

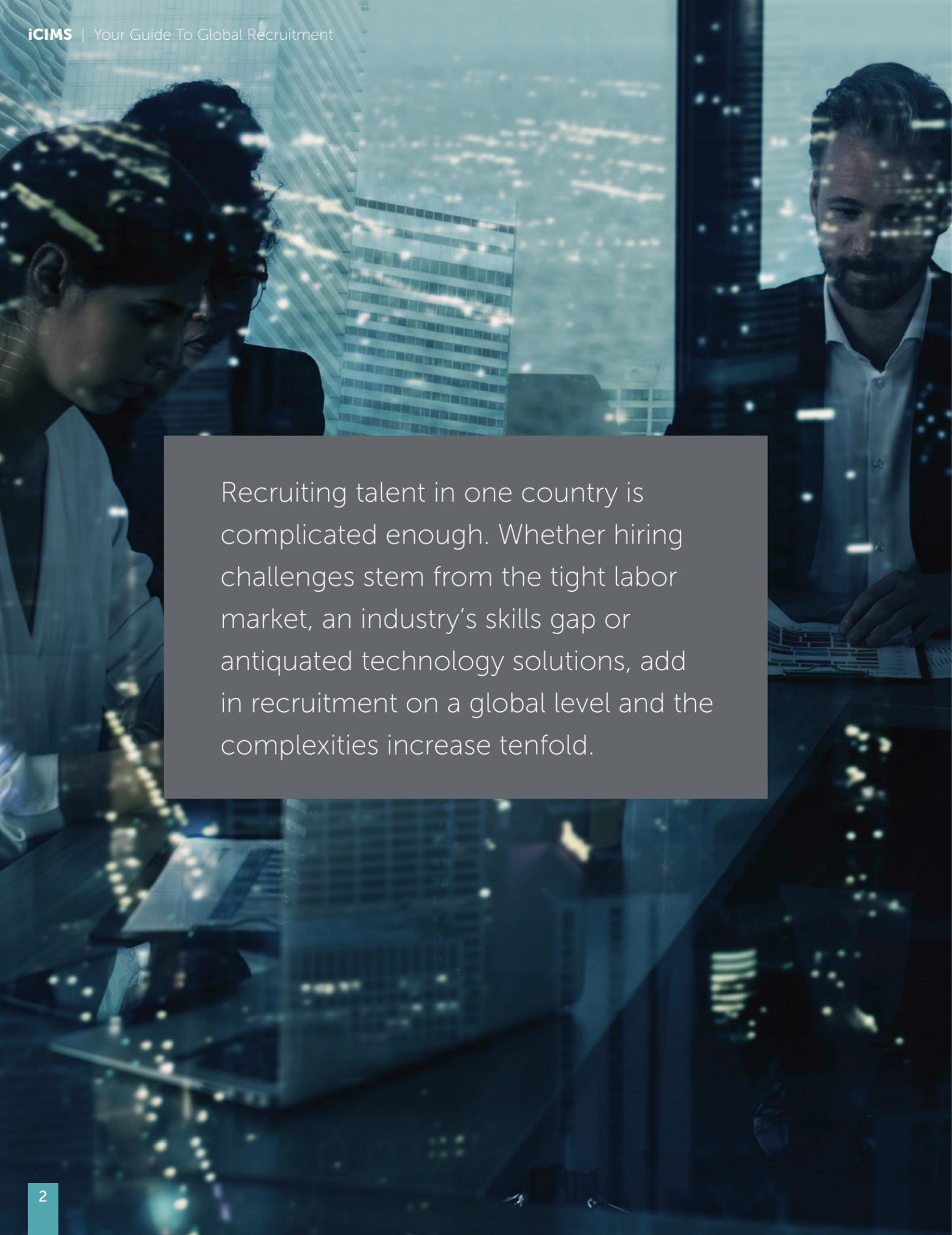
The logo for icims, featuring the word "icims" in a bold, lowercase, sans-serif font. A small blue dot is positioned above the letter "i".

icims[®]

Your Guide To

Global Recruitment

12 Experts Share Top Insights on How to Recruit Across the Globe



Recruiting talent in one country is complicated enough. Whether hiring challenges stem from the tight labor market, an industry's skills gap or antiquated technology solutions, add in recruitment on a global level and the complexities increase tenfold.

When businesses operate on a global scale, talent acquisition intricacies impact everything from performance and scalability, to data privacy and security, to technology and compliance. On top of getting all this right, leading organizations must deliver both a localized user and candidate experience for ultimate business impact and agility.

