

e-Book

4imprint®



2019 recruiting trends

Canada edition

Introduction

Hiring brings new skills and personalities to your team and helps you build products, services and relationships. For many organizations, finding key skill sets that are in high demand while dealing with changing unemployment rates can make attracting staff a challenge.

This e-book shares recruiting trends, comparing tactics organizations use with tactics that work best. Inside, you'll also learn which hiring giveaways HR professionals are using during the hiring process, from introductory job fair giveaways to "You're hired!" gifts for new employees.

It's an all-in-one look at how Canadian HR pros hire—jam-packed with data and tips to help you find your next exceptional employee.



Hiring a great new staff member is the ultimate win-win situation.

When you add someone to your team, they get a new opportunity and your organization acquires a new set of skills.

But how do you go about locating the perfect hire?

In a tight labour market, you might be tempted to replace current tactics with new ideas—only to wonder whether they'll work. To find out which practices hold the most promise, we surveyed hundreds of HR professionals across a variety of organization sizes and industry types.

The results contain a few surprises.

Simply put, the most commonly used tactics aren't always the most effective. And, the most effective aren't always the most commonly used. That's good news for leaders looking to amp their hiring

game. And, it's good news for anyone looking to land the next top hire.

Happy hiring!



Kevin Lyons-Tarr
CEO, 4imprint, Inc.



Kevin,
with 4imprint
28 years

Methodology

4imprint surveyed Human Resources Professionals Association (HRPA) Conference attendees in-person and other Canadian Human Resources professionals online. Data was collected January-March 2019.





Respondent industries

14.1%
NONPROFIT

11.5%
SMALL BUSINESS

10.9%
MANUFACTURING

10.5%
HEALTHCARE



33.9%
OTHER

9.2%
GOVERNMENT

9.9%
EDUCATION

Organization size

(by employees)



Fewer than 10

to



5,000+

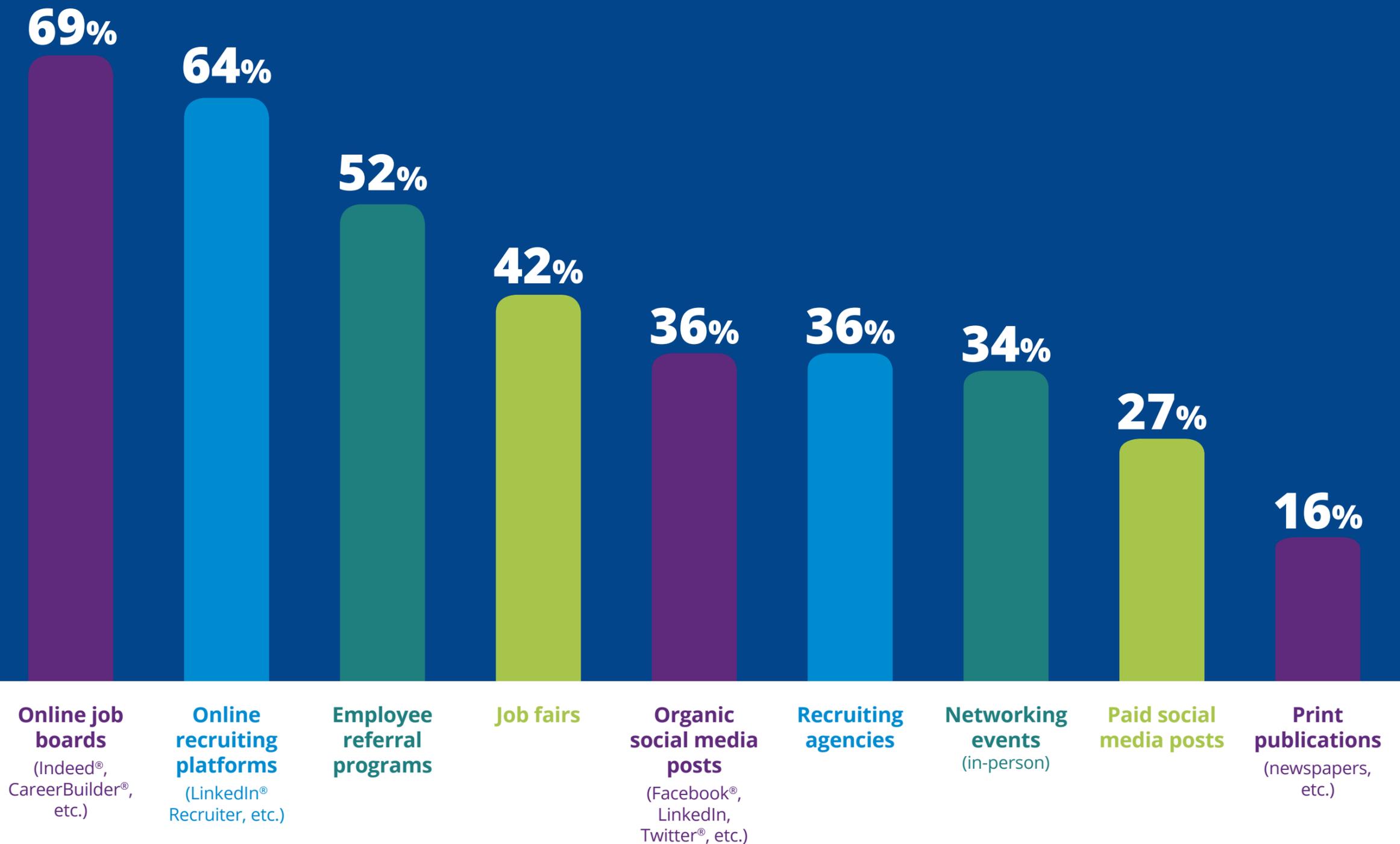
Recruitment strategies

Even as social media, job boards and other online recruiting methods become more popular, tried-and-true offline recruitment strategies, like employee referral programs, are still effective in finding employees.





