

# Demographic Trends in Recruitment

*Finding new ways to attract candidates.*

## Program Details

Recruiting has become a major challenge for companies in the past year or so, obviously due to the pandemic and the shortage of manpower. The job market has changed in such ways that the balance of recruitment power has shifted in favor of the candidates, resulting in a mismatch between the skills the workforce possesses and the skill sets organizations need to grow. Not only is this making it harder for recruiters to find skilled employees but it is also forcing organizations to realign, invest massively in training and professional development and change their recruitment process to access a greater pool of talents

Demographic factors such as gender, age, ethnicity, occupation, seniority, salary levels, marital or family status have always affected recruitment. Workforce demographics are rapidly changing. With an aging population pushing out skilled workers and a growing economy desperate for more workers, organizations need to diversify their recruitment strategies.

This webinar will address the new job market and its challenges, and the ways organizations can redirect their efforts to attract and retain the talents they need to grow.



**Training Length**

**1 – 1.5 Hours**