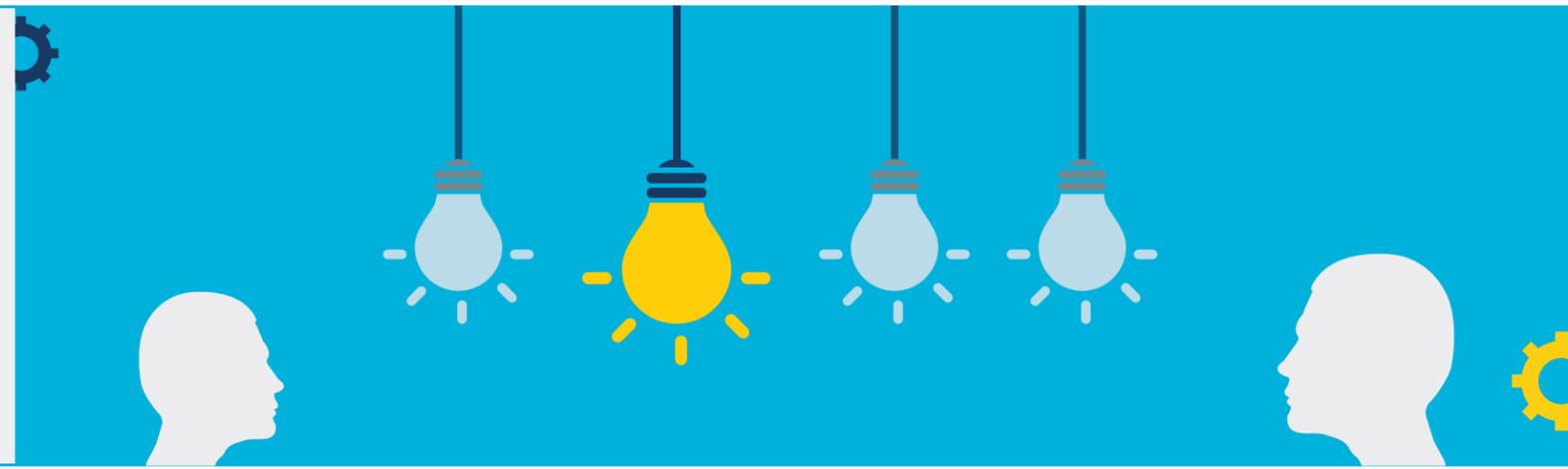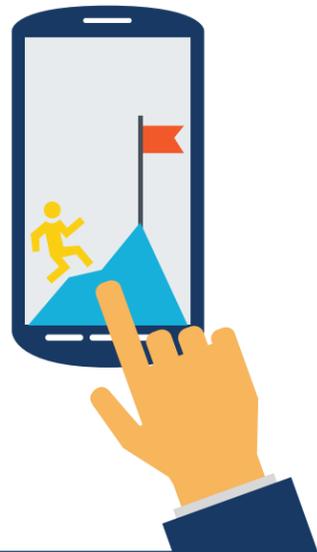It's not always easy to find great talent, but new research from the **IBM Smarter Workforce Institute** suggests that mobile recruiting could offer the key to finding those sought-after high potentials.

Looking for top talent?
Try mobile recruiting

High-potentials are significantly more likely to use mobile devices in job searches. While a large percentage of all employees use mobile to search for jobs, use of mobile is particularly prevalent among high-potential employees. As shown in Figure 1, almost three quarters (74 percent) of high-potential employees have used mobile in job searches, while only 40 percent of other employees have, a 34 percentage-point difference. With usage that prevalent for high-potentials, organizations looking to find top talent need to seriously consider mobile recruiting options.

Figure 1: Use of mobile devices in job searches is prevalent among high potentials

All employees	53%
High potentials	74%
Other employees	40%
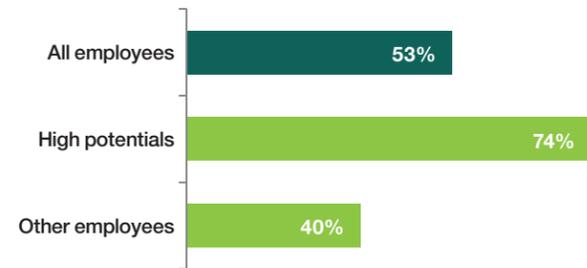
Source: WorkTrends™ 2015 Global (High-potential employees N=5,345, other employees N=6,906).

Note: Results reflect answers to the question, "Have you used mobile devices in your past or current job search?"

Organizations offering mobile recruiting are more appealing to high potentials

The most desirable job candidates are not only more active users of mobile devices for job search, they also think more favorably about organizations offering such technologies. Nearly 70 percent of high-potential employees say that

organizations using mobile to hire are more attractive, while only half of other employees agree (Figure 2). Therefore, organizations cannot afford to ignore mobile recruitment if they are to attract top talent.

Figure 2: Organizations that use mobile to hire are more attractive to high potentials

High potentials	69%
Other employees	51%

Source: WorkTrends™ 2015 global employees who have used mobile in job searches (High-potential employees N=3,946, other employees N=2,732).

Note: Results reflect the percentage of respondents agreeing or strongly agreeing with the statement, "Organizations that use mobile to hire are more attractive".

Tips to attract top talent via mobile recruiting

Beyond being significant users of mobile for recruitment, high potentials also have high expectations of the mobile recruitment process. They are more likely to expect job apps to be personalized and organizations to have mobile career websites, and they are more likely to express concerns about data security. For all of these reasons, organizations looking for top talent should consider the following:

- **A job application experience designed for mobile.** Just as a mobile experience is expected for a consumer purchase, top job candidates expect hiring companies to be mobile. It is critical for organizations seeking high-potential candidates to enable mobile recruiting. Without such options, they could find top talent looking elsewhere.

- **Personalized experience.** We continue to experience personalization in our consumer lives, and high-potentials have similar expectations when looking for their next job. Organizations can use search data to target job seekers with new opportunities that are likely to meet their interests.
- **Fast responses.** It is critical for hiring companies to get back in touch with talented candidates promptly. At the very least, upon receipt of job applications, an automated email could be sent out to inform job applicants that their application is being processed.
- **Strengthened data security.** High-potential employees are more concerned about data security than other employees. They may drop out of the job application process when they perceive personal information is not kept or delivered securely. To avoid losing potential top talent, organizations should consider strengthening data security in mobile recruiting and demonstrating their security to put candidates at ease.

This research provides clear direction for organizations looking for top talent - move to mobile recruiting.

For more on high potentials' mobile job search activities, expectations and concerns, download the full IBM Smarter Workforce Institute white paper: *Looking for top talent? Move to mobile recruiting* at IBM Smarter Workforce Institute. **Click Here**