

## Recruiting Post Pandemic

One of the key resources for ideas for these articles is the Society for Human Resources (SHRM) website ([www.shrm.org](http://www.shrm.org)). As a member of SHRM, this site was a go-to so many times when I worked. Now in retirement and collaborating with transitioning folks, it's still a great resource. Here's a review of an article that I found on the world of recruiting as we move out – hopefully – of the pandemic.

Roy Maurer posted a great article entitled “4 Talent Acquisition Trends with Staying Power Beyond the Pandemics”, date August 23, 2021. In the article, he discusses the state of finding talent in these turbulent times. I'm sure there are so many more dynamics going on in these times. Here are his four.

1. **RETURN TO THE FUNDAMENTALS.** Technology has been a wonder to revolutionizing how we connect and process talent into to a hire. His emphasis was to simplify the process and make it more transparent. He discussed the value of using employee referrals. While the numbers say that unemployment is still high, the number of applicants can either be overflowing or sparse. Rethinking on how to connect with the right candidate is ongoing. **FOR THE TRANSITIONING MILITARY:** Don't become frustrated with the process. Create your brand and effectively communicate why you are the best candidate for the position.
2. **WORK REMOTELY.** Workers have discovered the advantages of working remotely. Whether the elimination of commuting to work or even living in a more desirable location vs where the “job” was located. Some have enjoyed the lifestyle of working from home. It does answer the question of childcare for some. Many more companies are developing the policies and practices, even finding the advantages of such concepts, to enable remote working. **FOR THE TRANSITIONING MILITARY:** You've had the advantage of such work option during the pandemic. More and more positions are posted with the remote work option. Use this to your advantage when exploring the position.
3. **FINDING CANDIDATES.** The work environment is still in a state of flux. Companies can either be buried in applicants or they are getting any. Many companies have been using signing bonuses to entice the candidate. These will stop at some point. Companies are turning to creative ways to get the word out about their open positions. **FOR THE TRANSITIONING MILITARY:** This is an opportunity to really focus your job search. Target your search and effectively communicate your brand. Show why you are the best candidate.
4. **HIRING FOR DIVERSITY.** Diversity creates an environment of innovation and creativity. An increasing number of employers are embracing hiring a diverse workforce as a sound business decision. **FOR THE TRANSITIONING MILITARY:** You have a decided advantage based upon your experiences. This is your opportunity to talk about these during the interview process, showing the breadth of your experiences and how these would be advantageous to a prospective employer.

Change is such a norm in the civilian workplace. The rate of change is accelerating . Take advantage of this and find success in finding the right job for you. Best of luck.