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Hiring in the Digital Age: What's Next for Recruiting?

Ask any business about its top challenges for 2016 — the odds are good that recruiting and retaining talent are somewhere on that list. Smart companies know that they're only as good as their best workers, and will prioritize seeking out the best of the best for their organizations.

As technology continues to evolve, it plays an increasingly important role in the way companies approach the talent search and the hiring process. Hiring managers and HR experts shared their thoughts on the future of recruiting and what's on the horizon for this important area of business operations.

It's all about digital

When LinkedIn and online job applications first began to gain traction, they were seen as supplements to the traditional paper résumé and in-person interview. Today, the world of recruiting has gone nearly 100-percent digital.

"From the résumé to the search to the interview, we're moving toward a digital hiring model," said Bob Myhal, director of digital marketing at [CBC Advertising](#) and former CEO of NextHire. "Résumés will be displaced by constantly evolving representations of individual experiences, skills and aptitudes that exist purely in the digital realm. Innovative tools that use social media, big data and



other technologies to give tremendous insight into individual job seekers will [be] the primary screening method."

"Twenty years ago, the résumé was a piece of paper, now; it's a collection of all [candidate] data that can be found online, like participation in online communities, conferences and meet-ups. Recruiters can assess whether a person will fit, and learn if he or she has the right skills for a job." Jon Bischke, CEO of [Entelo](#). For out-of-area candidates and first-round interviews, the phone call is quickly being replaced by the more-high-tech [video interview](#), too.

"More and more employers are leveraging webcam and video interviews to streamline the hiring process," Myhal said. "We are already seeing a steep uptick in one-way videos where applicants record their interviews for later on-demand viewing. Live, two-way webcam interviews will also experience tremendous growth over the next three to five years."



Candidates expect a fast, easy application process.

Today's job seekers know their worth and are aware of the competitive landscape. They see opportunities everywhere, and if one employer takes too long to respond or makes it difficult to apply, they'll quickly pass it up for another job opening.

"Talent acquisition has become a seller's market," said Laura Kerekes, chief knowledge officer of ThinkHR, a provider of human resources solutions. "For employers, it's all about maximizing the candidate experience through the job application process."



"You need to take advantage of the new tools and resources that allow you to move beyond the résumé... This will help ensure you're finding the right hire and ultimately saving your business time, headaches and cold, hard cash."

Bob Myhal- Director of Digital Marketing at CBC Marketing

Your "employment brand" is a key selling point

Savvy candidates will evaluate company brands before applying to or accepting a job, much in the same way they evaluate consumer brands when shopping, Hyatt said. They'll be researching you as much as you're researching them, so make your website a strong tool for engaging talent.

Employers need to focus on passive candidates

"Passive candidates" — individuals who aren't necessarily seeking a job, but are open to new opportunities, Myhal said. While some employers have no shortage of applicants who reach out as soon as an opportunity is posted, this is no longer the norm for most companies. "Today, it's far more important for a recruiter to be proactive when finding candidates," Myhal said.

Data analytics are getting more sophisticated

The use of social networks and other digital profiles as candidate search tools has opened up a much wider talent pool for recruiters to draw from, but the time it takes to do that research could end up taking hiring managers away from their most important task: actually hiring.

High-quality analytics programs already have been applied to customer data to help businesses make better strategic decisions. Candidate information will increasingly get the "big data treatment" so recruiters can quickly and easily locate the best people for the job

Final thought:

While digital tools will never fully replace the human instinct necessary for identifying the right candidates, an ability to stay on top of technological trends could be a recruiter's biggest advantage going forward.





5 Tricks to Nailing the Toughest Job Interview

Questions

Part of Avery Blank's series of Forbes articles

1. Identify your skills and expertise.

Having a solid grasp of your skills and expertise will make it easier for you to answer questions. Before you engage with a potential employer, know your top three talents. To figure out your skills and areas of expertise, consider what energizes you at work and if there is a particular thing with which people repeatedly ask your help. When people ask you for advice, where do you feel most knowledgeable? Look at what is highlighted in your resume and past

2. Know the company.

To understand the company, research online and try to speak with individuals you know who work or have worked there. Then choose three things about the company that stand out to you. It could be its noble mission, an innovative product or an exciting conversation you had with an employee. This information can help you effortlessly relay your strengths and the reasons you are interested in working with the company.



