

# Overcoming Talent Scarcity: 5 Powerful Strategies for Talent Acquisition in 2023



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# Introduction

Talent is the cornerstone of any successful business, shaping its long-term stability, competitiveness, and overall impact. While this is true, finding the best talent isn't always easy. A survey of over 40,000 employers revealed that [77% grapple with talent scarcity and intricate hiring strategies](#). Based on this data, it is evident that the quest for professional prowess is a high-stakes game in every market. But what acquisition strategies can you use to up your recruitment game and outpace your rivals?

A winning talent acquisition strategy not only propels your organization to new heights but is also the lifeblood of your company's success. Effective recruitment tactics can enable your organization to attract and retain the talent necessary for innovation and growth while fostering a positive company culture. The harmonious blend of these elements creates a symphony of success as organizations with top-tier talent acquisition strategies experience increased efficiency, productivity, and profitability.

In this report, we'll guide you through the most effective methods for drawing in the best from the talent pool. From tapping into the captivating power of employer branding to using cutting-edge technology, we have an array of exciting tips to meet your recruitment needs. So, get ready, as we set off on a journey into the winning strategies for talent acquisition in 2023!





# The 5 biggest talent acquisition challenges companies face today

Navigating the modern recruitment landscape is like maneuvering through a maze full of twists and turns as organizations compete to secure top talent. At every corner, the industry presents new challenges, yet also offers opportunities for those prepared to adapt and innovate.

Looking back in time, it's clear that the recruitment landscape has undergone a metamorphosis, giving birth to novel strategies and methods for talent acquisition:

- **Technological advancements:** Technology has played a major role in this evolution, with the transition from newspaper ads and job boards to social media platforms, online job portals, and AI-driven tools.
- **Remote work opportunities:** The shift towards remote work, accelerated by the COVID-19 pandemic, has expanded the talent pool beyond geographical boundaries, giving companies access to more diverse candidates.
- **Employer branding and company culture:** There has also been a growing emphasis on employer branding and company culture, as organizations recognize the importance of showcasing their values, mission, and work environment to attract top talent.
- **Diversity and inclusion:** Evolving workforce demographics have led to a stronger focus on diversity and inclusion, making it an essential consideration in modern recruitment strategies. In the blink of an eye, our world has become more interconnected and digitized, forever altering the way we approach the art of recruiting.

Understanding the talent acquisition challenges is a mission-critical endeavor for companies that wish to soar to new heights. By grasping these challenges, you can craft tailored strategies that address specific obstacles, optimize your recruitment processes, and ultimately secure the human capital that will propel your business forward.

In essence, effectively navigating the complexities of talent acquisition will be the key to unlocking a world of success and prosperity in 2023 and beyond. But before diving into crafting a winning talent acquisition strategy, let's take a closer look at some of the key challenges that companies face in today's rapidly changing recruitment landscape.

## 1. Intensified competition for talent

The intensified competition for top-notch candidates has become a formidable challenge for employers, with [77% saying they are struggling to find the talent they need in 2023](#). The emergence of a global talent pool, coupled with the rapid expansion of remote work, has created a battleground for securing the best and brightest. The days of easily plucking ideal candidates from the local market are long gone, replaced by the need to innovate and adapt to capture the attention of these sought-after professionals.

As companies vie for the same high-caliber talent, a robust and engaging acquisition strategy becomes essential to ensure your company stands out from the crowd. Navigating these challenges requires agility, creativity, and a deep understanding of industry trends to keep your organization at the forefront of the recruitment game.

## 2. Talent retention challenges

Holding onto top talent has become a challenging balancing act in the dynamic landscape of 2023. A McKinsey & Co. survey of 13,000 global workers discovered that a staggering [40% plan to leave their current jobs within the next three to six months](#).

The demand for flexibility and constant drive for innovation has fostered a surge in job-hopping as professionals constantly seek greener pastures. To keep these valuable human resources from slipping through their fingers, recruitment leaders need to up their game. By doing this, they can retain their star performers and build a company culture that draws in the best talent available.

