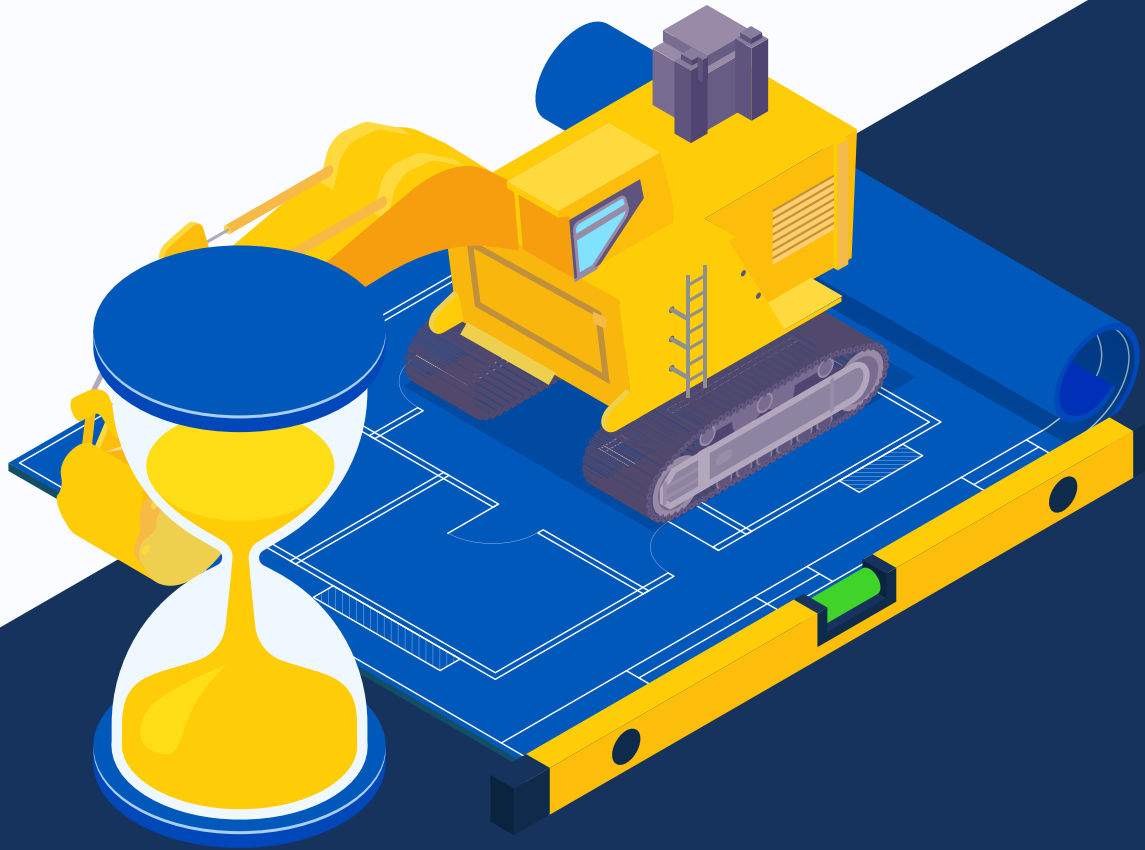




**EXPERTS FOR  
ACCELERATED TALENT CAPTURE OF  
TOP TIER HEAVY CIVIL CONSTRUCTION  
PROFESSIONALS  
FOR THE UNITED STATES AND CANADA MARKETS**



# TALENT CAPTURE BLUEPRINT

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## The Problem:

Being unable to identify or engage/onboard heavy civil construction professionals in a timely manner is causing loss of profit for your company, from underperforming employees, penalties or fines due to owner's requirements or late project starts, missed bidding opportunities resulting in missed revenue opportunities, and attrition due to overworked valued employees.