We know it takes a lot to be successful in global recruitment, and as much as we wished there was a one-size-fits-all approach, every organization has different needs and priorities, and every country has its own set of regulations and unique cultural nuances.

To help make global hiring less complicated, we tapped some industry experts to share their top recruiting strategies so your organization can take on the world.

[Check out what they had to say.](#)

Localize the Candidate Experience, Globally

The beauty of globalization is that the more globalized we are, the more localized we end up getting. Companies need to understand the psyche behind selling a local product in a global market. There really is no uniform model. Each country has their own nuances.

So how does an employer take what we use here in the U.S. that is efficient and translate that to what is used in Europe? For example, in the U.S. employers ask if the candidate is the right fit for the role and the company culture. In Asia the question becomes, does the candidate have the right education and come with great references?

It's difficult to take a global approach here. The European market is so fragmented. It's a very different process to hire in Germany compared to Austria. Switzerland is completely different compared to France or Germany. The UK has more uniformity for England, Scotland and Wales.

Companies really need to tailor the experience for each market so that the candidate doesn't even realize they are applying to a job in a system managed in a different country.



Keyur Ajmera

VP of Infrastructure Shared Services, iCIMS

Pro Tip:

Companies that deliver a career portal in multiple languages create a far more engaging experience for candidates. With iCIMS Language Packs, global platform users can easily work within the language of their choice for a streamlined user experience that keeps your recruiting operation humming around the world.

Think Outside the American Way – It's Not the Only Way

"One of the greatest concerns is the 'Americanization' of business. What I mean by this is the concept of how we interact, communicate, and drive business in America is the only standard. The greatest pitfall of any global recruiting project is the assumption that everyone does things 'this way' as in how we might do it in the states. When establishing a global footprint, project, process and organizational structure, it requires 70% listening and 30% doing. The business model of 80% common and core and 20% localization can be achieved, but that is only when an organization approaches global as the baseline, not American as the baseline."



Elaine Orlor
CEO & Founder, Talent Function

"If a company is taking a system that they implemented in the U.S. and rolling it out globally, they need to understand that there are sourcing (e.g., higher use of agencies) and processing (e.g., employment contracts mandated by local labor laws) differences that may require re-examining how they have implemented the solution. They likely cannot just standardize on what was already implemented for the U.S."