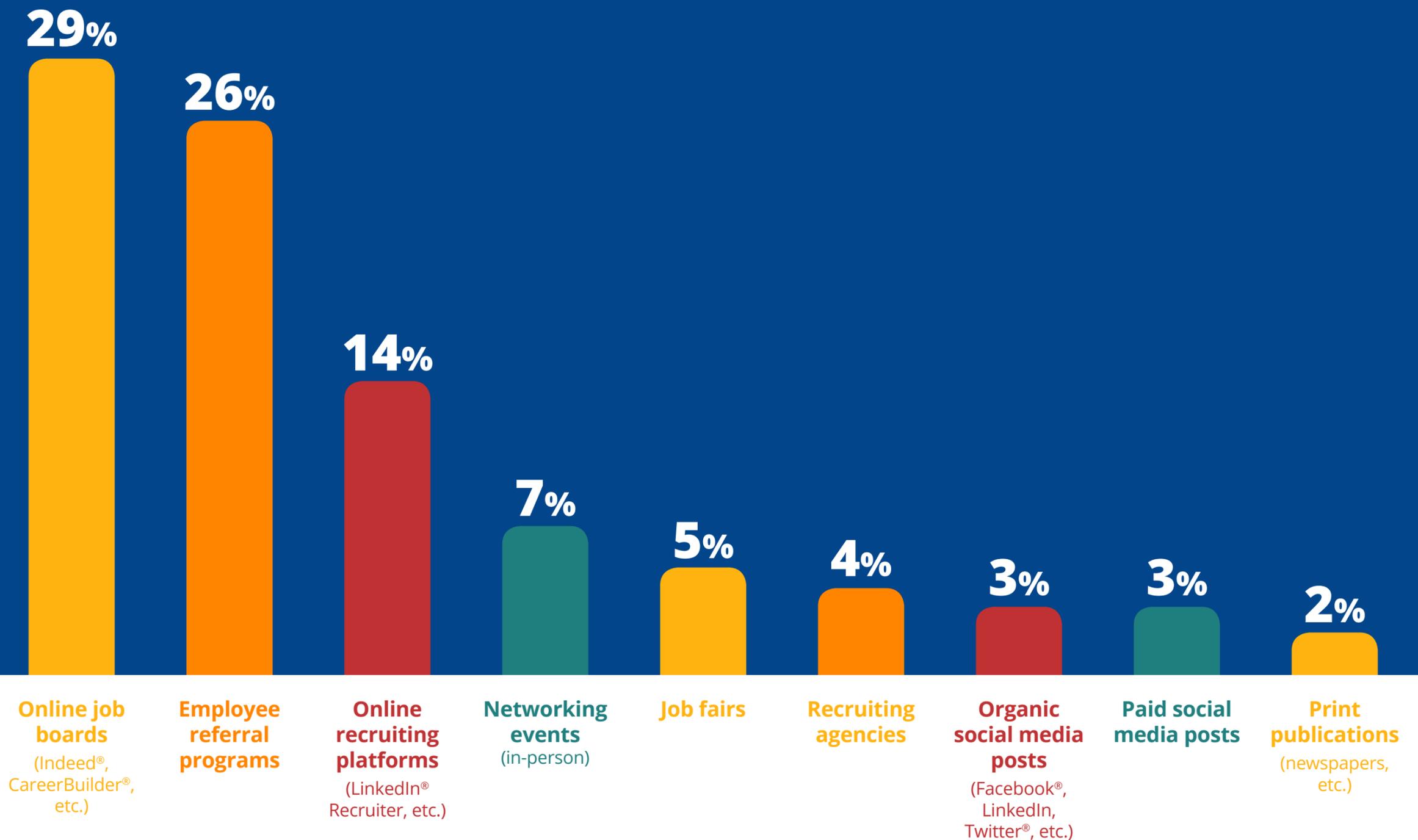
Recruitment methods used



Totals may exceed 100% because respondents were asked to provide multiple answers.



Recruitment methods rated most successful



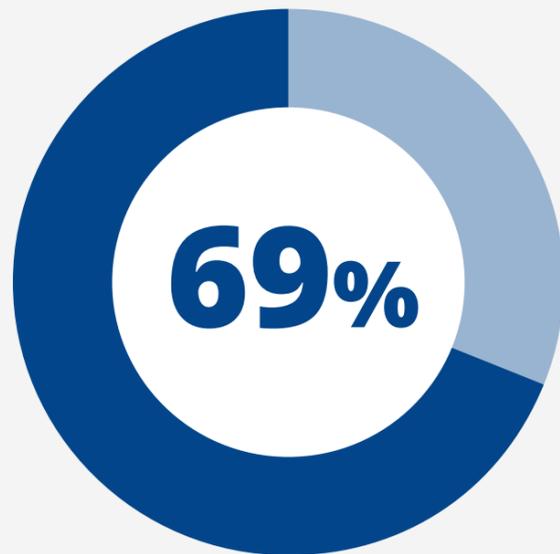
Totals do not equal 100% because responses for "don't know" and "other" are not shown.



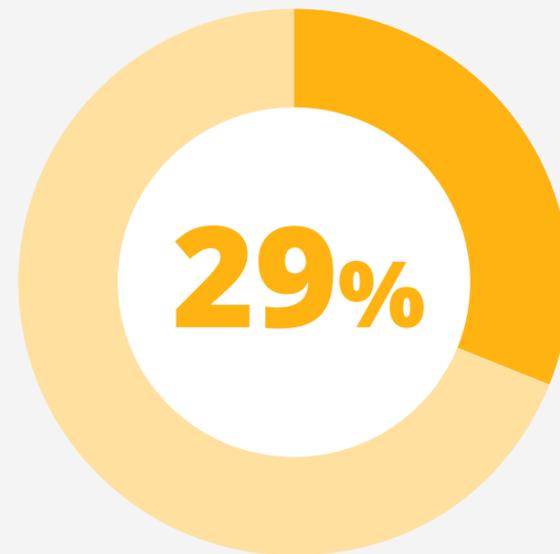
Online job boards

Online job boards are the **most frequently used recruitment method**, with good reason. HR pros also rate them the **most successful**.

ONLINE JOB BOARDS



Use online
job boards

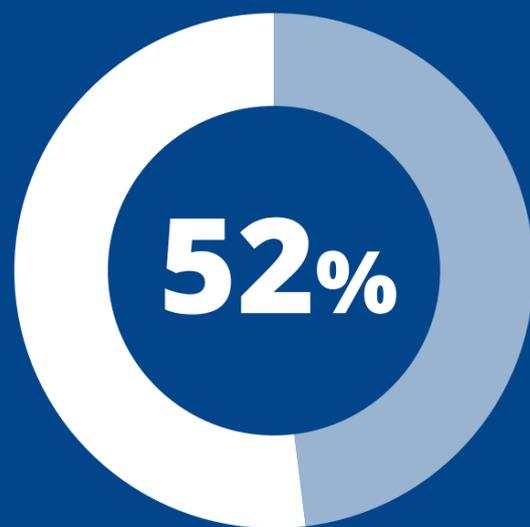


Rate online job boards
the most successful
recruiting tool



Employee referral programs

HR pros say tapping your existing employee base helps bring new team members into your organization.



Use employee referral programs



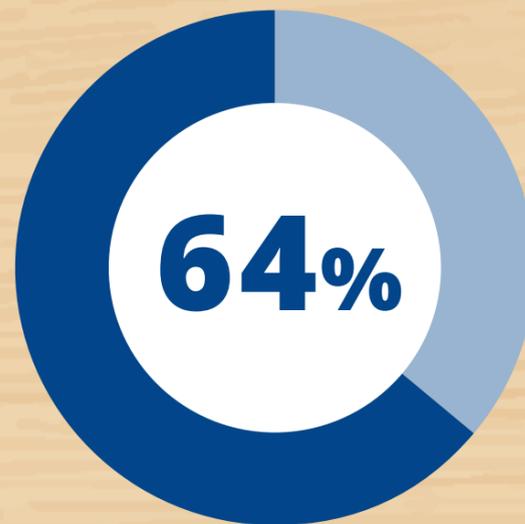
Rate employee referral programs the most successful recruiting tool



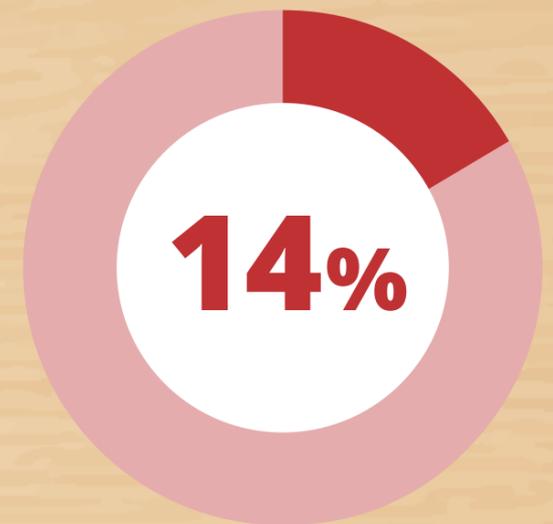


Online recruiting platforms

Online recruiting platforms (LinkedIn® Recruiter, etc.)
came in third among the most successful tools.



