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What Will the Next 50 Years Bring? How the Staffing Industry's Past Will Shape Its Future

Kyle Braun
CareerBuilder
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Thursday, Oct. 27
2–3 p.m.



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What Will the Next 50 Years Bring?

How the Staffing Industry's Past Will Shape Its Future

Kyle Braun, President, CareerBuilder



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Your Presenter



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Overview



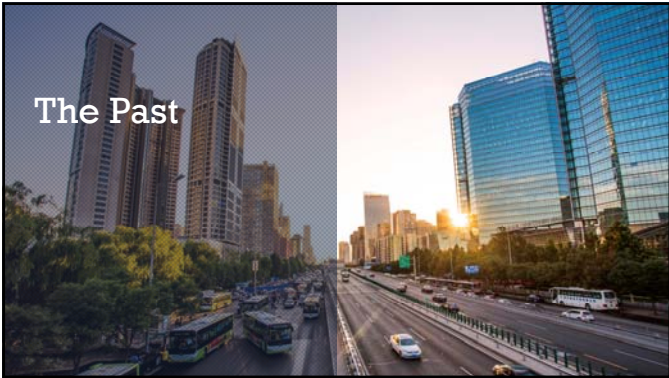
Pace of Change



6

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How The Labor Force Has Evolved Since 1966

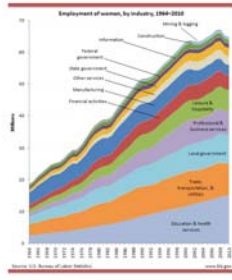
75 Mil-1960s

150 Mil-TODAY

Employment of women, by industry, 1966-2022

Source: U.S. Bureau of Labor Statistics


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150 Mil-
TODAY

[illegible]


Women in the Workforce



if by "happy"
you mean trapped
with no means of escape...?
then yes, I'm happy
Anne Taintor Fine

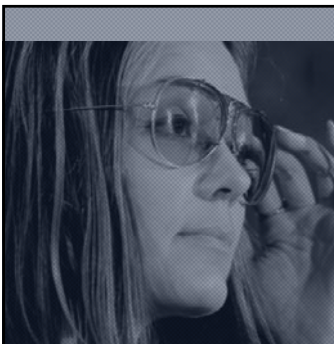
7%
1960

40%
TODAY

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40%
TODAY

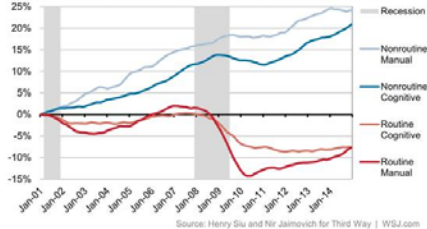


Now: 70% of families have either both parents working or a single parent who also works.

Changes in Types of Jobs Since 1966

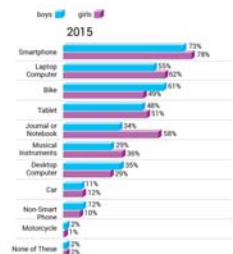
Break Your Routine

When jobs are sorted by whether the work is routine, all job growth since 2001 has been in nonroutine jobs. Percent change in jobs, since 2001, 12-month moving average.



Teen Gadget Ownership, 1966 vs. 2015

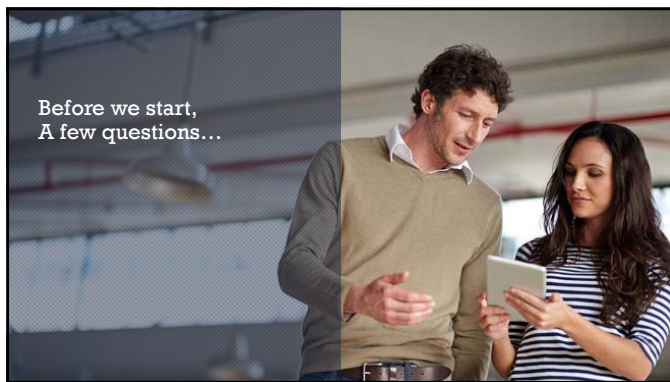
TEEN GADGET OWNERSHIP, 1966 VS. 2015



50 Years Ago Today....




The collage consists of three main elements. On the left is a close-up of a classical marble bust of the Greek historian Thucydides. To its right, the text "History repeats itself" is displayed in a bold, white font, followed by "~ Thucydides ~" and the website "www.StatesMind.com". In the center-right is a cartoon illustration of a man wearing glasses and a bow tie, standing next to the word "history" which is written in large, stylized letters. A speech bubble above him contains the phrase "That's bad! That's bad! That's bad! That's bad! That's bad! That's bad! That's bad!" repeated six times. At the bottom right corner is the logo for "CWIERSBUILDER", which includes a small icon of two people and the company name.