Jim Holincheck
VP of Advisory Services, Leapgen



Incorporate Diversity Into Your Strategy

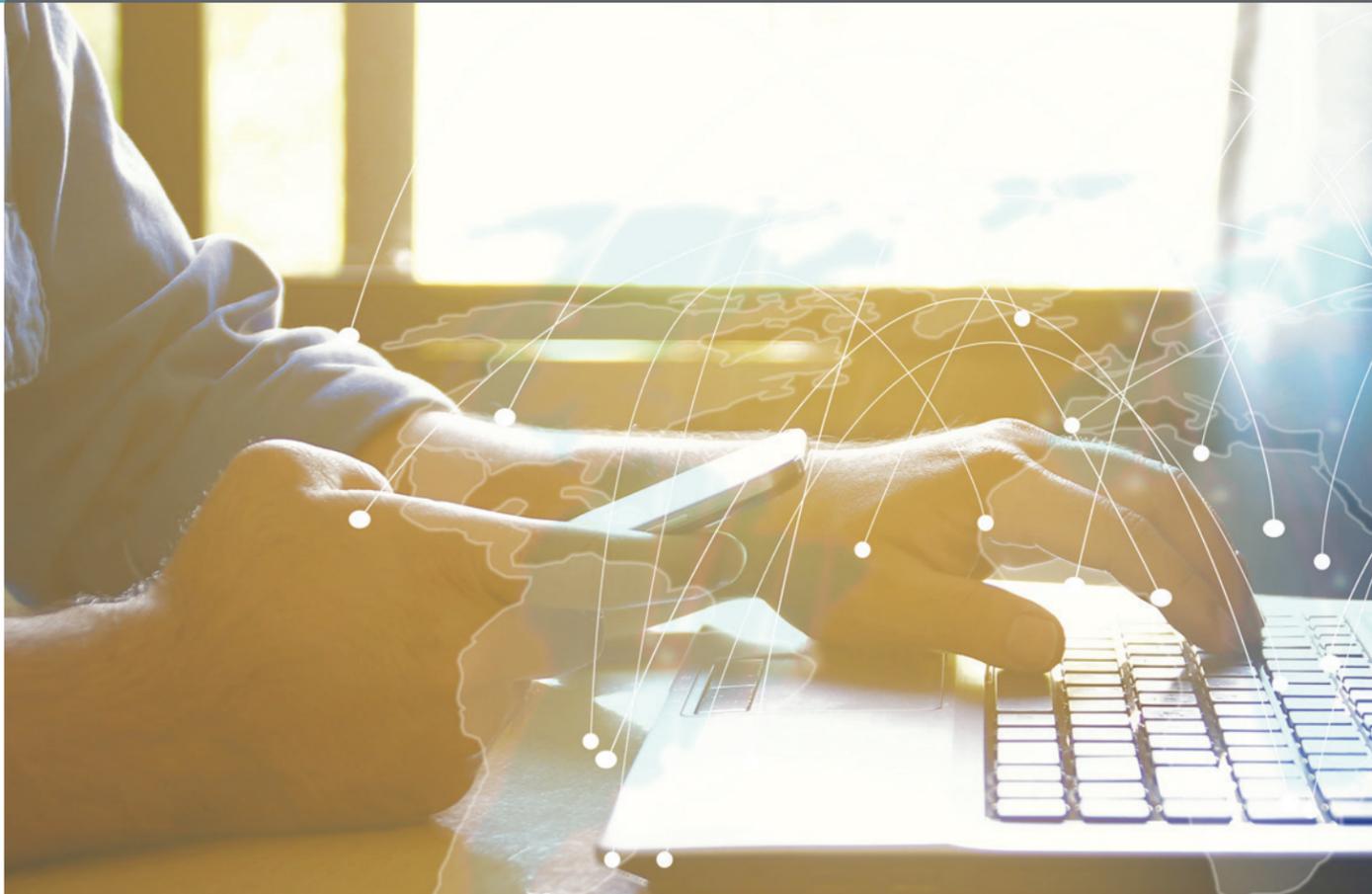
"When recruiting globally, it is critical to ensure that your practices are robust and unbiased. You want to make sure that you set consistent competencies, values and behaviors that represent your organizational culture globally. Hiring international talent is very important in filling skills gaps, especially for some regions – take Germany for example – that do not have enough workers to fill these gaps."

If a diversity-first mindset starts early on in your hiring strategy in the various markets/regions where you operate, you have a better chance of avoiding a bias towards local talent."



Teri Ellison
Chief Human Resource Officer, SHL

Ensure Data Privacy & Compliance, Everywhere



"Progressive organizations are now asking that security features are embedded in their systems to make sure they're meeting GDPR standards. Data security is a top concern for organizations. Employers need a system that can ensure candidate privacy and protection on a global scale to allow for easier compliance."



Lisa Rowan

Research Vice President, IDC

"With the spotlight on privacy and the human right to own your data and how it is stored and managed, employers must drive deeper respect and awareness into the level of information that recruiting maintains. It can be increasingly dangerous for all without understanding the deep level of security aspects."



Elaine Orler

CEO & Founder, Talent Function

Pro Tip:

When it comes to data security, integration is key to achieving accuracy and compliance. But many companies struggle to bring systems together and this opens the door for employees to manually enter candidate stats. And that puts compliance and data integrity at risk.

iCIMS' Integrations solve the challenge by seamlessly integrating all your talent acquisition tools to prepopulate fields and protect against human error. It creates the data visibility and single source of truth required to run your business and to mitigate organizational risk.

Build Your Brand and a Network to Source From When Entering a New Market

"When we had to build a team from the ground up in an entirely new country, our biggest keys to success was learning the nuances of the market, driving employer brand awareness and growing a strong network that we could hire talent from."



Jillian Burke
Talent Acquisition Specialist, iCIMS

Pro Tip:

Your career site should look and feel consistent with your organization's digital personality.

iCIMS' Career Sites use customizable templates to showcase your brand's story while providing a consumer-like experience for your candidates, no matter where they are in the world.

Keep Stock of Changing Rules and Regulations

"Companies going global need to be very mindful of local regulations. There are different rules and regulations in each country, and they change frequently. It takes time to learn about the culture, recruit talent, and find trusted partners. For example, the concept of at-will employment doesn't exist outside of the U.S. In most U.S. states, employees are hired at will, meaning their employment can be terminated at any time by either party. In many other countries, employees are under considerable protection from being terminated."