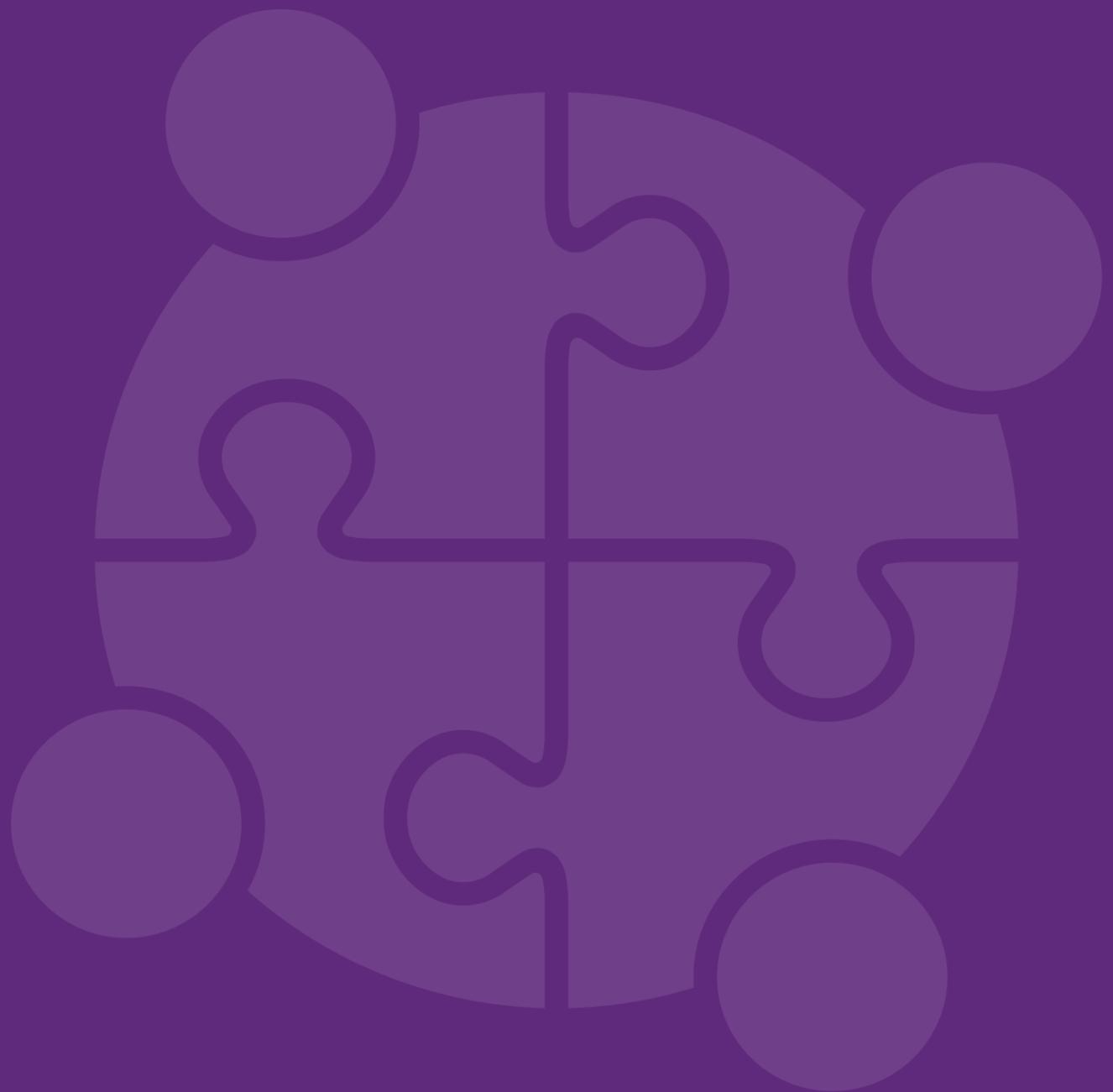
Use online
recruiting platforms



Rate online recruiting
platforms the most
successful recruiting tool

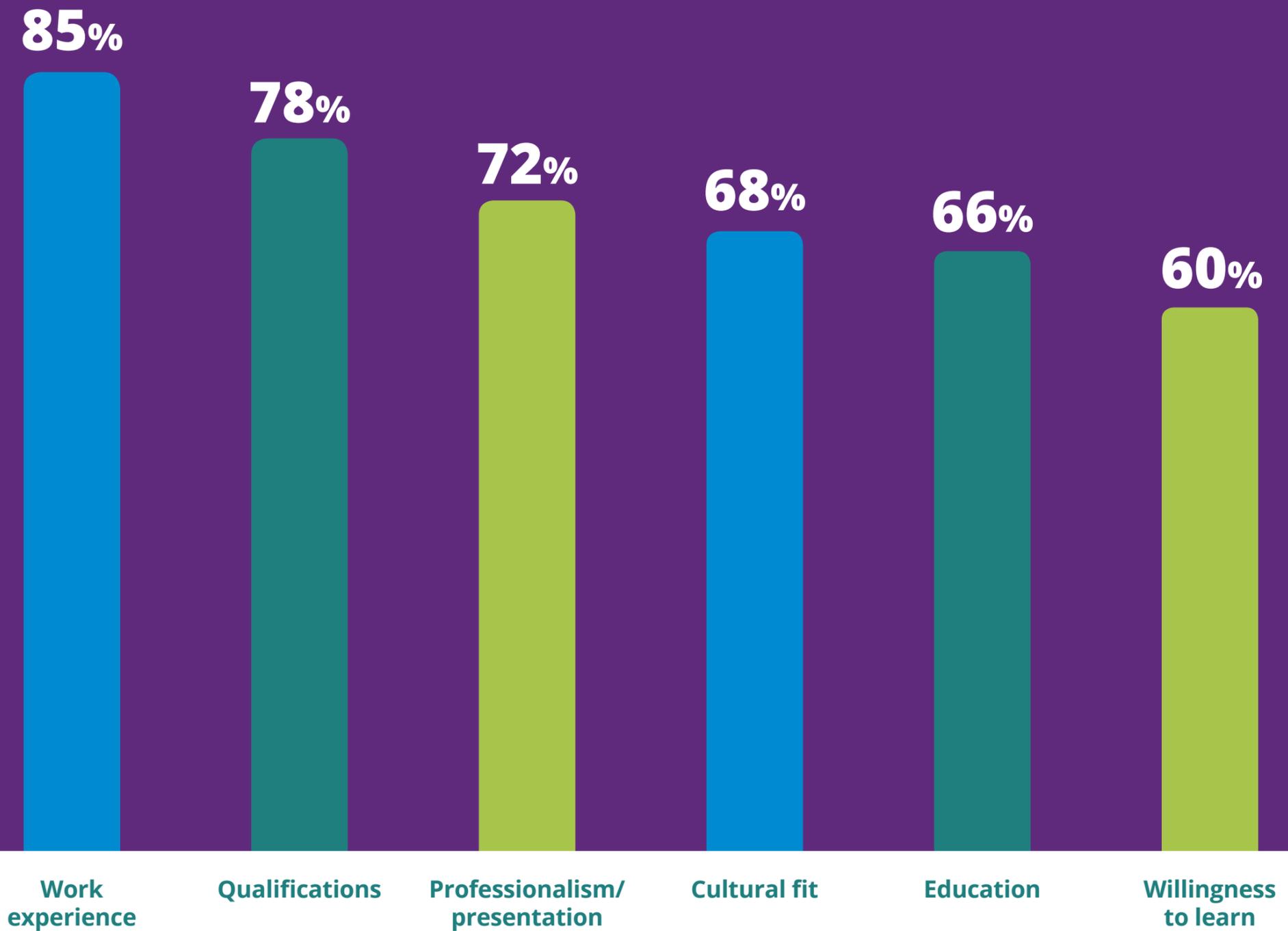
Interview assessments

A survey of HR pros reveals that a wide range of assessments are used during the interview process to help evaluate candidates. While HR professionals assess a variety of attributes, they consider a few to be the most important when making a hiring decision.





