

RECRUITING TIP SHEET

for Federal Government

Losing Top Candidates? Tired of the private sector poaching your talent? Sure, they have more money. *But that's not why you're losing top candidates.*

The private sector is simply faster—and savvier—at recruiting.

You can be, too. How? By using the same strategies and tools to attract and engage high-performing talent. Cornerstone Recruiting levels the playing field with tools designed to help your organization grow your talent pipeline, engage candidates who are the best fit, attract and nurture Millennials, and hire qualified candidates in less time.

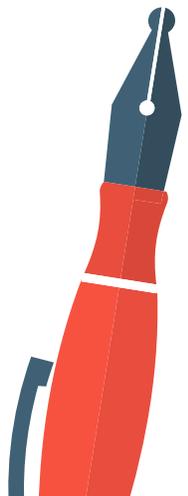


Here are five ways Cornerstone Recruiting can help you find top talent, faster:



Source better candidates.

Competition for top talent is tough, with the private sector still more nimble when it comes to sourcing, making offers, and onboarding. Cornerstone Recruiting gives your agency this same agility with tools designed to efficiently find, qualify, interview—and make offers to—candidates faster. Cornerstone Recruiting also expands your candidate pool with unified social tools to easily leverage employee referrals and uncover passive candidates already in employee networks.





Improve branding and transparency.

The private sector knows that branding and reputation is absolutely key to effective recruiting. Cornerstone Recruiting helps your agency establish and promote your organization's brand in a cohesive, consistent way through multiple channels, attracting those who are already a great fit—and making it easier to weed out those who aren't. Use Cornerstone Recruiting to establish your organization as an Employer of Choice with job-specific specialized websites, branded websites, and consistent messaging across all social platforms.



Reduce turnover.

Finding people is tough, keeping them is even tougher. Yet reducing turnover starts not after the hire but before the interview. Finding the right candidate—and preventing turnover before it even begins—means looking beyond the obvious skills match. Use Cornerstone Recruiting to easily identify candidates that not only meet job description and competency requirements but align with your agency's goals, culture, and mission from the outset.



Prepare for departures.

Government agencies are facing the Baby Boomer exodus in advance of any industry, with the average age of workers three to four years older than the general population. Cornerstone Recruiting helps you prepare for these losses—and maintain business continuity—by creating a strong, flexible talent pipeline filled with pre-qualified internal and external candidates. Losing seasoned employees also means losing key wisdom: use Cornerstone Recruiting to identify and bring key candidates onboard sooner so they can connect with and learn from your experts before retirement.



Appeal to the new generation.

Here's a surprise: Millennials are interested in careers in the public sector, as identified in Universum's survey of more than 65,000 undergraduate and MBA students.¹ The stumbling block? Government agencies aren't reaching Millennials on their own turf. Millennials thrive on technology and connection, which requires a streamlined, frequent touch, engaging recruiting strategy. Use Cornerstone Recruiting's social and referral tools to demonstrate your tech savvy and to actively brand your agency as an employer of choice.

¹ Bob Lavigna and John Flato. "Millennials Are Attracted to Public Service but Government Needs to Deliver." *ere.net*. June 22, 2014. Accessed on <http://www.ere.net/2014/01/22/millennials-are-attracted-to-public-service-but-government-needs-to-deliver/>.

Learn more about how Cornerstone for Government can jumpstart your recruiting efforts with Unified Talent Management by visiting csod.com/federal.

Cornerstone OnDemand is a leader in cloud-based applications for talent management. Our solutions help organizations and agencies recruit, train, manage and connect their employees, empowering their people and increasing workforce productivity. To learn more, visit csod.com/federal.