

Employee Digital Life Cycle



Employee Journey Episode 1: Attract



March 2021

❖ What is Employee Life Cycle (ELC)?

- Employee life cycle - is an HR model that identifies the different stages an employee advances through in an organization, as well as the role HR plays in optimizing that progress. Keeping track of an organization's employee life cycle is important because it gives employees a consistent series of steps through an individual's career with a company, as well as giving employers an option to analyze data.



- In short, the term refers to the employee's journey with the company. Certain stages in ELC management overlap with core HR responsibilities and may involve using HR software. Therefore, it is sometimes also referred to as HR life cycle, or simply HR cycle.



❖ Stages of Employee Life Cycle:

- The employee life cycle encompasses various stages in the career of an employee, beginning with **attract** and concluding with **off-board** "resignation, termination or retirement". The typical employee life cycle model breaks down into seven stages:

1. Attract
2. Recruit
3. Onboard
4. Evaluate
5. Reward
6. Develop
7. Off-board

- In this episode we will discuss the first stage of employee life cycle "**Attract**" and how technology can help organization attract and retain talent.

❖ Attraction:

- Is the most important stage, no matter how great organization's product or service is, organization who do not attract and retain great people will fail over time, every time. Therefore, attracting the right talent is crucial to any company's growth strategy.
- The attraction stage happens before you even have an open position. It is often referred to as the "**Employer Brand**".

Employee Digital Life Cycle

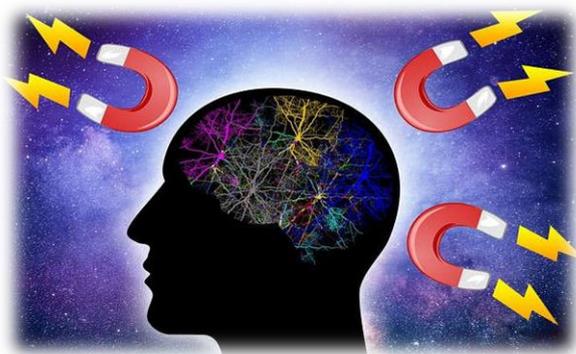
- The employer brand is “the image of your organization as a ‘great place to work’ or ‘work environment’ in the mind of current employees and key stakeholders in the external market (active and passive candidates, clients, customers and other key stakeholders).



- Everyone in talent acquisition understands the importance of employer branding but creating an effective employer branding strategy is something many organizations still struggle to get right. There is no one right way to create an employer branding strategy, but there are some best practices to keep in mind, so we created this comprehensive collection of actionable tips. We have broken things down into three categories: **Planning, Execution and Optimization.**

❖ Planning:

1. Align your talent strategy with organizational needs
2. Set actionable objectives
3. Define relevant KPIs
4. Develop a measurement plan
5. Allocate resources upfront
6. Create target candidate personas
7. Develop a compelling employee value proposition
8. Examine your application process
9. Do not forget about retention
10. Determine your distribution mix



❖ Execution:

11. Tailor employer branding materials to your candidate personas
12. Create a content calendar
13. Watch for common implementation roadblocks
14. Make sure your employees understand the strategy

Employee Digital Life Cycle

❖ Optimization:

15. Test the message
16. Implement the employer branding
17. Evaluate your talent sourcing channels
18. Refine your plan



❖ Using Technology in Employee Attraction:

1. Social Media:

- Have you ever considered social media recruiting? Whether you acknowledge it or not, social media plays a large role in your recruitment, with organization's website, branding and social channels helping in draw the right employees to business. It is not something new on the table – social media is simply flooding with talent.
- Think about it: before applying for a job, most people will first check out the organization's **Web site, Twitter, Facebook, Instagram** and **LinkedIn** profiles and activity. They want to be sure that they are a good fit for the company, and vice versa. If your social media channels are outdated, poorly managed or non-existent, you will be reducing your chances of attracting quality candidates.



❖ How Technology Can Help Attract and Retain Talent:

- Investing in the right technology can help organization to attract quality candidates and retain high performing employees. In fact, technology is vital for the success of hiring, onboarding, and training processes. And with the right tech tools, will be more likely to keep staff engaged, motivated and happy in their jobs.



- In the modern workforce, job hunters are also just as likely to use a smartphone or tablet to search and apply for jobs as they are to use a desktop computer. So, mobility is important. **“HR needs to become digital to attract, retain and engage talent in a digital world” - Jan Brouwer.**



2. Career Site:

- Instead of only paying to attract talent on job boards, invest in a career site that can be your brand hub. Use custom landing pages to speak directly to your target audiences. Create unique talent network forums that encourage people to learn more about your company over time instead of applying when they are not sure.
- In addition, use technology like a Recruitment Marketing Platform to ensure your career site is optimized for mobile and search, so more candidates can find you from where they likely start their career search: Google.

3. Email Marketing:

- Finding the right person (if you are a hunter) or the company and role (if you are a job seeker) is all about timing. Great marketers excel at this: understanding how to generate interest and then nurture that interest over time based on the person, what they are looking for, what their challenges are, etc. It is personalized, it is relevant, it's consistent. It is not as simple as sending the same open job in a mass email to every person in your database. A CRM or Recruitment Marketing Platform is built to automate communication and segment messaging based on your talent pipelines.





4. Artificial Intelligence or AI:

- Among all the current tech trends, Artificial Intelligence is most useful for companies trying to establish their brand. You can use AI for analytics to gain valuable insights into recruiting data and streamline the recruitment tasks. In addition to this, AI can be used to shortlist the talent pool to find the best candidates.
-
- Innovations that stem from AI include chatbots, which utilize machine learning algorithms to help augment your employer brand. There has been an increase in the use of chatbots on career sites by 69% since 2018. Companies have found that these chatbots aid in strengthening their customer service and communication with potential candidates prior to their applications. Companies can then maximize their time by being more hands-on with candidates already in the recruitment process.
-
- ❖ Technology has transformed the way HR processes are currently managed, mainly in terms of how organizations collect, store, use, and disseminate information about applicants and employees.
-
- ❖ The trend toward use of more interactive technologies for e-recruiting is a positive step toward enhancing the organization's image as a warm and welcoming place to work and ensuring that e-recruiting meets its intended goals.