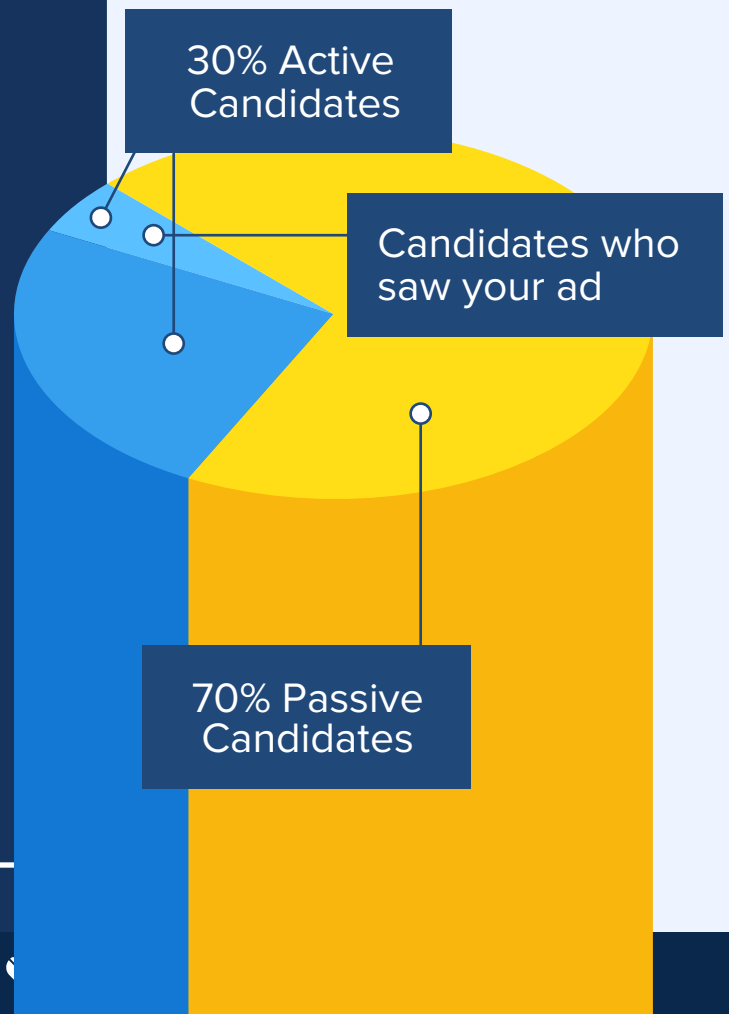
Our proven **Talent Capture System** is based on fulfilling the **Three Crucial Pillars** for a successful accelerated talent capture; **qualified pool of talent** (ideally >90% of the candidates in your geographic market), **message that converts** talent to engage in the interview process and onboard with your company, as well as **consistent marketing outreach** to your talent pool to keep them engaged and to catch them at the right time to bring them into the hiring process.



## TRADITIONAL RECRUITING METHODS ARE INEFFECTIVE:

### **A** Passive Marketing/ Internet Job Posting

Across all industries, around 70% of the talent pool consists of passive candidates (not looking for a job) while 30% are active candidates (looking for a job). Of those 30% percent of active candidates, even a smaller percentage are actually seeing your ad. Why?



# 3 Reasons Qualified Candidates Aren't Seeing Your Job Postings:



## LACK OF TIME:

The heavy civil industry is known for **50+ hour work weeks**, often requiring long commutes to the office or travel to jobsites, a fairly high level of stress. Couple that on top of other personal obligations and you find that even highly motivated candidates will not make time to search the internet for opportunities.



## POOR EXPERIENCE USING THE PLATFORM FOR A JOB SEARCH:

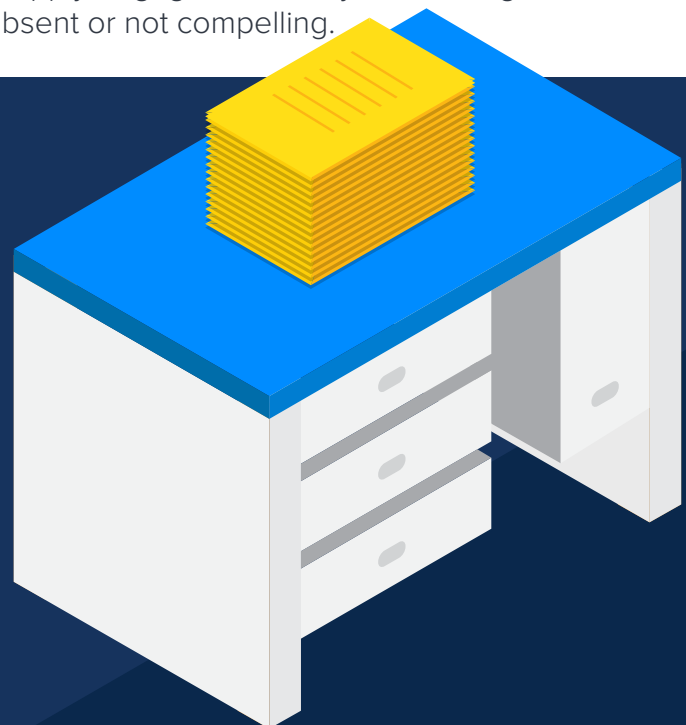
The second reason your candidates are not searching the internet for positions is that there is so much noise on the internet now that it is difficult to identify positions that may be a good fit for them.



## JOB POSTINGS LACK A COMPELLING MESSAGE:

Your internet job postings aren't working because your message fails to convert a candidate to apply/engage because your message or Employer Brand/EVP is absent or not compelling.

The other huge disadvantage to Internet Job postings is that the common result is you end up with a flood of unqualified desperate candidates and few or no qualified candidates, which results in a huge time commitment and undertaking to sort.



## B Direct Marketing:

### LinkedIn Messaging:



Candidates are not receptive to direct solicitation unless they are unemployed, and unless your company name is extremely familiar, they will almost certainly brush you off.



LinkedIn messaging is a time-consuming campaign



Limiting yourself to only the candidates that have an active online presence on LinkedIn

### Cold Calling:



It is a very slow and laborious method of outreach.



