

THE EMPIRICAL GUIDE TO

# Recruiting

## 3 TRENDS we expect to define recruiting in 2023



### 1) Remote/hybrid work is here to stay.

**Companies are losing candidates because they are not offering this option.**

CONSIDERATIONS:

● **Can you trust an employee to do remote work?** If not, we consider this an expectation and management issue, rather than a productivity issue.

Case in point: how many times your employee walks the dog is less important than the completion of needed work.

● **There is a disconnect between how younger and older employees think about remote work.** Older managers think this is temporary. Younger employees see remote work as here to stay.

● **If you ask today, "can this role be done remotely?" you have already missed the boat.** The answer is yes. Most of these transitions happened over the past two years.

● **Important questions for leaders: How do you coach and build a remote team?** How do you keep the human connection and keep a team engaged?

● **Modify your interviews to include explicit questions for remote work**, such as:

- "Share an example of a time when you worked from home and managed your time effectively."
- "How do you meet your deadlines at home?"
- "How do you avoid distractions at home?"

*Empirical offers a full range of recruiting services in flexible and affordable packages.*

**Reach our team at [hello@thinkempirical.com](mailto:hello@thinkempirical.com), or give us a call (610) 994-1139.**



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## 2) Set your salary expectations – and do it right.

When fast food employees are making \$20/hour, you need to adjust your pay accordingly.



CONSIDERATIONS :

- **Salary databases are available** — think Salary.com, HR Hero, and others - and provide industry-and location-specific salaries. However, this data is often already old. The best way to get trusted data is by going out to the market.
- **It is now a requirement to have a salary conversation early in the conversation.** Many states (including California) require salary ranges to be posted, plus many websites (such as Indeed.com) provide an expected salary. Offering a salary below these numbers? You are at a disadvantage.
- **A general rule of thumb:** in-seat employees need at least a 10% increase in wages over their current salary.
- **Money remains an important reason** why a worker remains in a current role and doesn't look to move. Yes, there are other reasons, but money is still a top driver.
- **When bringing in new employees at a higher level,** be sure to do a compensation analysis of current employees. The risk: if you don't: current employees will leave.

## 3) Understand timing and expectations for filling roles.



Quick actions and flexibility are more important than ever.

CONSIDERATIONS :

- **It is a very competitive marketplace, so be timely with candidate communications.** Get back to them within 24 hours; offer interview dates the same week you contact them. Many good candidates are lost because companies take too long in the hiring process.
- **Getting to an initial conversation with a candidate is taking longer than ever** (up to twice the amount of time we have seen in the past, for some roles). Hiring managers must understand that the time to fill a position has increased.
- **It is essential to cross-train employees** to fill multiple roles. This ensures your organization is resilient.
- **The cost of a vacant position can be huge;** never lose sight of this fact. Don't let "perfect" be the enemy of "good enough." Consider the cost to your company of each role you don't fill.

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