[illegible][illegible]

What percent of full-time, employed workers are actively looking or open to a new job opportunity today?

- A.:** 100%
- B.:** 66%
- C.:** 39%
- D.:** 76%

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[illegible]

Answer:



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What percent of employers say it's getting harder to find talent today?

A.: 100%

B.: 60%

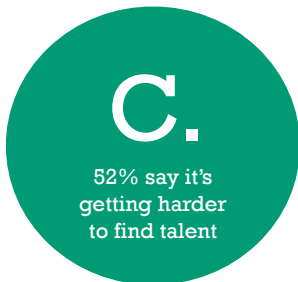
C.: 52%

D.: 45%

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Answer:



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What decade do recruiters wish they could recruit in?

- A.:** 1960s
- B.:** 1970s
- C.:** 1980s
- D. :** 1990s
- E. :** 2000s
- F. :** Present Day

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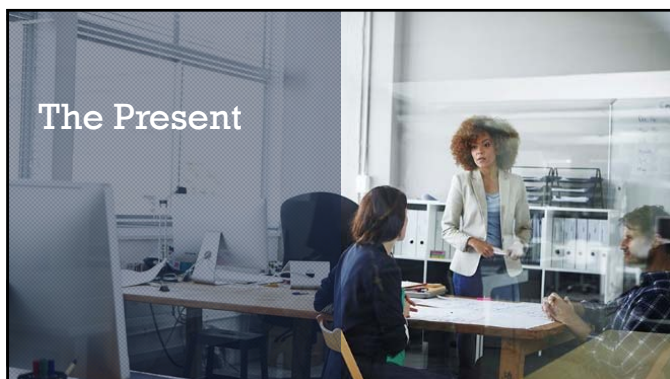


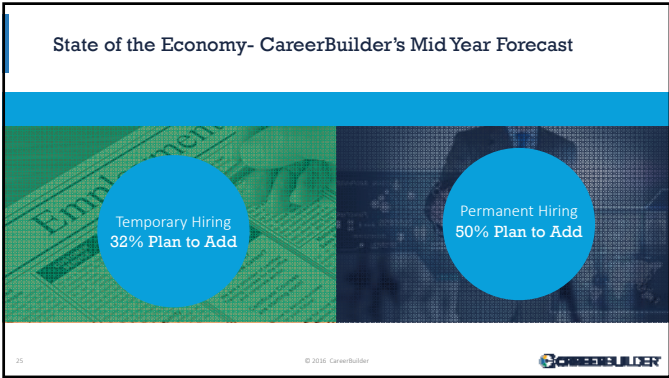
Answer:

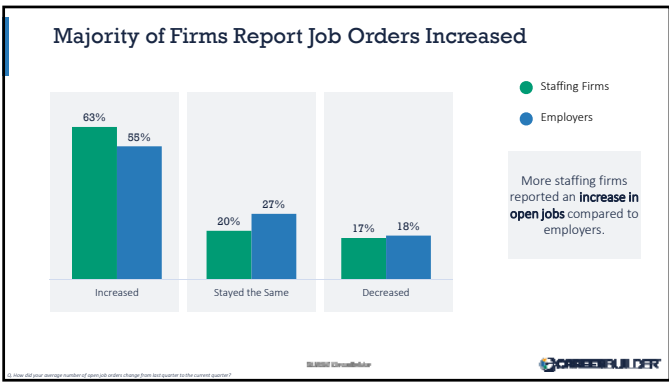


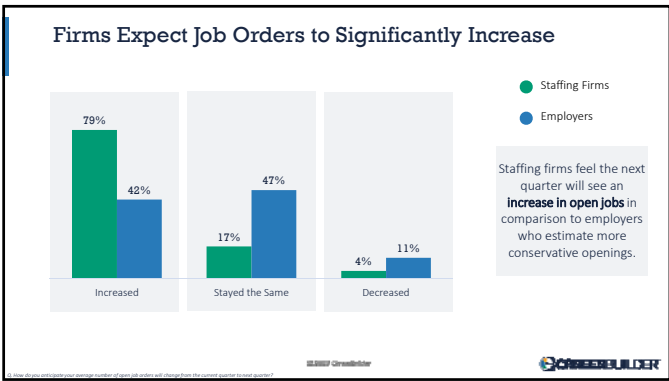
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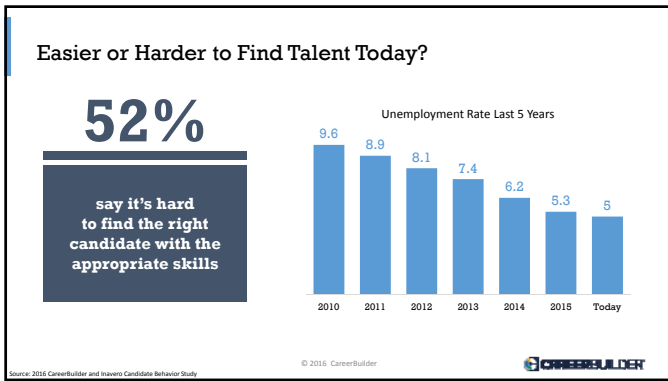