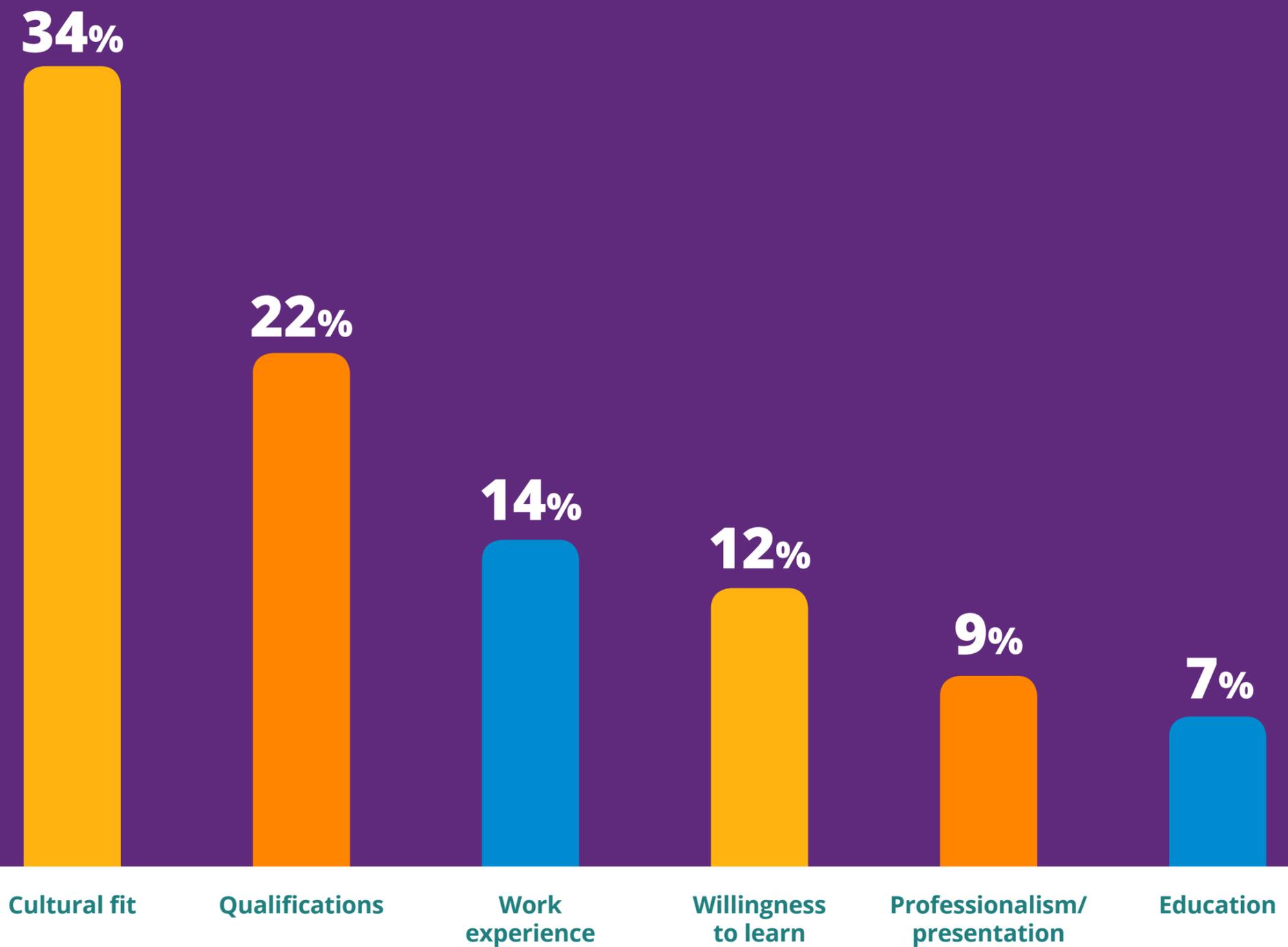
Attributes assessed



Totals may exceed 100% because respondents were asked to provide multiple answers.



Most important attributes assessed



Totals do not equal 100% because responses of "Other" were removed.



Cultural fit

While cultural fit was the **fourth most evaluated attribute**, respondents consider it the **most important attribute**.



Evaluate cultural fit during the interview process



Consider cultural fit the most important attribute evaluated during the interview process



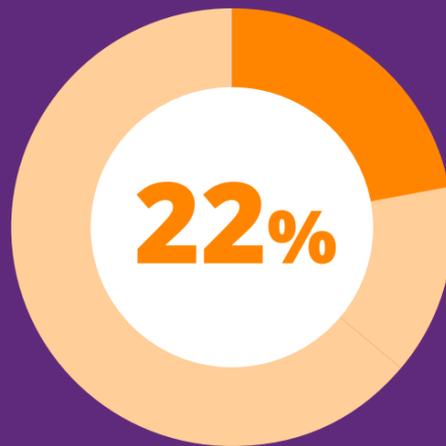


Qualifications

According to HR pros, **qualifications come in #2** among attributes assessed and attributes identified as the most important.

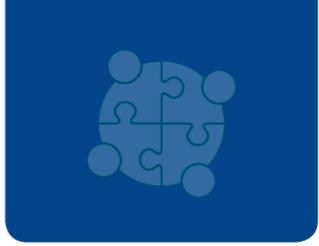


Evaluate qualifications during the interview process



Consider qualifications as the most important attribute evaluated during the interview process