## The Three Pillars of the Talent Capture System



## Mapped Market

Where are your Experienced Candidates? In most cases the answer is that they are working for your competitors. Before you can cast your reel out into the water, it is best to build a pond that has every qualified candidate within a reasonable commuting tolerance to your office or projects. Ask yourself; How many candidates is that? For example, if you are seeking to hire a Senior Estimator, the two questions that you need answered are: How many competitors are in your market, and how many senior estimators or candidates ripe for the promotion to the role are there in those companies? This is what is called a mapped market. In order to determine how well your current talent acquisition system does this, [click here to download our Market Mapping Audit](#).



## Message that Converts

Why can't you get candidates to engage or why are they falling out in the process? Whether you are using job postings, email messaging, LinkedIn or InMail messaging, text, or cold calling, your message should always differentiate your company as an employer from your competition. If you do not have a compelling story or message, at best you will likely only attract candidates that are unemployed and/or desperate. **You must differentiate your company or the employment opportunity from your competitors if you want to attract or onboard exceptional talent.** Just trying to buy talent is a poor strategy as well. Not only is it costing you more money, but it opens the door to counter offers. Candidates are more likely to stay with the flawed company they know than deal with the hassles of changing employment to a company that they don't, unless they're given compelling reasons to do so. You have to sell yourself, the company and the opportunity every chance you get. **Don't kid yourself by thinking that you are special or different by offering:**



Great Pay



Good Benefits



Matching 401k

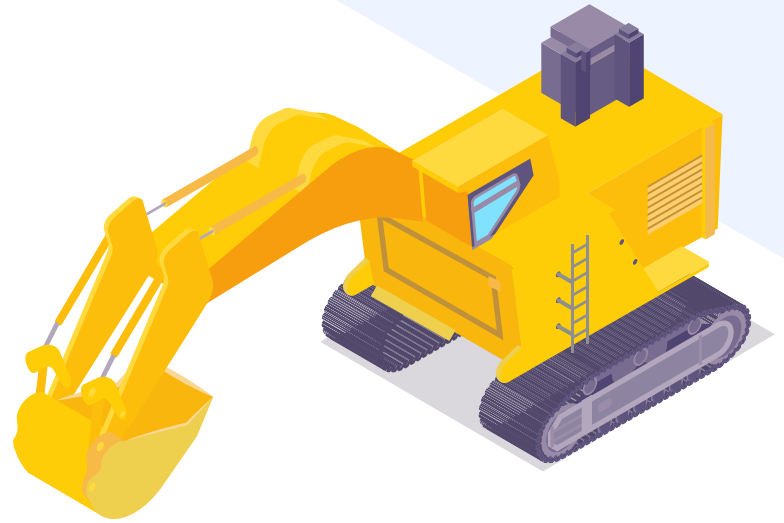


Our company has a great reputation



Family Oriented Company

We find that over 90% of the companies that we work with struggle to communicate a message that converts passive candidates and gets them engaged and on-boarded successfully.



## System of Constant Contact

Regardless of how good your message is, there will always be candidates whose current circumstances will prevent them from considering anything short of an extremely costly offer. For these candidates, timing is everything, as there will likely come some point in their career when they will want to make a change. **The key to being on top of timing for these candidates is to maintain contact with them and passively market them**, so when the time does come for them to be hired, you're the first company that they think of.



# What makes HCRC different from your current talent acquisition system?



## Market Mapping:

Our signature system includes a dedicated team of full-time data mapping experts utilizing emerging technology partners to source over 7,000 heavy civil construction professionals every month. We have the ability to quickly build comprehensive datasets that target specific geographic markets accessing nearly every competitor in the area. What does this mean for you? **In most cases we can source over 90% of the qualified talent in your geographic area within about 5 business days.**



## Expert Consultation on your Employer Branding and Employer Value Proposition:

We can consult with you on your Employer branding and employment value propositions. We have nearly **20 years of experience in crafting messages that have a high conversion rate** and get passive candidates engaged. **Fill out the short survey and we will schedule a free 15-minute consultation to assess the likelihood of your message converting top tier candidates to engage in the interview process.**



## System of Constant Contact:

Using a variety of technology partners which go above and beyond the capabilities of traditional recruiter technology, we **maintain constant multi-channel contact with the candidates in our database**, rotating between active and passive marketing. These transitions are seamless, allowing for us to **reach 15,000 candidates a week with ease.**



## Authority in the Market:

HCRC establishes authority in the heavy civil sector by building through relationships. Our constant contact provides our candidates with valuable content, which they can use to further their career. It also **makes us the first authority our candidates think of when the time does come where they are looking for a new job.** This content includes our podcast, which at this time is (to our knowledge) the only podcast exclusively focused on the heavy civil industry. Ultimately, we foster trust and respect with all of our candidates, establishing HCRC as the company they can count on to get them a position they'll stay in for years to come.

