

# HIRING AS A BUSINESS PRIORITY: What Talent Acquisition Looks Like in 2022

## INTRODUCTION

In the last 18-24 months, hiring has shifted dramatically as a business priority. Many employers had layoffs, furloughs, and reductions in staff during the early days of the pandemic, but ever since then, the global hiring spree has continued to pick up steam. In the Lighthouse Research & Advisory 2022 Talent Acquisition Priorities Study, we asked 1,000+ employers and 1,000 candidates about the state of hiring today. Here's what we found.

### SHIFTING PRIORITIES

Hiring isn't a **TALENT** priority.  
It's a **BUSINESS** priority.

**83%** of employers said that talent acquisition has risen to a business-level challenge in the last year.

This is partly due to the fact that there are **MORE JOB OPENINGS AVAILABLE THAN CANDIDATES TO FILL THEM.**

To make things worse, job postings for recruiters are **up more than 5x what they were prior to the pandemic**, with more than 75,000 recruiter job postings being published in one recent month.\*

### COMPANIES ARE RAMPING UP TALENT ACQUISITION

Employers plan to spend more, hire more, and leverage more strategic resources to meet talent goals.

**68%** plan to increase their talent acquisition budget this year

**65%** plan to increase their talent acquisition team headcount

**72%** plan to increase talent acquisition technology usage

**60%** plan to increase talent acquisition service partners, including recruitment process outsourcing (RPO) providers

### TOP PRIORITIES EVOLVE OVER TIME

	2020	2021	2022
#1	Candidate experience	Video interviewing	Diversity and inclusive hiring
#2	Diversity and inclusive hiring	Virtual hiring	Sourcing
#3	Artificial intelligence	Hiring manager relations	Recruitment marketing
#4	Measurement and analytics	Diversity and inclusive hiring	Hiring manager relations
#5	Employer branding	Employer review sites	Candidate experience

### 5 WAYS PROACTIVE TALENT TEAMS DIFFER

In the research, we find talent acquisition functions that range from passive "order takers" to strategic, proactive business partners. These strategic talent teams approach challenges differently, and they often see different results as well.

**#1** More likely to be increasing budget, headcount, service partner usage, and technology adoption in the coming year

**#2** 50% more likely than passive talent teams to be implementing more candidate-friendly processes

**#3** 2x more likely to have recently completed a compensation equity analysis

**#4** 50% more likely to be hiring the best person for the job, not just someone who can fill a seat

**#5** More likely to be using every type of recruiting metric, from candidate satisfaction and time to fill to quality of hire and more.

## CONCLUSION

In just these few data points, it's easy to see how hiring has shifted and why it has become so challenging. Employers that want to succeed need to elevate the conversation on hiring, leverage innovative service partners, and adopt modern technology in order to create the best hiring outcomes.

Check out all of our research and learn more about how it can support your organization's talent, HR, and learning objectives.  
[LHRA.io/research](https://lhra.io/research)