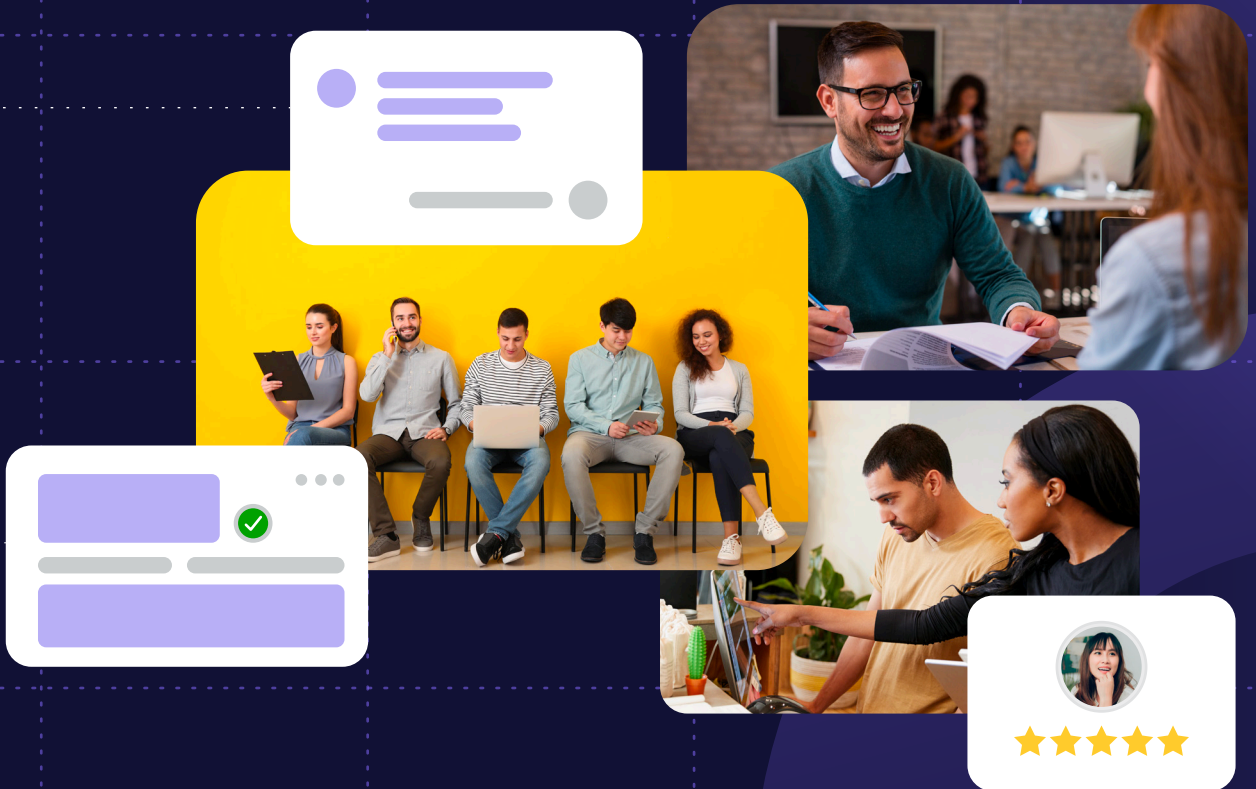




The *Definitive* Guide to Talent Engagement



01

Leading recruiting teams are succeeding at each stage in the Talent Engagement Lifecycle

Your next great employees are out there, but there is often a long journey before they become productive, happy team members. The Talent Engagement Lifecycle shows each step a person goes through as they evolve from a curious job seeker with multiple employment options to a committed employee.

Too often, progressing talent through the lifecycle is a long and arduous process, despite the fact that candidates are eager to land their next job and hiring companies urgently need to fill open roles. Making matters even more difficult, a potential employee can exit the lifecycle at any point should they have a poor experience or simply lose interest in the role.

Today's most successful recruiters are superstars at quickly progressing candidates through each stage — and keeping them engaged along the way.

Understanding talent mindsets and leveraging them to create better experiences is at the heart of a successful talent engagement strategy. Let's explore the stages in the Talent Engagement Lifecycle, the motivations people have at each one, and what it takes to engage them at each point in their journey.

Talent Lifecycle

Job seekers	Instantly answer questions	Connect them with the right roles	Provide a frictionless application experience	
Applicants	Instantly screen applicants	Schedule the first interview ASAP	Point unqualified applicants to relevant roles	
Past applicants	Send relevant job openings	Check in to keep your company top of mind		
Interviewees	Quickly schedule additional interviews	Send information post-interview	Check in during the interview process	Request Glassdoor reviews
Pre-hires	Check in as their start date approaches	Start the onboarding process		
New hires	Complete the onboarding process	Provide organizational & role-specific training	Ensure managers conduct regular 1:1s	Check in regularly during first 90 days
Employees	Continue to check in regularly	Provide career advancement opportunities	Make small gestures of appreciation	

AI CHATBOT

AUTOMATED
MESSAGINGDATABASE
REACTIVATION

JOB MATCHING

REFERRAL
AUTOMATION

This is just an introductory excerpt

You can download the full version here:

<https://www.sensehq.com/books-reports/talent-engagement-guide>

