



Expanding Your Talent Pool: Strategies When Local Talent is Scarce

INNOVATIVE APPROACHES TO FINDING THE RIGHT FIT FOR YOUR TEAM

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When Local Talent is Scarce

Finding the right talent can be challenging when the local pool of candidates lacks the necessary skills or experience. In fact, **a recent survey found that 75% of companies have reported a shortage of talent in their local markets.** This issue can be due to geographic constraints, specialized skill shortages, or emerging industries.

That said, there are several effective strategies you can use to overcome these challenges. **Let's explore these approaches to help you expand your talent pool and find the right candidates for your team.**





Embrace Remote Hiring

01

Remote work has revolutionized recruitment. By considering candidates outside your immediate location and broadening your search to other cities, states, or even countries, you can access a broader range of skills and experiences. This approach not only increases your candidate pool but also brings in diverse experience and perspectives that can drive innovation and creativity within your organization.





Offer Relocation Incentives

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Offering relocation assistance can make your organization more attractive to candidates willing to move. This approach helps you bring in the exact skills and experience needed. Highlight relocation benefits in your job postings to attract top talent from other regions.





Invest in Training and Upskilling

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When local talent lacks specific skills, investing in training and development can be a game-changer. Upskilling current employees and new hires ensures they have the necessary competencies, helping you build a strong, skilled workforce from within.





Leverage Consultants

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Consultants are ideal for filling short-term needs or bringing in specialized skills. This flexible approach allows you to meet project demands without the long-term commitment, making it easier to scale your team according to your organization's needs. You may also look at a Contract-to-Hire arrangement, where you're able to get the consultant on board now and have the option of hiring them later – after you've had the opportunity to assess their work/culture fit.





Partner with Educational Institutions

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Building partnerships with universities, colleges, and vocational schools can create a pipeline of talent ready to enter your industry. Offer internships, co-op programs, and apprenticeships to cultivate skills and foster loyalty among potential future employees.





Target Other Industries

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While it's certainly nice to hire people who have both technical skills and industry experience, look at certain positions where industry experience may not be as critical. Are there other companies/industries in your local market that you can target?





Revisit Required vs. Preferred Skills

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Reevaluate your job descriptions. Are all the “Required” qualifications truly necessary? Consider if one or two requirements might be excluding otherwise qualified candidates. It may be beneficial to be flexible on some criteria to hire suitable candidates now and provide training for specific skills later.