Work experience

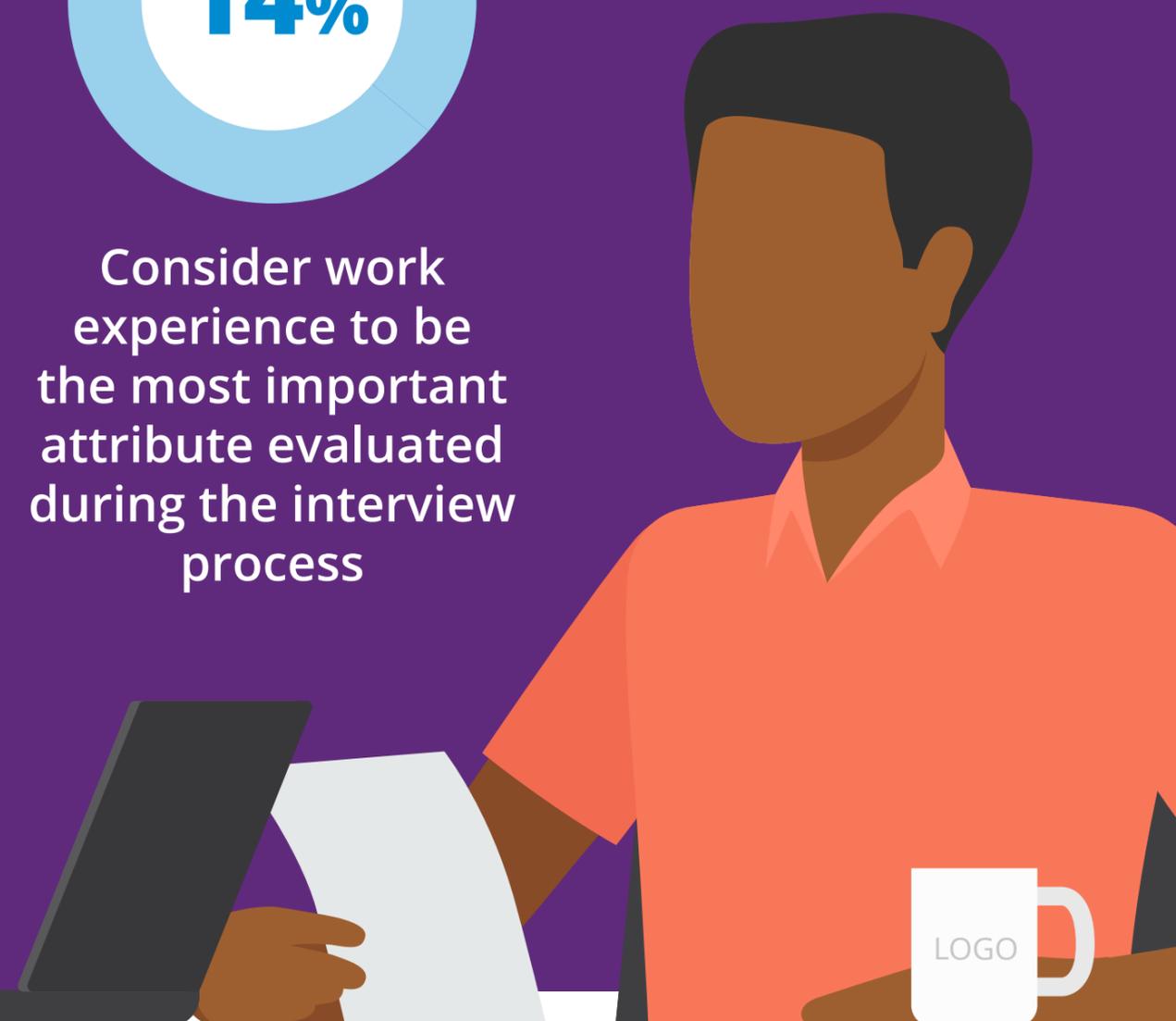
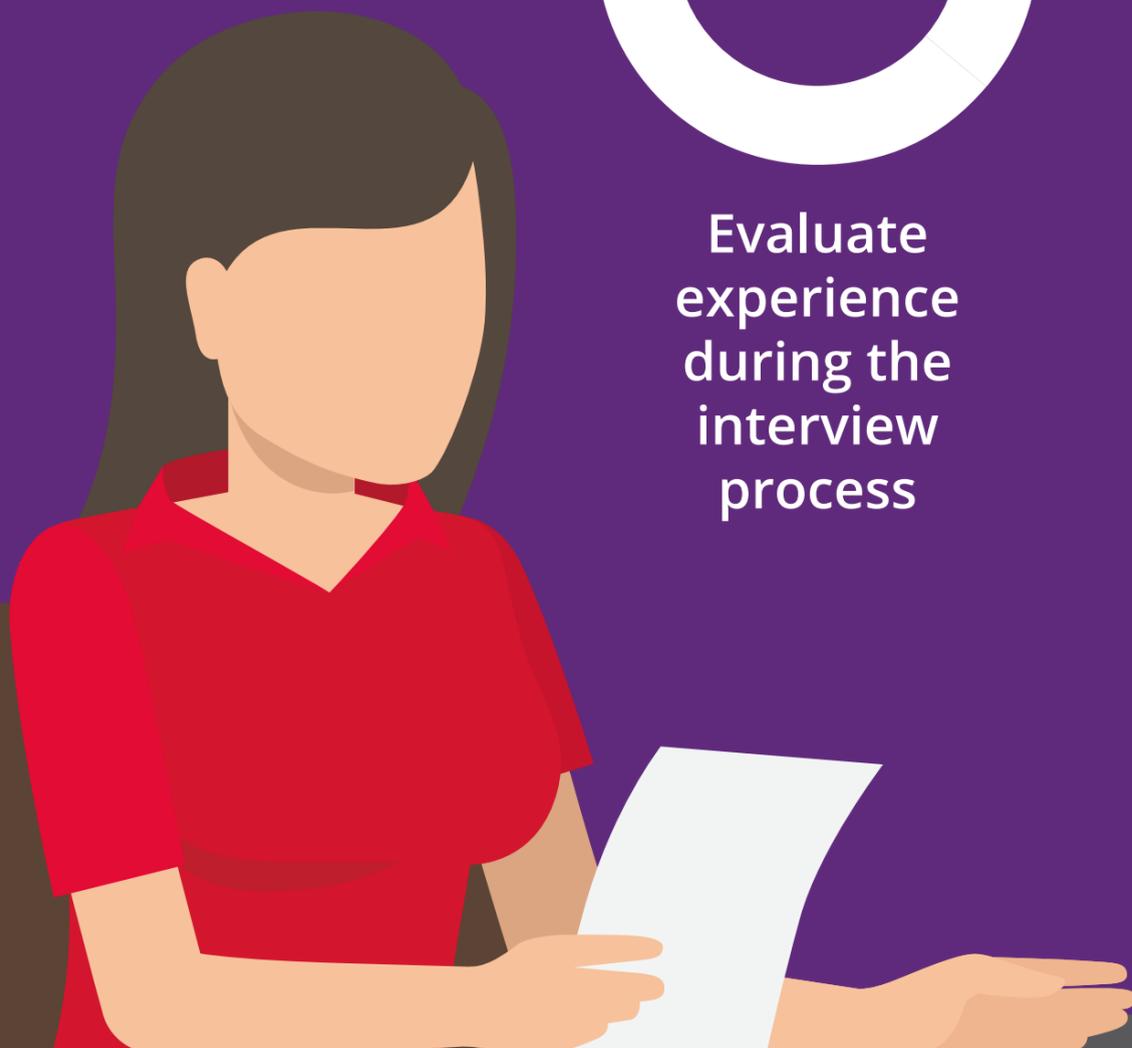
85% of **HR pros say they evaluate work experience** as part of their interview. But few rate work experience as their top interview assessment.



Evaluate
experience
during the
interview
process



Consider work
experience to be
the most important
attribute evaluated
during the interview
process





Willingness to learn

Two-thirds of organizations look for **willingness to learn** during the interview process, but just one in ten consider it the most important attribute in an employee.



