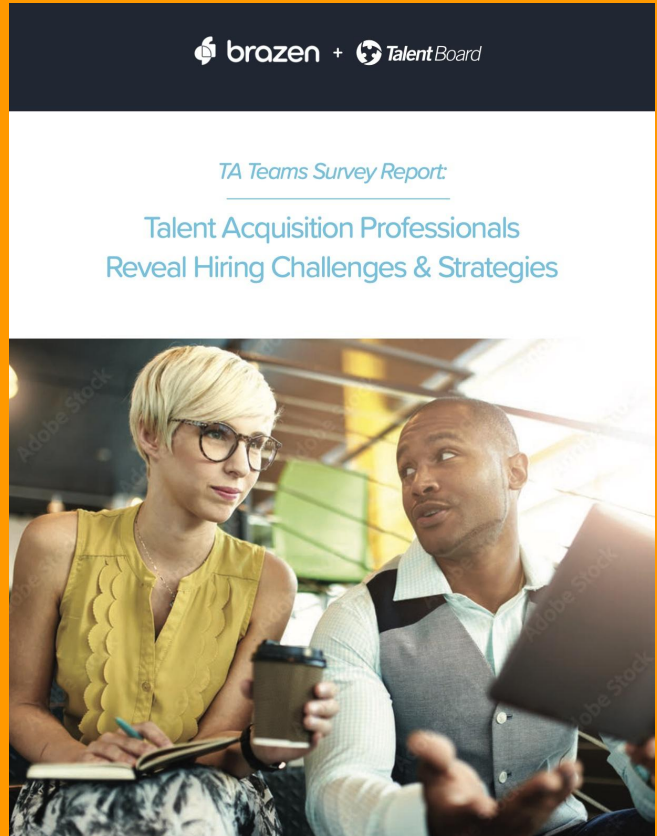


# RAB Live Online Presentation: Recruitment



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# The Brazen Story



Pioneered  
virtual hiring  
events in **2012**



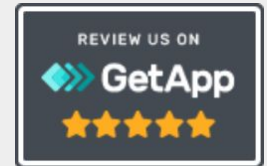
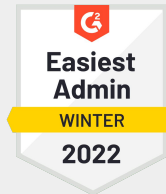
Launched  
virtual  
recruiting  
suite in **2018**



Trusted  
partner of  
**600+**  
companies  
worldwide



Work with  
**20%** of the  
**Fortune 100**



# The Talent Board Story

**11**

How many years we've  
been researching  
candidate experience

**1,200**

Number of companies  
that have participated  
since 2011

**1.25 Million**

Number of  
candidates we've  
surveyed since 2011



 **Talent Board**

 **CANDIDATE  
EXPERIENCE  
AWARDS**

# Research Summary

Brazen and Talent Board jointly surveyed recruiters and talent acquisition professionals about the activities, tactics, and technologies they're using to engage precious new candidates in 2022.

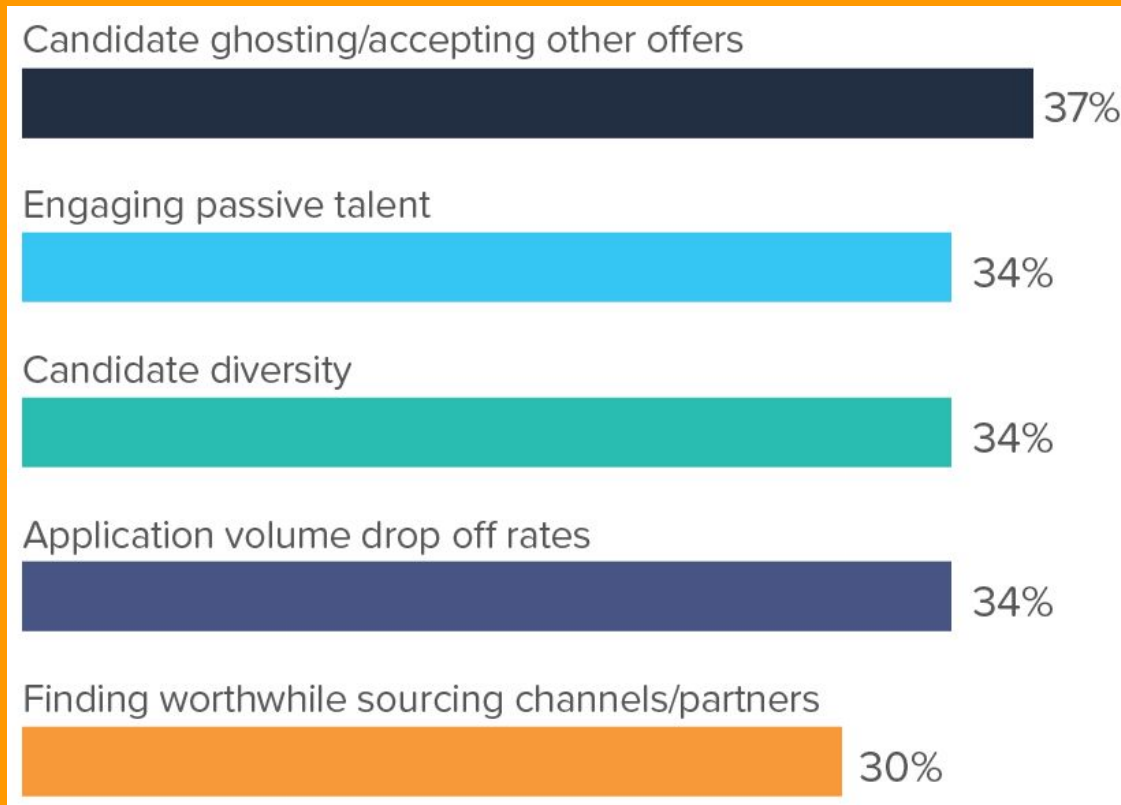
A total of 375 anonymous survey responses were collected online between February 11 and March 18, 2022, from companies of all sizes across the world and in a wide range of industries.