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*In 2023, developing a winning talent acquisition strategy is paramount. This year, a well-crafted plan to attract and secure the finest candidates is no longer a nice-to-have, but a must-have ingredient to the recipe for success.*

*In a rapidly evolving world with advancing technology, changing demographics, and unexpected hurdles, employers and recruitment leaders who adapt skillfully will gain a competitive edge. This ensures that their company remains at the forefront of their industry, securing a bright future.*



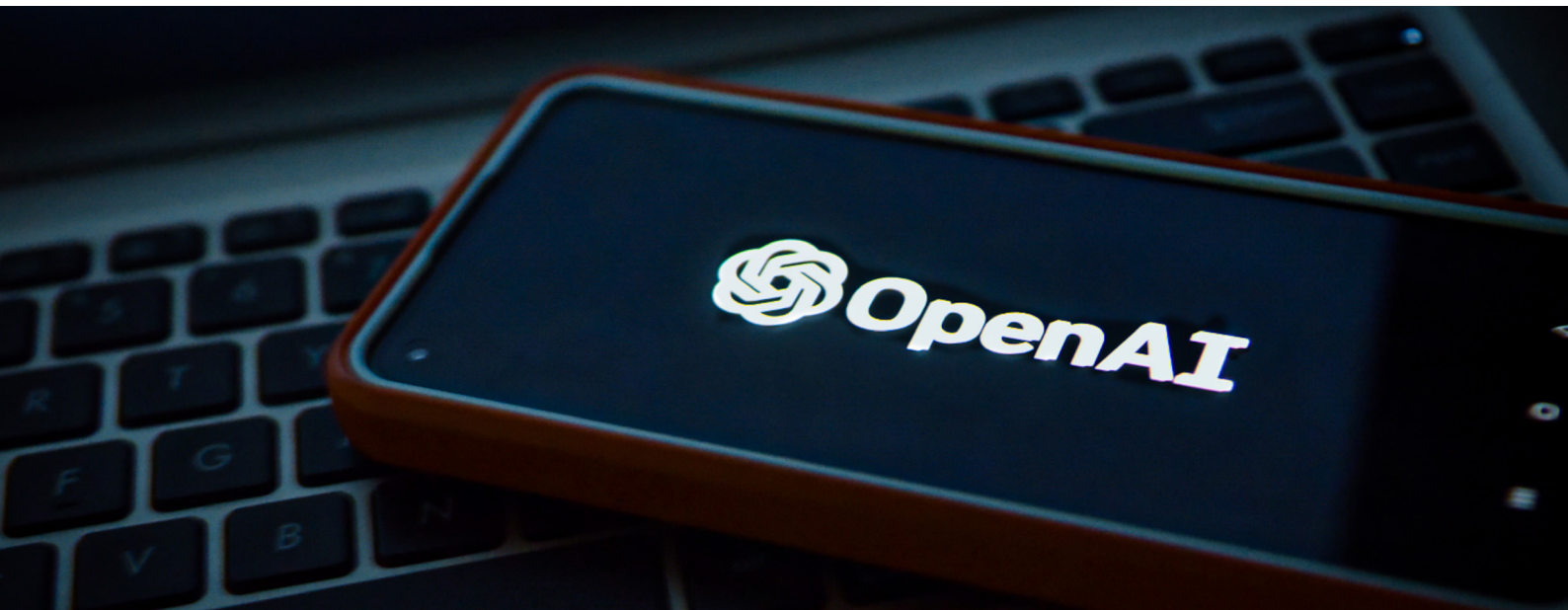
**Aref Abedi**

CEO, Jobylon

### 3. Technological disruption

As we progress through 2023, talent acquisition professionals are navigating the choppy waters of technological disruption—a force that presents both challenges and opportunities for those seeking to reel in top talent. Advancements in AI, machine learning, and automation have revolutionized the recruitment landscape with new tools but sometimes leaving HR experts feeling overwhelmed over a sea of options.

The key is learning to strike a delicate balance. Recruiters need to harness the power of emerging technologies to bolster their efforts, all while preserving that irreplaceable human touch that can make or break the candidate experience. In an age where technology and personalization are expected to go hand in hand, the savviest recruitment leaders will be those who can master combining these two to gain a competitive edge without losing the warmth of human connection.



## 4. Economic uncertainty

As market fluctuations and potential downturns cloud the horizon, companies need to adopt [a more measured approach to recruitment](#), strategically resizing their workforce and preparing for a range of economic conditions. For talent acquisition leaders, this means devising scenario-based workforce strategies to ensure they are ready to pivot, whether faced with the best or worst of times.