Megan Buttita
Research Director of Emerging Trends
in Talent Acquisition, IDC

Know Hiring Pain Points by Region

"We're seeing that our clients are facing talent shortages on a global level, despite strong hiring projections. To address these challenges, it's important to look closely at the regions that each company is looking to expand into, because the specific challenges and strategies that can be used to overcome the shortages can vary by region. For example, in EMEA and APAC a major pain point is improving efficiency in the HR process. Embracing technological innovation can help companies acquire and manage talent." In the U.S. our clients have indicated that finding qualified job candidates is a top concern so focusing on improving candidate experience can help address this pain point."



Jim Daxner
Chief Marketing Product Officer, HireRight

Brands Doing Global Recruitment Right



How Hard Rock International expanded globally and delivered their world-class guest experience to candidates

Back in 2007, Hard Rock was acquired by the Seminole Tribe and needed a solution to achieve their international growth goals — hire 25,000 new employees across Europe, Asia, and the Americas.

With a global talent acquisition solution, they were able to put in place efficient, high volume hiring strategies including the use of mobile communication and job search capabilities, as well as text messaging, to meet changing candidate expectations and remain competitive. To extend the candidate experience through the hiring process, automated onboarding was also implemented to ensure employees get off to a memorable start and help build a stronger workforce.



Global workforce
DOUBLED
in 11 years

Results:

50%

increase in candidate response rates while doubling their workforce

Nearly 70%

increase in global footprint

20 new

cafes in the next 3 years

“Our global presence requires a fully electronic process and increased mobile technology has influenced our requirements for mobile-optimized systems and communication methods like TextRecruit and iCIMS.”

“We needed a solution to support multiple units globally to maximize the candidate experience and increase recruiter efficiency. When reviewing iCIMS we felt it fit the bill with its configuration and integration abilities.”



Meaghan Ryan
VP of Global Talent and Team Member Relations, Seminole Hard Rock

Brands Doing Global Recruitment Right

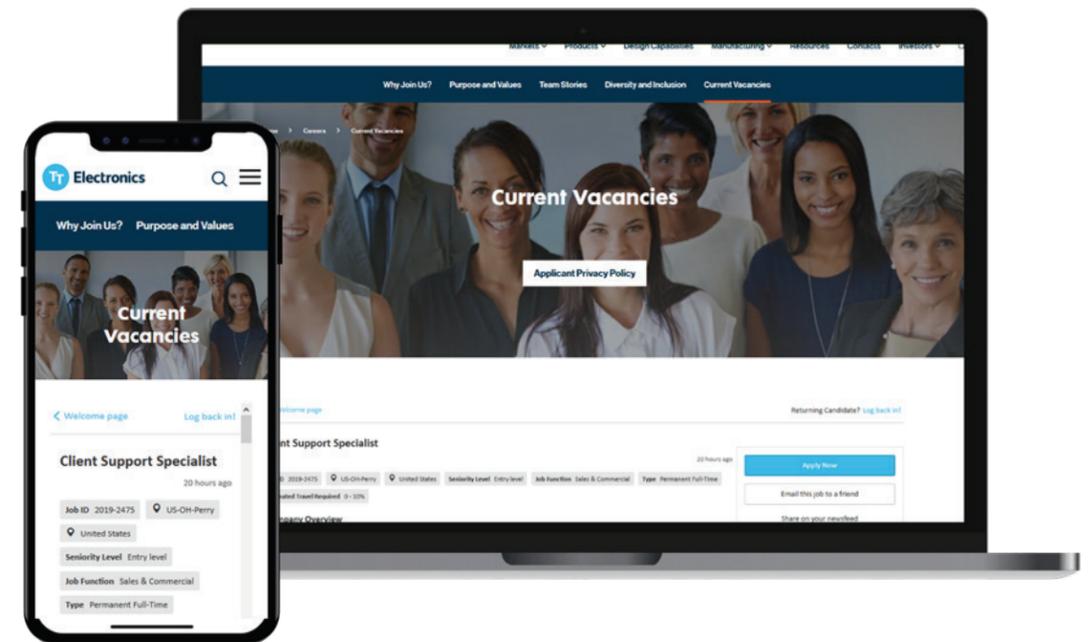


TT Electronics Cuts Agency Costs and Uses Technology to Centralize Talent Acquisition



MORE THAN £170,000
IN AGENCY- FEE SAVINGS

As a dynamic company that transforms quickly by frequently acquiring new businesses, TT Electronics was searching for a recruitment-focused platform to help centralize talent acquisition across the organization. With more than 27 international locations and 5,000 employees worldwide, the business recognized the need for an applicant tracking system to help attract the niche engineering candidates that it needed to bridge the massive skills gap within the industry.