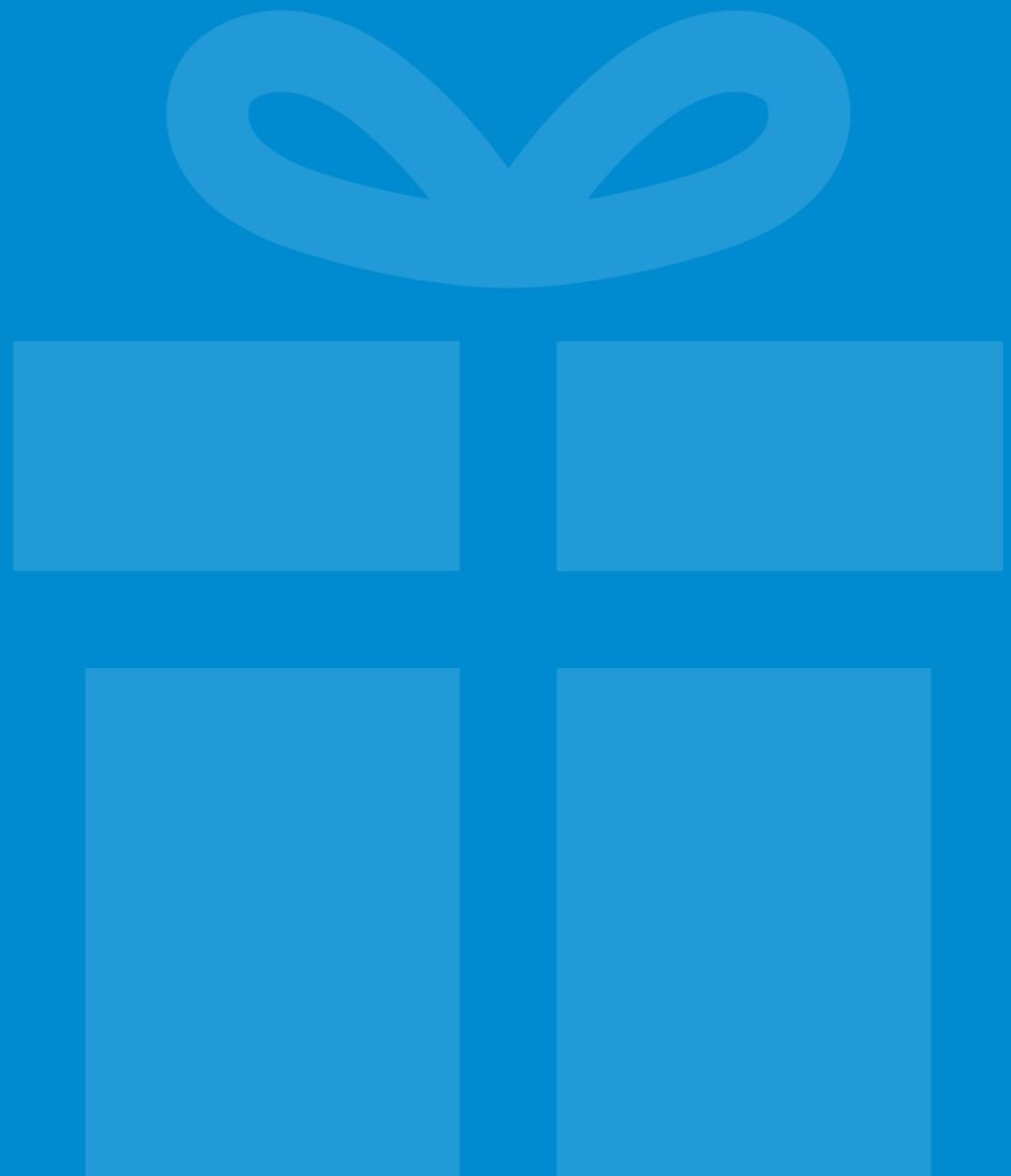
Evaluate willingness to learn during the interview process



Consider willingness to learn the most important attribute evaluated during the interview process

Employee recruitment giveaways

Promo items are most often used as job fair giveaways and gifts for new employees, with some organizations also using them during the interview process.





Top uses

During the hiring process, promotional products are most commonly used for:



46%

Job fairs



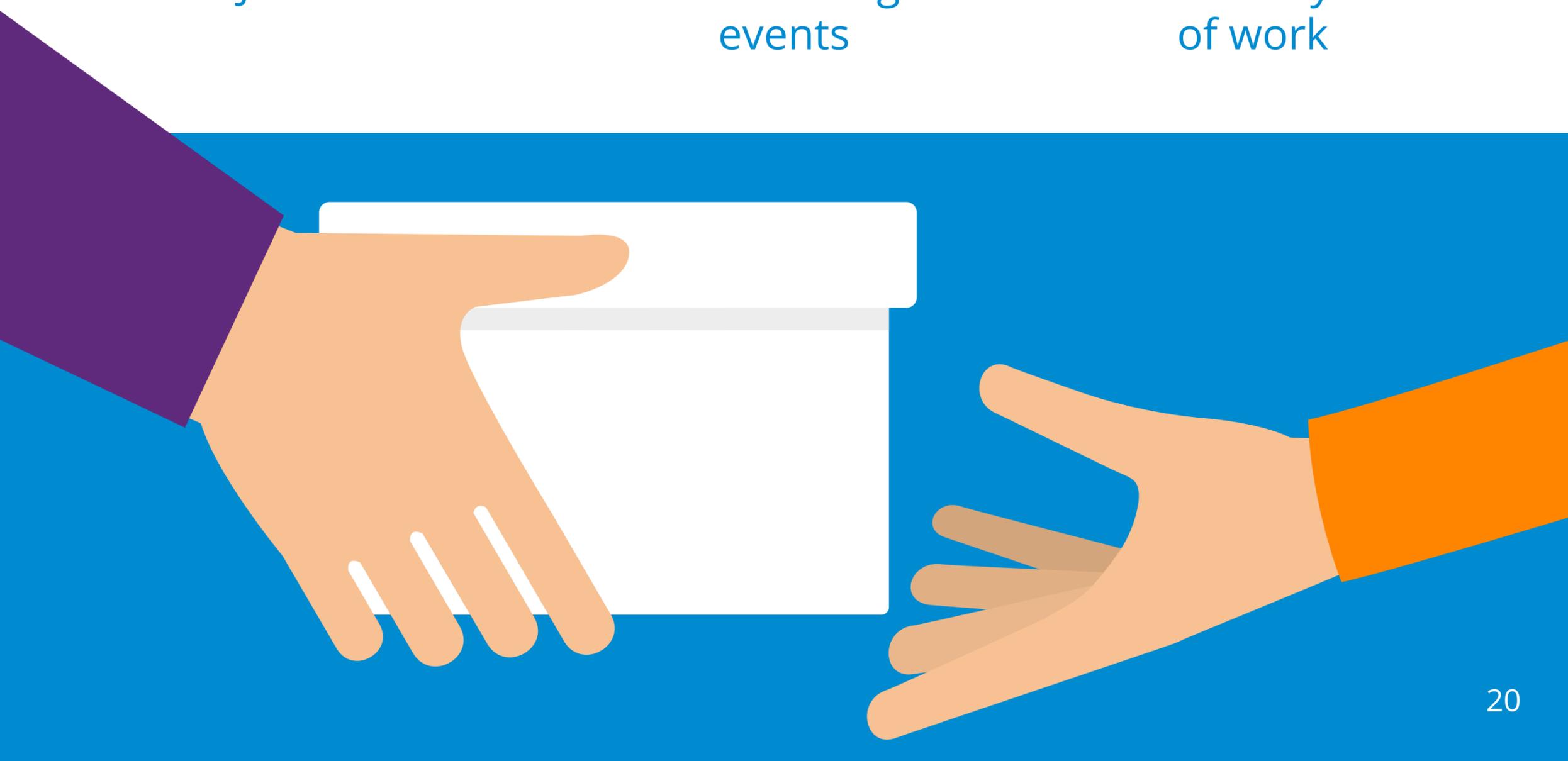
41%

Networking events



38%

First day of work



Ideas you can use

Top 5 employee recruitment giveaways, according to HR pros



Pens
Page 22



Journals and notebooks
Page 24



Drinkware
Page 26



Apparel
Page 28



Totes and bags
Page 30



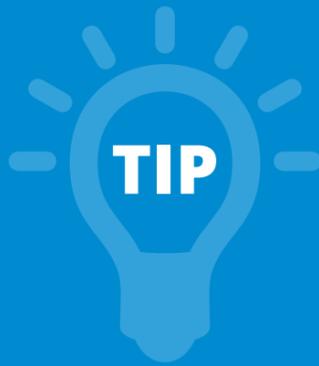
#1

Promotional pens draw a line from recruits to hires

More than half

of the HR pros surveyed use branded pens during the interview process.





Pens are ideal because they are small enough to keep with you and functional enough for daily use. A perfect combination.

“A very nice professional looking pen that looks great with engraved text.”

Sandra from Toronto



#C111049
Abyss Metal Pen

#C145469
Incline Soft Touch
Stylus Metal Pen

“Great pen. Good weight and nice writing quality.”

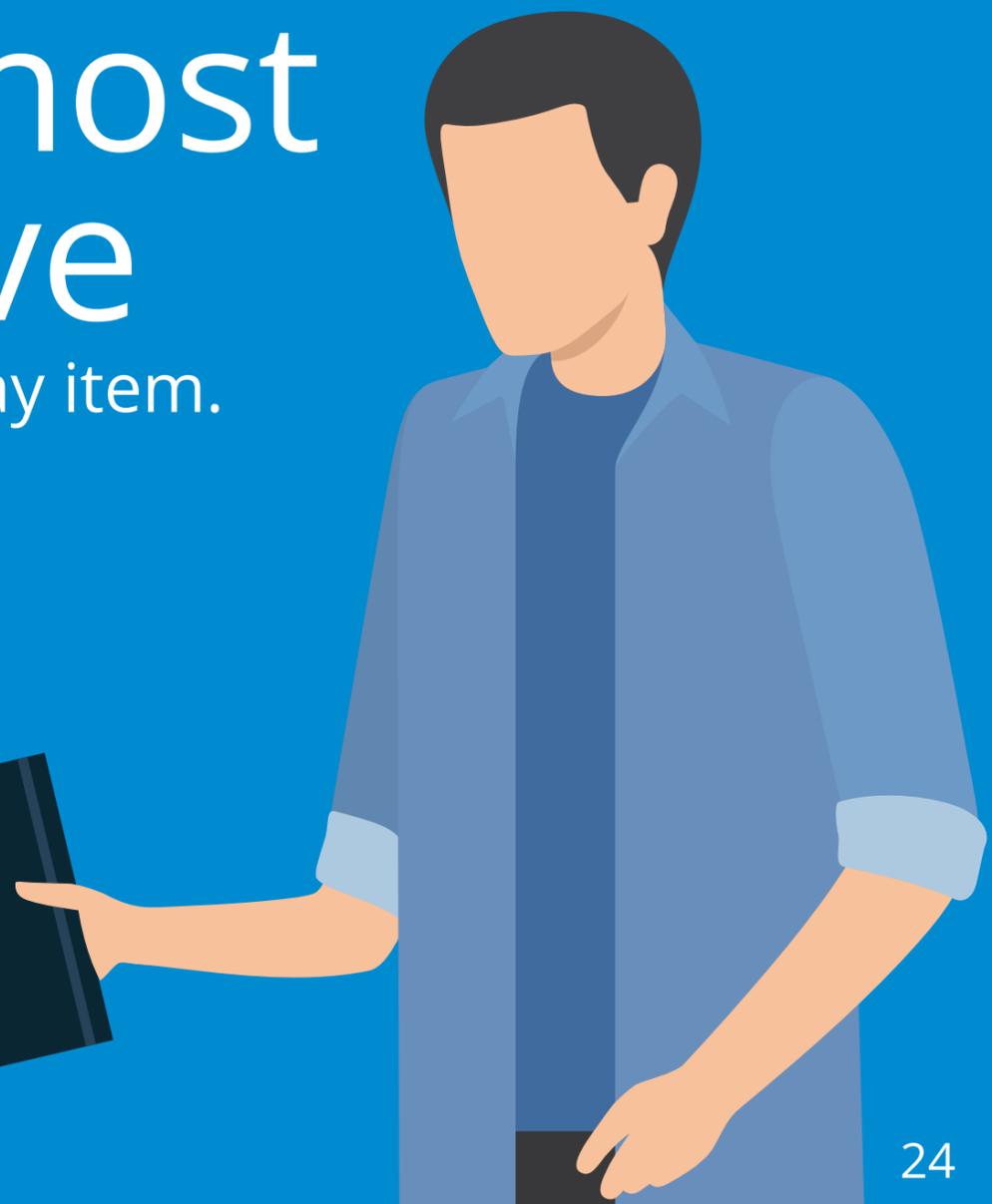
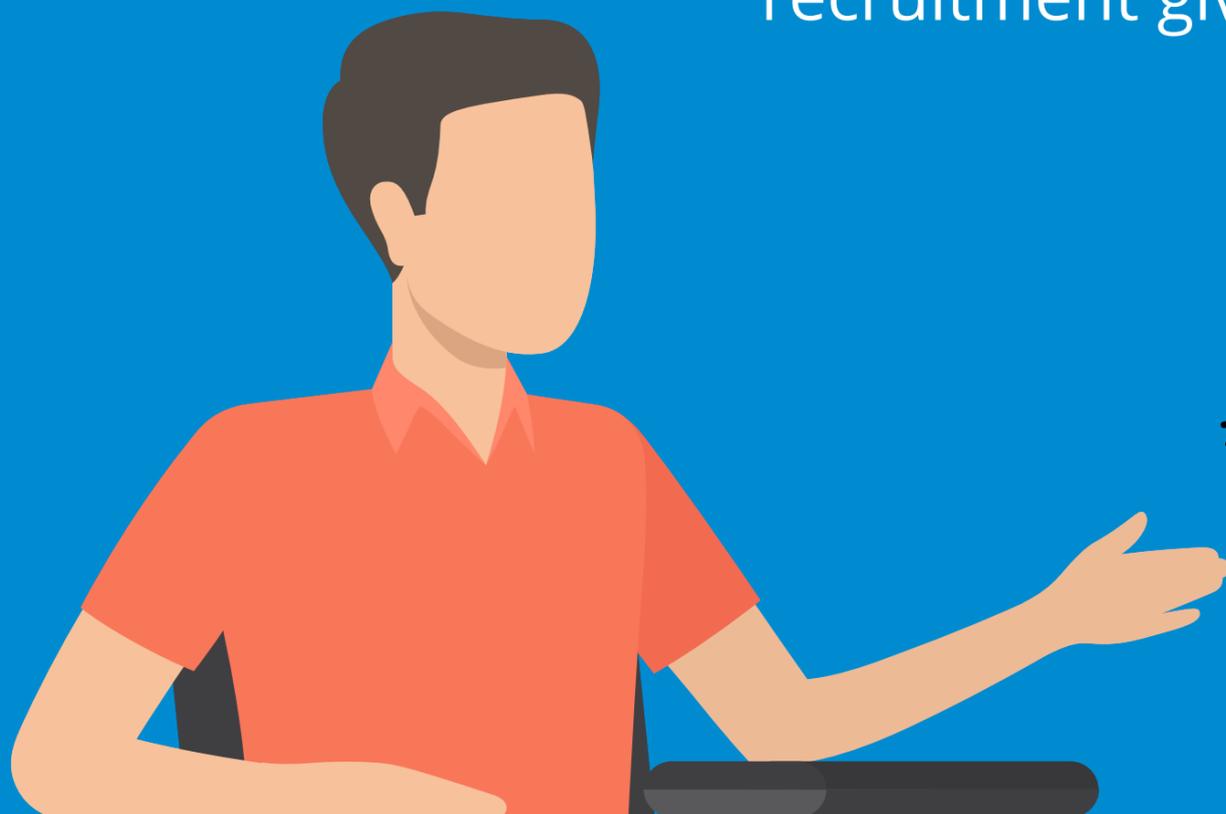
Kerry from Vancouver