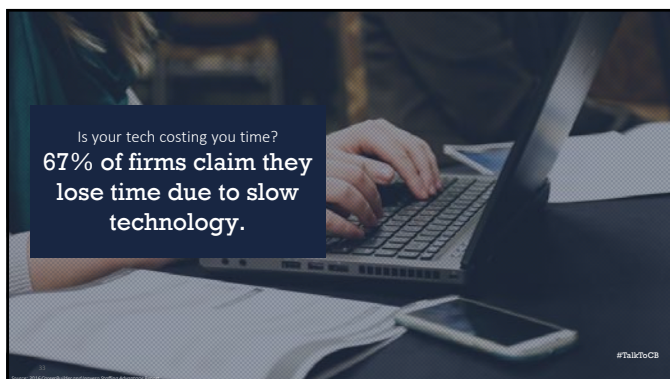


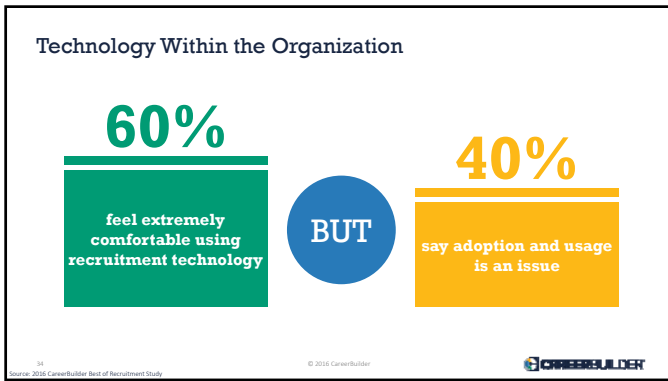




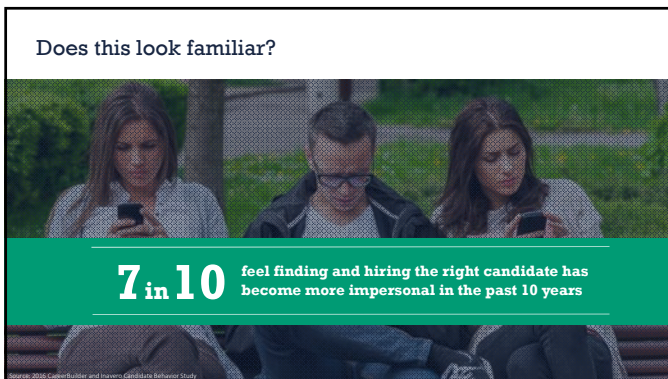












How have consumer behaviors and tech shaped the labor market?

| Technology Advancement | Occupation Impacted | Current Number of Jobs | Number of Jobs Added 2012 to 2016 | Percentage of Job Growth 2012 to 2016 |
|---|--|------------------------|-----------------------------------|---------------------------------------|
| There's an "app" for everything and "smart" technology is moving beyond phones to clothes, homes and more. | Software Developers, Applications | 772,195 | 112,045 | 17% |
| Technology has made advertising become more intuitive and effective based on ability to track and interpret online behavior. | Marketing Managers | 498,611 | 74,024 | 15% |
| Technology has become ingrained in everyday life and is how people stay connected. | Computer User Support Specialists | 445,640 | 53,849 | 12% |
| Technology is catching health disorders sooner and extending lives. | Medical Records and Health Information Technicians | 198,821 | 24,451 | 12% |
| Technology is enabling companies to control and interpret big data to make better business decisions. | Database Administrators | 120,476 | 16,794 | 14% |
| Technology is integrated into countless consumer and business products with new offerings and features released all the time. | Technical Writers | 55,129 | 5,381 | 10% |

17% growth in software developers

37

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Proactive Recruitment is a Key Initiative

6 in 10 Employers

are creating or improving their proactive recruitment strategies in 2016.

Source: 2016 CareerBuilder Best of Recruitment Study

Are you proactive or reactive?

52%

of employers say they wait for candidates to apply

48%

actively reach out directly to candidates

38

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A Growing Divide – Are We Sourcing or Recruiting?