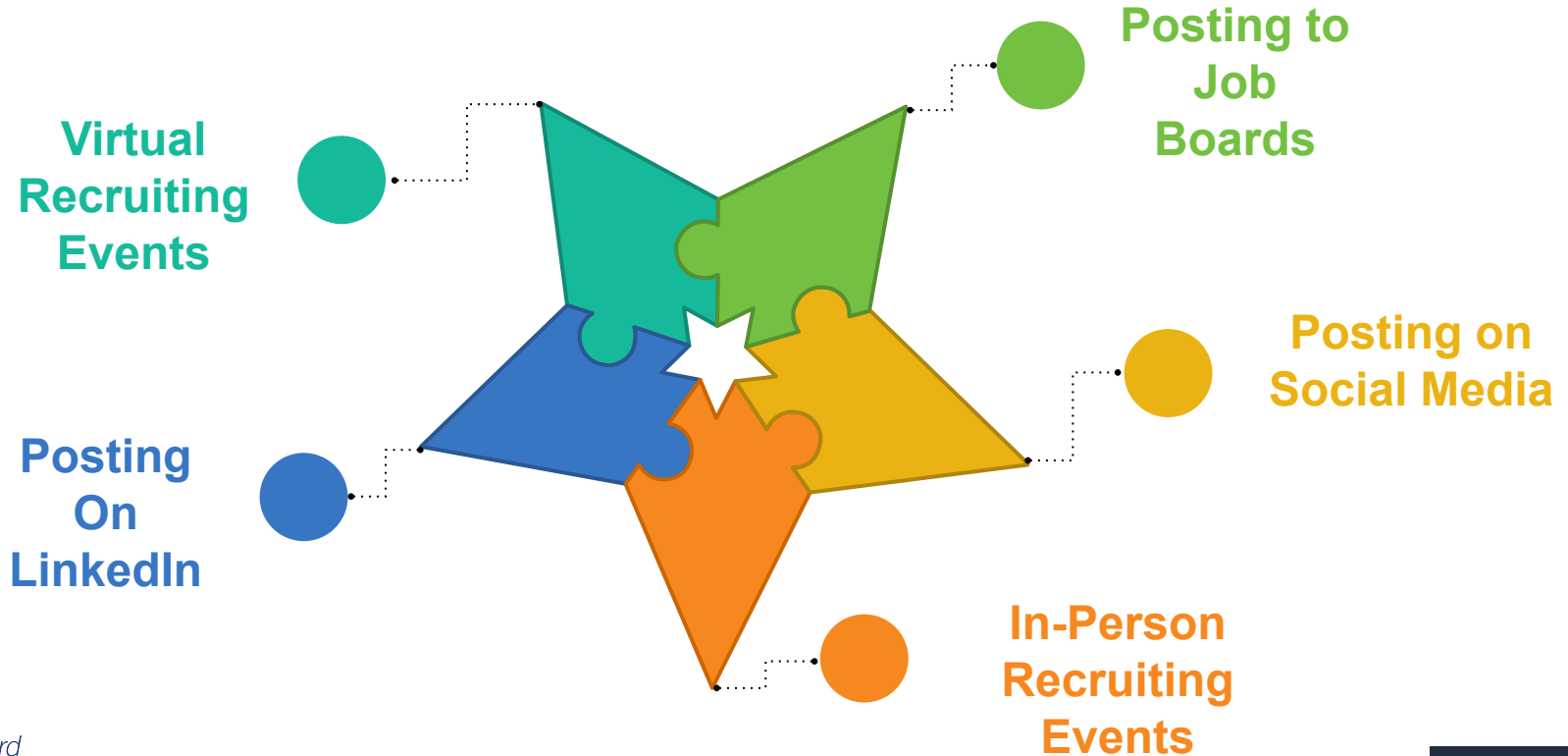
# Tough Labor Market and Resentment Is Up



# Candidate Ghosting Is Top Challenge



# Core Attraction/Engagement Activities That Drive Highest Satisfaction Levels Among TA Teams



# Major Perception and Satisfaction Gaps Between Recruiters, the C-Suite, and Candidates

**47% of C-suite  
Very Satisfied**

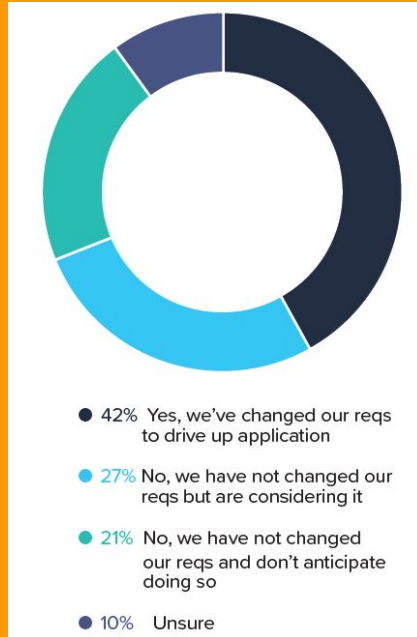


**21% of Recruiters  
Very Satisfied**



# In the Last 6 Months TA Teams Have Made Changes to Adapt

Changed job requisitions to  
reduce barriers to application



## Additional Adaptation

- LinkedIn posting (38%)
- more social media posting (35%)
- Increased recruitment marketing (34%)
- more virtual recruiting events (29%)
- additional employer branding activities (27%)
- more in-person recruiting (23%)

# Thank you? Questions? Download the report today!

