2022.

Athletics Trainer

The Bureau of Labor Statistics predicts a growth rate of about 19% within the next few years.

Dental Hygienist

The Bureau of Labor Statistics predicts a growth rate of 33% within the next few years.

Veterinary Technologists and Assistant

The projected growth rate is 30% within the next few years.



INDUSTRIES WITH THE MOST GROWTH FOR 2015 & BEYOND

Dental Assistant

The Bureau of Labor Statistics estimate a growth rate of 25% within the next few years

Personal Finance Advisor

The Bureau of Labor statistics estimates job growth at 27% within the next few years

Computer Applications Software Engineers

The Bureau of Labor Statistics predict a growth rate of 22% within the next few years.

Compliance Officers

Projected job growth is about 20%.

Physical Therapist Assistant

The Bureau of Labor Statistics estimates a growth rate of about 41% within the next few years.

Environmental Engineers

The Bureau of Labor Statistics estimates a projected job growth of 15% within the next few years.

Veterinarians

The Bureau of Labor Statistics estimate job growth at 35.9% by 2020.

Physical Therapists

The Bureau of Labor Statistics estimates a job growth rate of 36%.



INDUSTRIES WITH THE MOST GROWTH FOR 2015 & BEYOND

In addition to these roles, the Bureau of Labor Statistics estimates Audiologists, Health Educators, Stonemasons, Medical Secretaries, Interpreters, Glaziers, Sonographers, Event Planners, Plumbers, Iron Workers, and Personal Care Aides to be in high demand in 2015 and onward through 2020.

BIG DATA GETTING BIGGER

The technology sector deserves particular attention when it comes to the creation of jobs. Cloud computing, in which large groups of remote servers are networked to share data processing, data storage, and online access to computer services and resources (NIST), is expected to generate as much as \$1.1 trillion a year in revenue by 2015.

Along with it, the expected addition of as many as 14 million new jobs by 2015, according to an IDC Study.

Behind the cloud job boom are three distinctive tech trends: Mobile Apps, Social Networking, and Big Data (Forbes).

Big data – storing, securing, and making sense of large quantities of digital information (Forbes) – is slated to become a \$40 billion business in the next three years. This will be directly correlated to a significant increase in the amount of personal data that will be used per person in the next five years.

Among these tech roles, Data Analysts will be in high demand to comb through the massive amount of information that companies will use and store. With this tech trend will also come a need for hiring in related sectors to account for demand, such as sales, customer service, and marketing.

“Every big data-related role in the U.S. will create employment for three people outside of IT.”

- - Peter Sondergaard, Gartner Research

BUILDING YOUR TALENT STRATEGY

As organizations gear up for hiring into 2015, now is the time to gain a competitive edge on finding and retaining the best possible performers amid a talent shortage.

In order to find this talent, we must first understand their demographics. According to Forbes, today's Top Talent is: Highly Educated, Social, and Well Connected.

It takes much more than slapping a job description on a job board to find today's top talent. Employer Branding has become a must in today's candidate driven market.

Today's talented candidates require a personal connection – building a rapport with the candidate pool on social networks and building a community of followers by becoming a trusted Thought Leader as an organization.

Consider investing in an in-house communications professional who will be able to manage social channels and actively engage with your target audience, both client and candidate. Cultivating these engagements, paired with providing and distributing engaging and educational content that will attract candidates, will allow for a canvassing of digital channels and casting of a wider net for top talent identification.



Refine your recruiting strategy by reviewing where you're finding candidates. Searching LinkedIn for qualified talent has proven effective, but with nearly 98% of Recruiters on LinkedIn (Forbes), you're at risk of searching in an over-fished pond.

Consider leveraging your digital sourcing strategy with competitive intelligence methodologies, such as pairing with a research firm or recruiting organization that will aid your team in finding candidates that can't be found by everyone else.

By obtaining access to this unique candidate pool, you won't run the risk of having these candidates be stolen away by the competition before you can get to them.

Don't forget to put your money where your mouth is when it comes to pairing company culture with employer branding strategy. Touting a fun yet professional workplace that offers great benefits and flexibility? As employer or Recruiter, work to prove it by holding true to these enticing aspects of the organization. The reputation of companies is spreading faster than ever, and backing these statements with satisfied, happy, and engaged employees will help to attract the best available talent for the role.

A Note on Experience: In 2015 and beyond, candidates will increasingly be hired based on their ability to perform successfully in their environment and not just the years of experience listed on a resume. According to best-selling author Lou Adler, years of experience does not necessarily equate skill. Employers who recognize this trend and have their eyes open to a wider pool of candidates may end up with qualified talent that has been otherwise overlooked.

“An evolution in the marketplace of talent has quietly but irrevocably changed how people look for work and how companies find workers. The faster your company adapts to the new ways of acquiring talent, the more competitive your business will be.”

-Forbes



About Qualigence

Qualigence International is the largest Recruitment Research and professional search firm in the United States, and proudly serves as a unique alternative to traditional retained or contingent recruiting models.

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