

# How to Navigate an Evolving Landscape: Recruiting Strategies for 2024 and Beyond

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# Today's Presenters



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# RECRUITING TRENDS

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# 5 Trends to Help You Hire in 2024



*Shift in labor market could favor employers*

# 5 Trends to Help You Hire in 2024

*Focus on skills-based hiring, rather than education or experience*



# 5 Trends to Help You Hire in 2024



*Attract Gen Z candidates; a growing portion of workforce*

# 5 Trends to Help You Hire in 2024

*Keep up with  
increasing wages  
and benefit  
packages*



# 5 Trends to Help You Hire in 2024



*Embrace pay  
transparency  
laws; they're here  
to stay*





# ATTRACTING TALENT

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# How to Get a Candidate's Attention

- Highlight the employee value proposition
- Describe the challenges of the job not the desired skills
- Tie the job to a larger purpose
- Talk about outcomes rather than tasks
- Make the application process easy



# Understanding Candidate Expectations



- Be prepared for questions
- Provide info and be proactive (or else they may ghost you)
- Take a sales approach: sell the job, sell the organization
- Work culture matters

# Higher Pay ≠ Always Getting Top Talent

- Candidate considerations:
  - Benefits
  - Work culture
  - Work site
  - Time off availability
  - Remote work
  - Flexible schedule
  - Upward mobility





# TRACKING LABOR LAWS

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# Recruiting and the Law

- Applicant tracking systems help maintain compliance with EEOC and other regulations
- Use structured interviews and scripted questions
- Follow job posting requirements and pay transparency laws
- Other local and state laws may include fair hiring policies:
  - Ban the Box
  - Salary history
  - Equal Pay
  - Fair Pay Act (construction)
- Minimum wage and overtime; considering salaried employees
- Employee or independent contractor classification



# EXECUTIVE SEARCH

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# Understanding Executive Search

- What is executive search?
- What are the current trends in executive search?
- What is the value of an executive search service?
- How to choose the right executive search partner?





# GTM's Executive Search Service

- Extension of your business with a focus on you
- In-depth consultative approach
- Candidates are thoroughly vetted
- We're local – we'll get to know you, your work culture, and work site
- Objective assessment to the hiring process
- Access to passive candidates
- Search can remain confidential
- Expertise in candidate assessment



# About GTM

- Industry-leading HCM technology
- Best-in-class HR consulting services
- Customized business insurance and employee benefits
- Dedicated, local support
- Serving the Capital Region for 30+ years



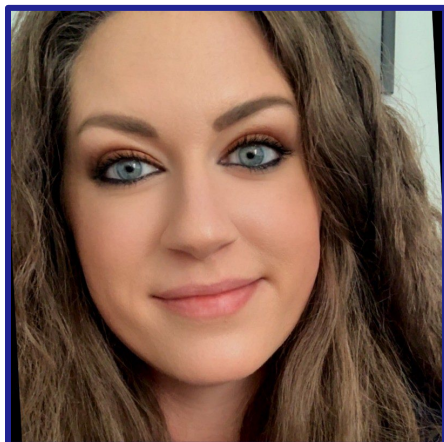
# QUESTIONS

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# Continue the Conversation...



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