Flexibility, agility, and foresight become the name of the game, as recruitment leaders must balance the demands of a volatile economy with their unwavering commitment to securing the best candidates. By embracing resilience and adaptability, you can weather the storm of economic uncertainty, emerging stronger and more successful in your quest for the industry's brightest talent.

## 5. Bias and discrimination

A diverse workforce, brimming with varying perspectives and ideas, is essential for fostering innovation and driving a company's success. However, unconscious biases can often creep into the recruitment process—potentially hindering the assembly of a truly inclusive team.

In fact, a study revealed that [more than 50% of employers](#) confess to still judging job applicants based on their appearance. To address this issue, recruitment leaders need to implement cutting-edge strategies that can help identify and [mitigate unconscious biases](#). By prioritizing diversity and inclusion, organizations can unlock the full potential of their workforce and stay ahead in the competitive race for top talent.





# The 5 Best Acquisition Strategies to Win Top Talent in 2023

Now that we have walked through the biggest challenges of today's competitive recruitment landscape, let's dive into five of the best acquisition strategies you can use in your organization to attract and recruit the most skilled applicants in the year ahead.





## 1. Revolutionize Your Workflow: AI and Automation Unleashed

Artificial intelligence (AI) and automation are continuously transforming the talent acquisition landscape. But what exactly are they? AI is the development of computer systems capable of performing tasks that normally require human intelligence, such as problem-solving, learning, and pattern recognition. [Automation](#), on the other hand, involves using technology to streamline and optimize repetitive tasks, thus reducing human intervention.

But why should recruitment leaders care about AI and automation? The answer is simple – because they are game-changers. By incorporating these technological advancements, companies can expedite the hiring process and identify top talent with precision. Moreover, recruiters can free up time for more strategic, relationship-building activities. In a nutshell, AI and automation allow for smarter and more efficient talent acquisition in the year ahead and beyond.

To harness the power of AI and automation, consider utilizing AI-driven tools like chatbots and machine learning algorithms for pre-screening candidates, answering common questions, and analyzing resumes. These tools make the initial stages of the recruitment process streamlined and more data-driven. As a result, they can enable companies to reduce unconscious bias and ensure that only the most qualified candidates move forward.

To get the most from AI and automation, it's crucial to integrate them seamlessly into your existing recruitment workflow. For example, look for platforms that can connect your AI-powered tools with applicant tracking systems (ATS), job boards, and candidate relationship management (CRM) systems. By unifying these disparate technologies, you can create an efficient talent acquisition system that consistently delivers results. Who wouldn't want that?

Alex Tidgård, a registered psychologist and founder & CPO of Asker, a recruitment company, provides a practical tip on how to begin implementing AI in your workflow:

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*My most important tip is to start now, otherwise, you risk being left behind. Just try it out! Ask it to write a bedtime story for your kids, devise a new slogan for your imaginary company or simply start a chat and see where it takes you.*

*To harness the power of ChatGPT, it's important to always give it a clear context from which it can draw when providing you with content. The better the input you give, the better the output you get back. If you want help writing a job ad, ask ChatGPT to do so from the perspective of an experienced recruiter. It could go something like this: "You are an experienced recruiter with lots of experience writing job ads for many different positions in many different markets".*

*In addition, mapping out the most time-consuming parts of your recruitment process can help you identify areas where AI can be used to save time. For example, at Asker, we have built an AI function into our platform to help our customers build role-specific interview guides in less than 30 seconds.*



**Alex Tidgård**

Founder & CPO, Asker

## Choosing the Right Technology to Future-proof Your Talent Acquisition

The recruitment technology landscape has changed significantly in the blink of an eye. A myriad of new platforms have emerged, each competing for your attention and promising to fulfill your talent acquisition needs. As a result, recruitment leaders may feel like they are navigating an exciting yet challenging jungle. Furthermore, companies are shifting away from one-size-fits-all solutions, opting for partners that provide tailored solutions, which allow for greater flexibility and customization.

But with the overwhelming number of available options, choosing the ideal tech solutions for your organization can feel like searching for a needle in a haystack. To avoid feeling overwhelmed, it is imperative to stay up-to-date with the latest trends and technologies. Make sure to keep an eye on relevant industry blogs, webinars, and other resources. Also, do not hesitate to ask questions or request demos to compare vendors. Remember, Rome was not built in a day. So, take your time in finding the perfect fit for your talent acquisition needs.