Sourcing



focused on the identification, assessment and engagement of skilled worker candidates through proactive recruiting techniques

Recruiting



overall process of attracting, selecting and appointing suitable candidates for jobs

40

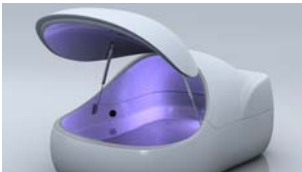
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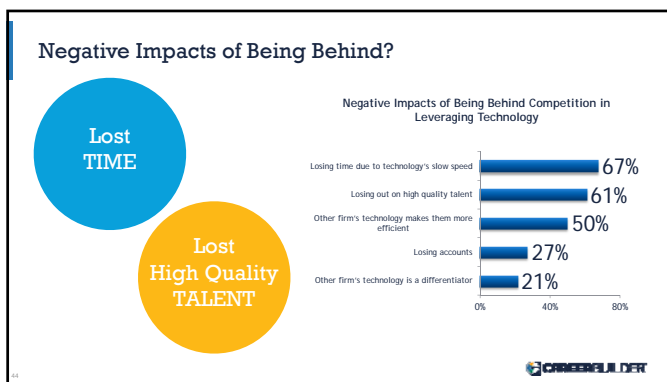
The FUTURE

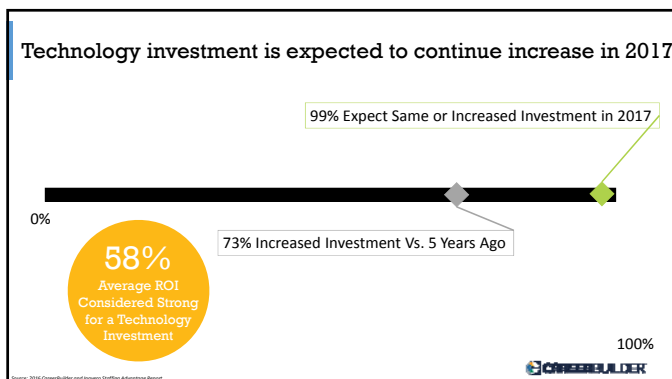


Our industry is open to new tech, but will it work?

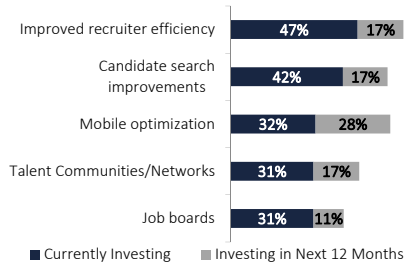








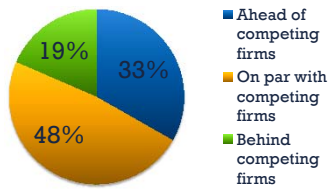
Most Popular Areas of Technology Investment



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Ahead Or On Par?

Leveraging of Technology Compared to Competition



84% believe being behind in leveraging tech negatively impacts business

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Beating the Competition in Leveraging Technology Leads to...

96% Believe being ahead in tech positively impacts business.

Positive Impacts of Being Ahead of Competition in Leveraging Technology



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Tech Is A Major Selling Point For Clients

90%

Think it's important for their staffing firm to have the most up-to-date technology



75%

Think up-to-date technology differentiates a staffing firm



Source: 2016 CareerBuilder and Insource Staffing Advantage Report

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Tech Is Major Selling Point for Candidates Too!



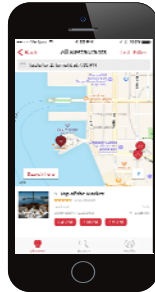
82%

Think it's important for their staffing firm to have the most up-to-date technology



Only 9%

Think that staffing industry technology use is ahead of the times



Source: 2016 CareerBuilder and Insource Staffing Advantage Report

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Technology empowers candidates in the process, but only if the human element isn't lost



- Overall process has improved
- Applications are easier to complete
- Mobile applications have improved
- Automated job alerts improved



- Responsiveness has declined
- Negative decline in human interaction
- Applications have gotten longer

Source: 2016 CareerBuilder and Insource Staffing Advantage Report

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Data and Tech Will Continue To Transform Recruitment

59% of employers use big data to devise recruitment strategies.

43% of employers who use big data for recruitment strategy said it reduced their time to hire by **2 weeks**.

35% of employers who use big data for recruitment strategy said it reduced their cost per hire **by \$500 or more**.



Skills and tech have evolved- but have academic institutions?

Building a new talent pool.

Over 50% of employers cannot find qualified candidates.

MYTH

Candidates without extensive direct work experience are unable to perform on the job.

REALITY

The majority of job seekers with relevant work experience are willing to pursue a new career path and learn new skills.

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Capella + CareerBuilder. The power of two.

CareerBuilder is the global leader in human capital solutions and Capella Learning Solutions is a market leader in building high-quality, professional learning solutions. CareerBuilder and Capella Learning Solutions are using real-time labor data paired with competency-based education to design RightSkill learning experiences directly aligned to bridge the growing talent gap in our country.



Thank you!

Kyle Braun, President, CareerBuilder

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Thank You for Attending



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