Talent Trends Quarterly

Practical Workforce Strategies for Growth-Focused Employers

Historically, mid July marks the start of a spike in hiring. It's important your company is positioned to make a good first impression with prospective new hires.

As hiring activity increases in Q3, employer brand becomes a competitive advantage. Before month-end, I encourage you to evaluate your company through the eyes of a prospective candidate. This Employer Brand Audit highlights the key touchpoints candidates use to decide whether to apply or move on. A thoughtful refresh will allow you to secure stronger hires more quickly, so your team can maintain focus and finish the year strong.

Don't let hidden gaps in your hiring process cost you top talent. Let's conduct a 30-minute audit together. I'll provide an objective, outside perspective and help you uncover immediate opportunities to enhance candidate engagement and drive better recruiting results. Reach out today to schedule your review.

Cheers to a successful Q3!

Amber

Amber Schleinkofer
Cell: 260-437-6614
Email: amber@astalentadvisors.com
Website: astalentadvisors.com

According to Glassdoor, 75% of job seekers consider an employer's brand before applying.

Employer Brand Audit

Let's visit the top places candidates go to gather insight on you as an employer.

Rate each area from 1 (Needs Improvement) to 5 (Excellent):

CATEGORY	SCORE
Google Reviews — Our company info is up to date. Logo and location are correct. Reviews accurately reflect our company and team; we have responded quickly and professionally.	__/5
Glassdoor Reviews — Our company info is up to date. Logo, website and location are correct. Reviews accurately reflect our company and team.	__/5
Indeed Reviews — Our company info is up to date. Logo, website and location are correct. Reviews accurately reflect our company and team.	__/5
Website: Careers Page — Our career page is easy to find and application process is simple. Our most compelling benefits are highlighted. Visuals of our employees and workplace are included.	__/5
Social Media — Beyond our core product/service offerings, we also showcase our community involvement, recent news, achievements and awards, and employee spotlights/highlights.	__/5
Mission & Cultural Visibility — Our mission and values are easy to find online and the majority of our reviews align with our mission and values.	__/5
Leadership Visibility — Google search results showcase our leaders actively engaged in our community and within our industry.	__/5
Total	__/35

How Did You Score?

28–35 | Strong Employer Brand

Candidates are likely to view your organization as credible, attractive, and worth pursuing.

22–27 | Solid Foundation

Your employer brand supports hiring efforts but contains gaps that reduce candidate conversion.

Below 22 | At Risk

Top candidates may be forming perceptions that discourage applications, interviews, or offer acceptance.

Less than 22? Recommended Next Steps:

- Prioritize needed company info updates on the sites you visited.
- Revise/refresh website and social media.
- Ensure a process for timely and professional responses to reviews.
- Add employer brand content to your social media pages. See content ideas below.
- If your application process is cumbersome, work with your HR team to improve this. According to Career Builder, 60% of job candidates will stop an application midway through because they find the process too long or unwieldy.
- Identify review feedback that is consistent and warrants improvement. Share this feedback with those involved and work on an improvement plan.

Employer Brand Content Ideas

CULTURE & BENEFITS	COMPANY GROWTH	EMPLOYEE RECOGNITION/STORIES
Facility Tours	Milestones	Anniversaries
Team Events	Product Launches	Promotions & Career Highlights
Company Outings	Company Updates	Employee Spotlights
Benefits Highlights	Customer Success Stories	New Hires
Wellness Initiatives	Industry Certifications & Awards	Awards & Certifications
Non-profit partnerships	Sustainability Efforts	Community/Volunteer Events

TALENT ENGINE
Powered by AS Talent Advisors

C&S Machine, a growing ultra-precision machine shop in Niles, MI has added 40+ machines in the past year. We customized a Talent Engine tailored to surface qualified CNC Machinist for their hiring team.

In Q2, we delivered 244 qualified, pre-vetted candidates, helping reduce recruiting costs while significantly increasing applicant volume.

How might year end look if you engaged a cost-effective solution tailored specifically to fuel your production goals? Reply to this message to schedule a time to discuss your needs. Let's tailor a solution that delivers the candidate volume, quality and consistency needed to end the year strong!