



Skip the short staffed season

With the holiday season quickly approaching, many organizations have already begun to prepare for the inevitable influx of customers, purchases and increased demand for products and services. Yet, finding the right candidates to prepare for these types of high-volume moments of the year continues to be a rising challenge.

"Seasonal" work means different things to different organizations and most understand that simply posting a job opening is insufficient to meet the needs of your busiest time. Even when companies are able to find and hire talent, they will often face turnover rates two or three times higher than in recent years.

ManpowerGroup Solutions looked at the challenges of seasonal hiring from every viewpoint – the recruiter, the candidate, the hiring manager and the HR business partner – and compiled [our findings](#) to help companies succeed when it comes to hiring the seasonal talent they need to drive sales and meet their business goals.

There can be many forces within a company itself that can impact low applicant flow and create high turnover. In order to get ahead of the curve, there are internal changes companies need to consider:



- Start with centralized recruiting
- Repackage opportunities to increase appeal
- Invest in marketing and advertising your employment brand

While internal changes will help attract and retain the right talent, organizations must also take a proactive approach to recruiting and focus on:

- Improving the recruiting process
- Knowing their ideal candidates (and how to handle walk-ins)
- Generating interest in the positions
- Thinking long-term and building the pipeline

By taking an innovative approach to seasonal hiring, companies can improve their ability to attract and retain seasonal talent. ManpowerGroup Solutions recently partnered with Lowe's Companies to discuss seasonal hiring challenges on a [webinar](#). Forward-thinking companies like Lowes and Staples are innovating their talent acquisition strategies to engage collaborative hiring models to help them skip the short-staffed season.



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