

A man with a beard and short dark hair, wearing a light-colored suit jacket, white shirt, and dark tie, is smiling broadly and shaking hands with another person whose hand is visible in the foreground. The background is a blurred office setting with vertical lines.

OCTOBER 2021

CASE STUDY

THE SECRET TO FINDING
GOOD CANDIDATES FAST

MAIN STREET
— RECRUITMENT —

SOLVING THE BIGGEST CHALLENGE OF SKILLED-LABOR COMPANIES



UNDERSTANDING THE BLUE-COLLAR WORKFORCE SHORTAGE

So many companies rely on the skill, talent, and experience of a blue-collar workforce to sustain their business. The reality that the qualified pool of skilled workers is shrinking is sobering for skilled-labor companies who risk business continuity and operational efficiency as *positions continue to sit unfilled*.

PeopleReady reported in the spring of 2021 that in-demand skilled trade jobs are remaining unfilled for roughly a month on average, and at the same time there has been an increase of apprentice and helper-level positions posted by plumbing, roofing, carpentry, and construction companies, among others. Meanwhile, **PBS reports** that traditionally white-collar technology companies like IBM—and companies in other sectors like health care and insurance—are also facing a lack of qualified talent and beginning to offer paid on-the-job training often found in blue-collar trades.

These training programs and opportunities can appeal to skilled workers who do not possess a bachelor's degree and create even more competition for blue-collar businesses seeking these candidates.

Between February 2020 and May 2021, **Bureau of Labor Statistics data** indicates that the labor force shrank by roughly 3.5 million people. There is arguably no industry that isn't feeling some strain from the workforce shortage and trying to chart a new course in their recruiting efforts in order to reach the candidates they need. This includes offering greater monetary incentives and robust compensation packages. The **Economic Policy Institute** showed that as of May 2021, the average wage has risen nearly two times faster for lower-wage blue-collar workers than for white-collar workers. Why is this the case? Some of the data is impacted by a general phasing out of lower-paying blue-collar jobs. But it also indicates that the demand for skilled labor has driven companies to offer more competitive wages to appeal to candidates.

A graphic with a dark background featuring a blurred image of various tools like wrenches and sockets. The text is overlaid in a bold, white and yellow font. It reads: "2x FASTER AVERAGE WAGE RISE for LOWER-WAGE BLUE-COLLAR WORKERS".

2x FASTER
AVERAGE WAGE RISE
for **LOWER-WAGE**
BLUE-COLLAR WORKERS

WHY THIS CHALLENGE NEEDS TO BE SOLVED

KEEP YOUR ORGANIZATION'S EFFICIENCY PROTECTED



The bottom line is that for every day a critical position remains unfilled, you lose productivity and efficiency within your organization.

The department and team waiting for a role to be filled must compensate for the unfilled position, causing a drain on their productivity and in some cases causing frustration and hurting team morale. A faster time to hire helps build trust among hiring managers and their colleagues across the organization that key roles can be filled promptly, and your organization's overall efficiency is protected.

3 WAYS TO FIND GOOD CANDIDATES—FAST

With the ongoing labor shortage and the growing competition for blue-collar candidates, how can you find the right candidates at the right time?

There are three key areas of focus that must be your first priority.



1 IDENTIFY YOUR PERSONAS AND AUDIENCES.

A persona is simply a fictional character that you create to represent your ideal candidate. What is your ideal candidate's needs, goals, and behaviors? After you determine your personas, you must ask the next critical question: Where are your candidates? If they aren't on the typical job boards like Indeed or LinkedIn, what online platforms and apps will you find them using?



2 CREATE OR STRENGTHEN YOUR EMPLOYER BRAND.

Your employer brand is who you are as a company—your mission statement, your core values, your company culture, and the environment you foster for your employees. Your branding should also communicate why your business is a great fit or option for the candidates you seek.



3 DEVELOP A RECRUITMENT MARKETING STRATEGY.

What are you currently doing to reach your ideal candidates and are those activities working? Programmatic advertising, an automated process of buying, selling, and placing ads online, can help you reach the right audience with the right message at the right time. This along with other recruitment marketing strategies can help you reach candidates quickly, cost effectively, and with a strong return on investment.

YOU CAN BE THE HERO

SOLVE THE RECRUITING CHALLENGE
FOR YOU AND YOUR BUSINESS

When you can grow and improve the quality of your candidate pool and reduce time to fill key positions, you are impacting your business from the bottom line. Human resources is much **more than a cost center**. Successful recruiting gives you and your department more freedom and flexibility for budgeting and strategizing.

What other goals and projects could you focus on if recruiting was no longer your greatest challenge?

When you work with Main Street Recruitment to solve your recruiting difficulties, you can find out.



LET'S TALK ABOUT HOW WE CAN START ADDRESSING YOUR RECRUITING NEEDS.

CONTACT OUR TEAM

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