



# Candidate Experience Strategy

## Understand Your Candidate Pipeline to Better Engage in Times of Crisis

In uncertain times, focus shifts quickly from one need to the next. What does that mean for your candidates? As you reassess business needs, whether slowing down your hiring or ramping up, consider your candidates and what they need to stay engaged and informed as circumstances change. Do you know what your immediate needs are? Do you have a long-term view of the impacts? Are you making assumptions about candidates' levels of engagement? **How you manage your candidates now will make all the difference.**

## How We Can Help

Through a comprehensive assessment, we get to know what your candidate pipeline looks like and how it's changing in the current climate. We pair those insights with your organization's short-term and long-term needs, capabilities, and resources.

That information enables us to develop specific strategies to address candidate needs and holistic ways to engage and inform them as your business evolves, helping you to maintain a healthy brand and cultivate a pipeline of people who will be there when you need them.

### CANDIDATE EXPERIENCE STRATEGY

*A strategic assessment of your candidate pipeline, current state, and business needs with recommendations and activation support designed to keep candidates informed, energized, and interested.*

#### OUR APPROACH

Intake Call + Data Collection	To understand your current state, hiring plans, and concerns so we can better assess opportunities that were and are now available, as well as future needs and resources.
Candidate Pipeline Assessment	To identify segments of your candidate population, relationships to opportunities, and how the pipeline has and will evolve.
Strategy Assessment + Recommendations	Delivered in PowerPoint/PDF and presented virtually, that outline short- and long-term strategies and recommendations for each segment of your candidate population.
Activation Plan	Customized to your needs to help you connect with candidates through a variety of channels, utilizing current and new technologies.
Project Management	To include rapid timeline, ongoing executive consulting, and support.

## We're your candidate experience response team.

Now is the time to strategically engage and connect with candidates. We have the niche expertise and experience to help you take impactful action. Contact our CEO, **Susan LaMotte**, via [susan@exaqueo.com](mailto:susan@exaqueo.com) or (202) 276-1086 for immediate assistance.



[Crisis Response Resources](#)



[Crisis Communications Framework](#)