“With iCIMS, data is much more established and secure. It’s an ideal tool to scale very quickly. It is seamless and flexible for us to expand iCIMS to other businesses easily and can be adopted immediately.”

“We can now attract proficient candidates from brand-new sources, as well as from sources that had previously provided no applicants at all. This increase in qualified candidate pipeline allowed us to cut out the costly agencies we once relied on, accounting for more than £170,000 in savings.”



Dennis van de Ven
Global HR Manager, TT Electronics

Must Have Tools for International Recruiting



Video Interviewing

‘Although the concept of video interviewing is still relatively new to many organizations, it is slowly becoming a pillar in international recruitment. One of the keys to our success globally is that our system supports users, applicants and references in any language, meaning the platform can be converted to any language in real-time, as needed. Pre-recorded video interviews allow you to preview thousands of candidates worldwide, virtually “meeting” them in a fraction of the time, plus a video interview eliminates the need for expensive flights and other costs associated with bringing in candidates or traveling to meet them in person. It’s a win-win.’



Remi Gaudet
Senior CSM, VidCruiter

Job Distribution Tools

‘Implementing job distribution technology empowers recruiters to increase the reach of any given job opening to multiple channels across the globe. You can target the right audience, cut back on agency recruitment fees and optimize your media spend by monitoring the actual performance of your premium media. You can see the real ROI of every advertising channel and allocate budget accordingly, so you can set smarter hiring strategies no matter where in the world you’re recruiting.’



Faisal Samseer
Global Head of Partnerships,
Broadbean

Background Screening

‘As companies begin to expand internationally, it is important to note that although the types of background checks administered across countries are consistent, the priority they place on the different checks may vary. This can be tied to the specific rules and regulations in various regions. According to our research, U.S. enterprises are primarily concerned with conducting criminal checks, while EMEA companies focus on verifying education credentials. In APAC, the top priority is checking work experience and references.’



Jim Daxner
Chief Product Officer, HireRight

Candidate Assessments

‘In our increasingly globalized business world, you must consider carefully which assessment partners can truly think and act globally – with demonstrated experience of successfully localizing tests and the ability to skill up local teams to interpret the assessment data to help organizations select quality, global talent.’

We find that assessments are commonly used both in the U.S. and outside the U.S. to ensure that the hiring processes are consistent, unbiased, objective and legally defensible in highly regulated environments across the globe. Europe, for example, is a seasoned assessment user for hiring, as their legislative restrictions (which are quite different to the U.S.) need assessments to support recruitment decisions. With a combined population of 510 million people, Europe is the largest combined economy in the world!

The goal is to match the best talent to the role and create a positive candidate experience consistently across the globe. Millennials make much more of a choice on which companies they join today so it’s important to give them a great candidate experience wherever you are in the world.’



Teri Ellison
Chief Human Resource Officer, SHL



Don't let the complexities of global recruiting slow your business down

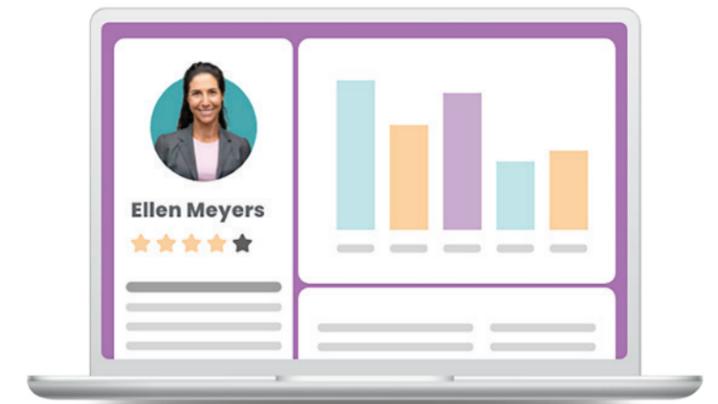
We know that hiring great talent is a top priority for you. In fact, it's business critical.

From helping you create a stellar candidate experience to streamlining global hiring processes in one unified talent acquisition hub, you need the right tools and experience to be successful beyond borders.

With 20 years' experience supporting more than 4,000 clients around the globe, iCIMS is the industry's No. 1 talent acquisition solution provider.



icims[®]
The Talent Cloud



Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

See it in action www.icims.com/see-it-in-action