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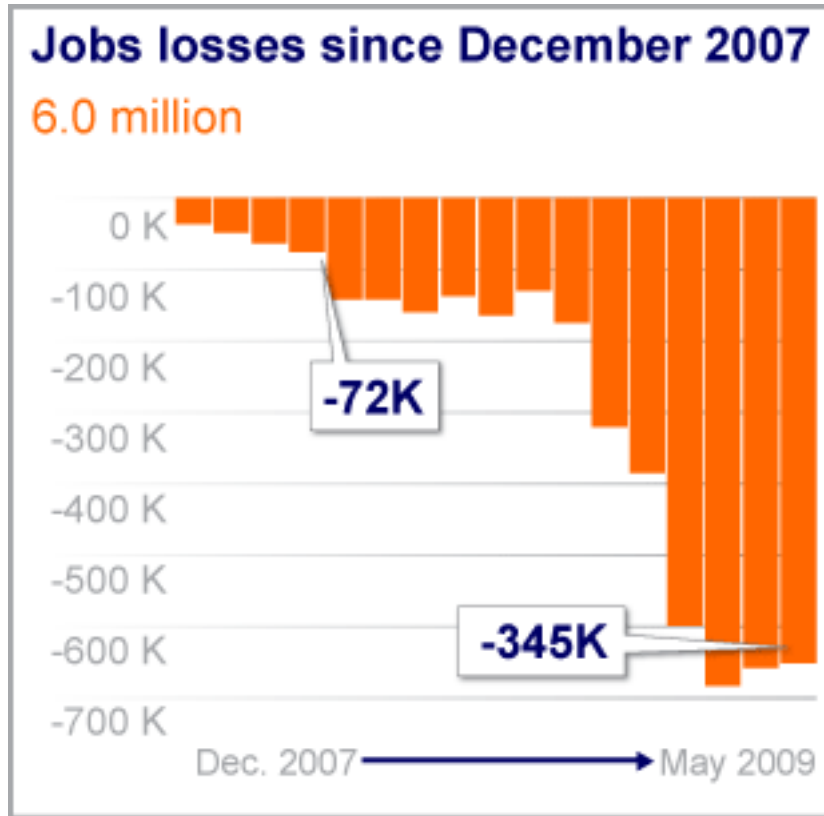


The Recession's Over – Now What?

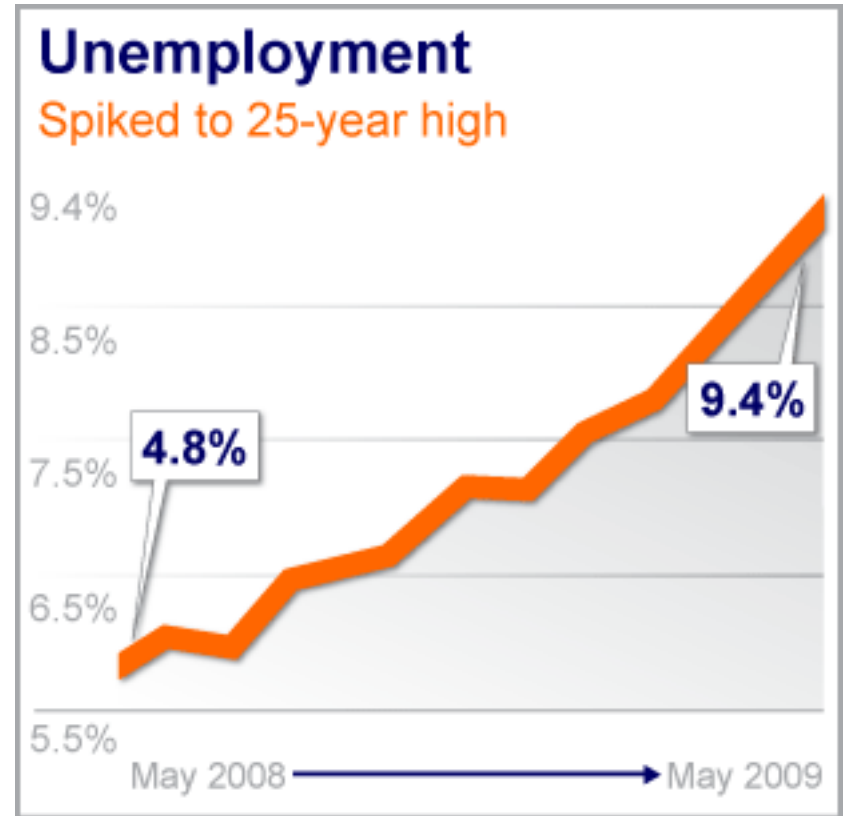


Jason Ferrara, VP Corporate Marketing

Is the Recession Coming to an End?



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What has the Recession Meant to Recruiting?

- Less competition from other employers
- More high quality candidates are available
- Turnover and retirement rates have decreased
- Weakened employment brands

What are Companies Doing Today to Repair Their Employment Brands for the Turnaround?

- Employers are revising recruitment messaging and investing more in promoting career advancement, flexibility and a work culture that values employees:
 - 24 percent are outlining potential career paths for current and future employees
 - 24 percent are offering more employee recognition programs
 - 21 percent are offering more flexible work schedules
 - 20 percent are revising job listings to emphasize a positive work culture
 - 18 percent are revising recruitment materials
 - 16 percent are revamping their company career sites

What are Hiring Managers Doing Today to Prepare for the Economic Turnaround in General?

- 31 percent are replacing lower-performing employees with stronger talent that may not have been available in a healthier economy.
- 41 percent are currently evaluating their hiring process and implementing changes.
 - Forty-nine percent are revising retention strategies.
- 30 percent are planning a new marketing strategy
- 24 percent are ramping up training programs
- 20 percent are working on a new product line or enhancing existing products
- 20 percent are implementing a new succession plan

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