#2

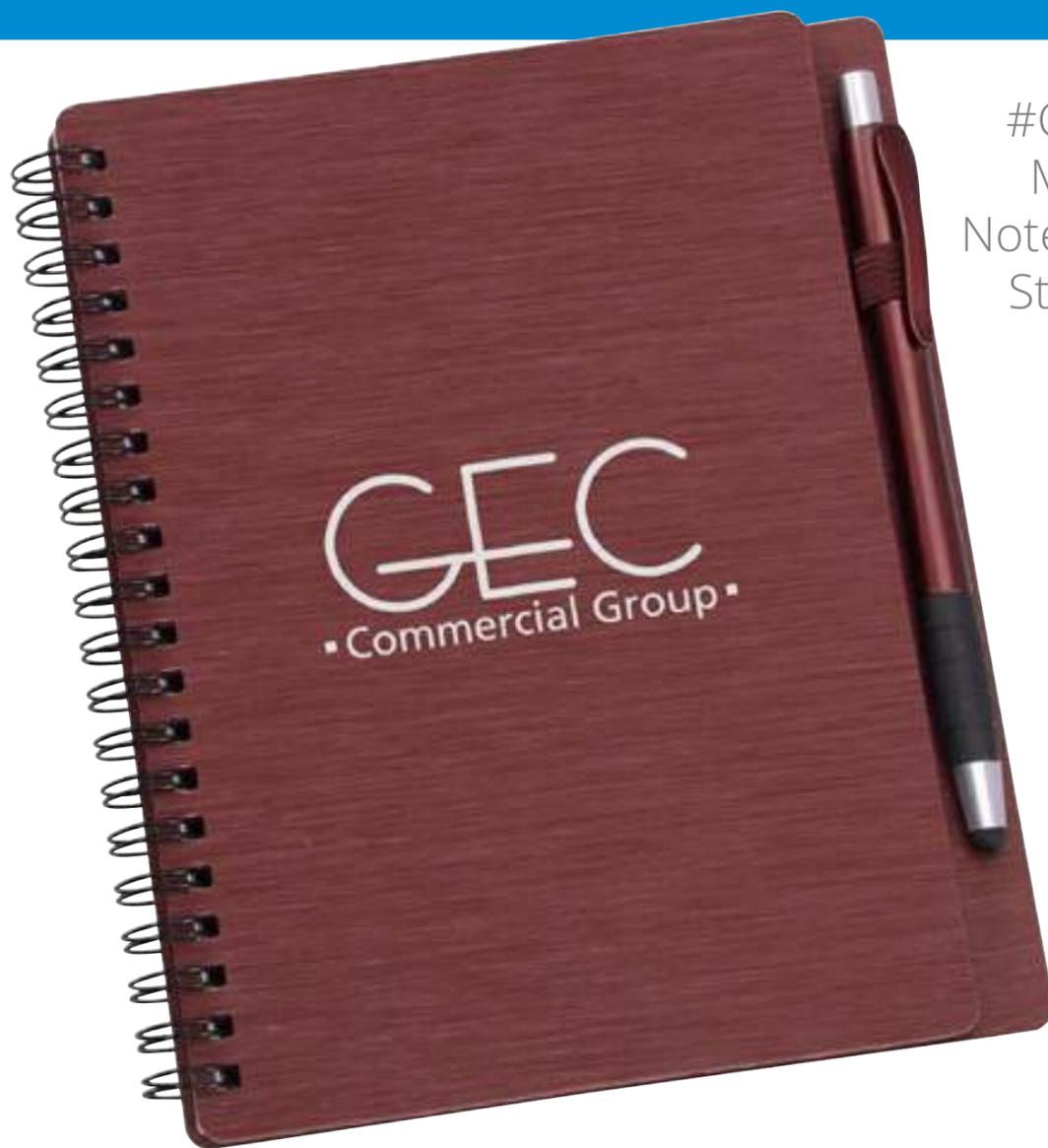
Noteworthy Journals

HR pros rate notebooks and journals the
**second most
effective**
recruitment giveaway item.





Pack a one-two hiring punch by pairing promotional pens and promotional notebooks together to make a memorable impression on candidates and new hires!



#C133180
Mercury
Notebook with
Stylus Pen



#C136825
Tonga Notebook Set

“Great thank you gift. Nice to have a complete set with the pen included.”

Mary-Anne from Stouffville



#3

Raise a glass to your newest employee!

More than 1 in 3

HR pros say their organizations use branded drinkware during the hiring process.





Use logo drinkware to catch attention at a recruitment table, quench an interviewee's thirst or introduce new hires to the office coffee pot.



#C141199
Duo-Tone Bistro
Ceramic Mug

*"Great tumbler
for hot or
cold drinks."*

Grant from Cobden

#C143771
Refresh™ Simplex
Tumbler with Straw



*"It looks great and was exactly
what we were looking for, for our
new office and new branding!"*

Kathrina from Toronto



#4

Apparel welcomes new employees to the team

Nearly 1 in 3

HR pros say their organizations use branded apparel during the recruitment and hiring process.





Give new hires logo apparel to help them immediately feel like part of the team.



#C123894
Gildan® Heavy
Cotton T-Shirt

“Excellent quality & print.”

Karen from Abington



#C136205
Crossland®
Microfleece Jacket



#5

Branded bags bring recruits to your door

During the hiring process, just over

1 in 4

HR pros say they use branded bags.





Offering branded bags to potential employees is a great way to put your brand in front of other potential recruits.

#C9812
Two-Tone Tote Bag



“The bag is the perfect size, we are very pleased with them. These were given as gifts and everyone likes them.”

Krista from Charlottetown



#C143409
Etched Pocket Drawstring Sportpack

You're hired!

Recruitment giveaways are a great way to greet potential employees at a job fair, first interview or first-day orientation. Doing so gives future team members a fun, tangible way to remember your organization. And, it increases the likelihood you can use your favourite phrase: "You're hired!"
Happy hiring!



Share your favourite employee recruiting giveaways!

Do you have a favourite job fair giveaway or gift for new employees that allowed you to expand your employee roster?

Share your ideas with us! Email **4ideas@4imprint.ca**
with photos and your recruiting success story.



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