4. Ignore superlatives.

Questions that use superlatives like the “proudest professional moment” question can be challenging. Under stressful conditions like an interview, it can be difficult to come up with an answer let alone the best answer. Do not focus on the “proud-est” moment. Do not wrack your brain searching for the “best” one. Instead, focus on a moment in which you were proud. That way you won’t start thinking only about yourself, instead of how you can add value to the company.

3. Know your value and share what you can bring to the table.

Knowing your skills and expertise is different from knowing your value. To understand your value, you need to know how your talents align with the organization. Let’s say you are asked, “What is your proudest professional moment?” If you have not prepared a response to this question, you can revert to what you know to be your talents to answer the question. The best responses to this question share a talent that can help the organization with which you are interviewing.

5. Ask questions (before the end of the interview).

Another way to demonstrate your value and what you know about your potential employer is to ask questions. Take the opportunity to ask a quick question to get a little more information so that your answer can be targeted to the organization. Asking questions shows that you are listening, care and want to understand their organization. For this reason, asking questions can make you more likeable as a candidate.



Sweet and Savoury Fall recipes to keep you warm ...

Baked apple with crispy toppings



Ingredients

- 2 apples (recommended: Fuji or McIntosh)
- 1 teaspoon lemon juice
- 1/4 cup strawberry jam, jelly or preserves
- 2 tablespoon all-purpose flour
- 3 tablespoons butter, cold and diced
- 3 tablespoons brown sugar
- 1/2 cup oats, uncooked
- 1/4 teaspoon ground cinnamon
- Pinch of salt

Directions

- Preheat oven to 350 degrees F.
- Cut each apple in half along its equator. Using a melon baller, cut out each side of the core, creating a rounded hole. Rub exposed apple flesh with lemon juice. Place 1 tablespoon of jam into each hole. For the topping: in a small bowl mix together flour, butter, brown sugar, and oats, cinnamon and salt. Press this mixture on the top of each apple, covering jam. Place in a baking dish filled with about a 1/4-inch of water. Bake until top is golden brown and apple is tender, about 35 to 40 minutes.

Roasted Butternut Squash Soup and Curry Condiments



Ingredients

- For the Soup:
- 3 to 4 pounds butternut squash, peeled
- and seeded
- 2 yellow onions
- 2 McIntosh apples, peeled and cored
- 3 tablespoons good olive oil
- Kosher salt and freshly ground black pepper
- 2 to 4 cups chicken stock, preferably
- homemade
- 1/2 teaspoon good curry powder

Directions

- Preheat the oven to 425 degrees F. Cut the butternut squash, onions and apples in 1-inch cubes. Place them on a sheet pan and toss with the olive oil, 1 teaspoon salt and 1/2 teaspoon pepper. Divide the squash mixture between 2 sheet pans and spread it in a single layer. Roast for 35 to 45 minutes, until very tender.
- Meanwhile, heat the chicken stock to a simmer. When the vegetables are done, put them through a food processor fitted with the steel blade. Add some of the chicken stock and coarsely puree.) When all of the vegetables are processed, place them in a large pot and add enough chicken stock to make a thick soup. Add the curry powder, 1 teaspoon salt and 1/2 teaspoon pepper. Taste for seasonings to be sure there's enough salt and pepper to bring out the curry flavor. Reheat and serve hot with condiments either on the side or on top of each serving.



Apple Picking- Anytime in October

Screamers- Oct 7th - 31st

Pumpkinfest-Oct 8th-10th

Thanksgiving - Oct 10th

Yom Kippur- Oct 12th

International Festival Of Authors-Oct 20th-30th

Diwali/Deepavali- Oct 30th

Hallowe'en on Church- Oct 31st



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Daylight Savings Time Ends- Nov 1st

Royal Agricultural Fair- Nov 4th - Nov 13th

Remembrance Day - Nov 11th

Santa Claus Parade- Nov 20th

Hockey Hall of Fame Induction - Nov 11th- Nov 14th

The Toronto Christmas Market- Nov 18th- Dec 21st

Cavalcade of Light-Nov 26th



