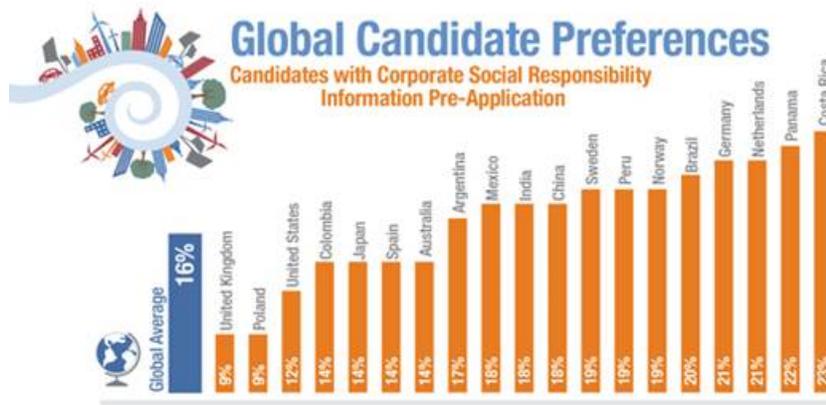


Candidates Expect More Than Ever Before Are you giving them what they want?

The recruiting process oversimplified is an exchange of information between employers and candidates – an employer seeks to understand a candidate’s qualifications and personality and a candidate learns more about the job opportunity, company culture and benefits. Both parties strive to uncover what the other one has to offer to determine if it is the right match for their goals and interests.

In the past, organizations focused more on scrutinizing candidates, using a thorough selection process to reduce the number of potential candidate profiles. In exchange, a decent job description and an attractive compensation package were generally sufficient to pique a candidate’s interest in a career opportunity.

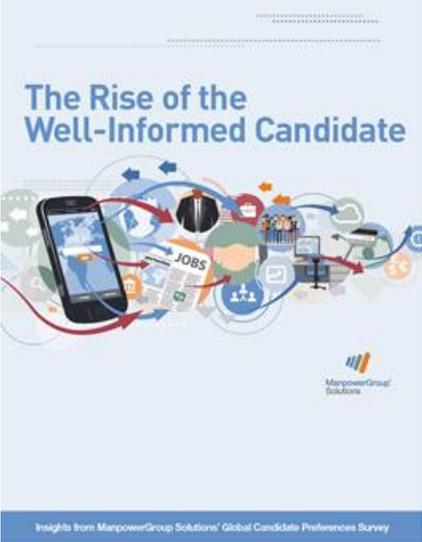
Today, more candidates assess their potential employer based on how meaningful the work is to them. They want to understand how they can grow within the company, what the work-life balance looks like, the organization’s Corporate Social Responsibility (CSR) policies and much more. This level of detail is rarely found in traditional job descriptions, but there are tools and strategies to enable this level of information sharing and success when it comes to attracting in-demand talent.



Organizations must ask themselves what message they are trying to project? What do we want candidates to know about us and what is the market saying about our culture? Sharing this information along with your company's vision and mission are key for building a successful employer brand to attract the best candidates for your organization.

While some companies have embraced a more transparent approach, there is still a lot of room for improvement, especially when it comes to recognizing local market nuances and preferences.

Our most recent [global candidate research](#) highlights the rise of well-informed candidates across the world. Read our [latest report](#) to understand what matters most to candidates and the types of information they want to have before making a career decision.



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