To help you out, here are some tips:

- **Be explicit about your requirements and objectives:** Before exploring the huge selection of tools, having a clear understanding of your needs and goals is critical. This will help you identify the features and capabilities that will best support your talent acquisition needs.
- **Research and compare multiple vendors:** Do not settle for the first appealing technology you come across. Be diligent and carefully examine numerous vendors and compare their offerings before making your final decision.
- **Evaluate integration capabilities:** Ensure that your chosen platform can easily connect with your existing systems. Seamless integration is one of the keys to a successful HR tech stack.
- **Consider scalability and adaptability:** The HR tech landscape is constantly changing. Choose a platform that offers scalability and adaptability to accommodate your company's growth and evolving needs.



## 2. Beyond Traditional Approaches: Diversifying Your Sourcing Methods

Diversifying your sourcing methods proves to be another game changer in the evolving world of recruitment. Casting a wider net for talent acquisition enables companies to tap into unique candidate pools, granting them access to a broader range of skills, experiences, and cultural perspectives. In addition, a diverse array of sourcing strategies helps overcome the challenges posed by a competitive labor market, ensuring recruitment leaders stay ahead of the curve and find the best talents.

A multifaceted sourcing approach not only improves the quality of your talent pipeline but also enhances your employer brand. By utilizing various platforms and channels, you present your organization as an inclusive and forward-thinking employer, making it more appealing to top-tier candidates. In other words, having various sourcing methods doesn't just help find candidates – it also highlights your company's culture and values, making it more attractive to job seekers.

To diversify your sourcing methods like a pro, [embrace the power of social recruiting](#). Leverage popular social media

platforms to connect with potential candidates and share job openings. Don't shy away from using niche networks to uncover hidden gems. Moreover, integrating mobile recruiting into your acquisition strategy allows you to reach candidates on the go, which is essential given that [90% of job seekers use their smartphones for job searches](#).

Harness the potential of talent communities and employee referrals. Talent communities offer a space for candidates to engage with your organization, even when you don't have an immediate opening. By fostering these relationships, you cultivate a pool of interested and qualified candidates for your future needs.

Similarly, [employee referrals](#) help bring in top talent who may have otherwise slipped through the cracks. Encourage your team to refer friends and former colleagues, and consider implementing a referral bonus program to incentivize participation. This way, you can secure the brightest stars in the industry.

In today's interconnected world, companies are also realizing the great value of hiring globally and embracing remote work. This shift in recruitment strategies brings multiple benefits that empower organizations to succeed in a rapidly changing business environment. However, despite the potential advantages, there is still progress to be made when adapting to this new era of work.

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*Despite the vast benefits that lie in global recruitment for remote roles, only a small portion of employers have fully embraced this strategy. In the Remote Tech Talent Report, we found that even with 24 percent of Swedish companies struggling to meet their tech recruiting needs, only 16 percent are taking action by actively seeking tech talent worldwide.*

*This means progressive companies who are ready to innovate and embrace global hiring can gain a significant competitive advantage. Inclusive and intentional sourcing strategies like measuring applicant demographics or implementing a gender decoder to avoid gendered language, will help you proactively attract top talent that your competitors cannot reach. Flexible working hours, generous parental leave and mental health support should be at the core of your job advertisements. Start to intentionally reach elite talent from underrepresented groups like people with disabilities, women, and ethnic minorities (especially when recruiting for leadership positions).*

*As the world becomes increasingly interconnected, those who are willing to explore new frontiers and cast a wider net for diverse talent will be the ones to thrive in the global economy.*



**Barbara Matthews**

CPO, Remote

## Expanding Your Employer Value Proposition (EVP) for Targeted Talent Acquisition

An essential component of your strategy should be tailoring your EVP to resonate with specific talent groups. Yes, a general EVP can address the broader workforce. However, for hard-to-hire roles or specialized skills, creating a targeted EVP that appeals to these unique audiences is important. By fine-tuning messaging and branding to cater to their specific needs and preferences, you effectively showcase that you can address their requirements while maintaining alignment with your core brand.

Creating an EVP that applies to a target group involves understanding their unique preferences and aspirations. You can start by researching the factors that are most important to them, which may include innovative projects, growth opportunities, or work-life balance. Then, tailor your EVP to highlight these aspects. This will help you ensure that your messaging and branding resonate with your desired audience while aligning with your core values and company culture.



### 3. The Power of Attraction: Crafting a Compelling Employer Brand

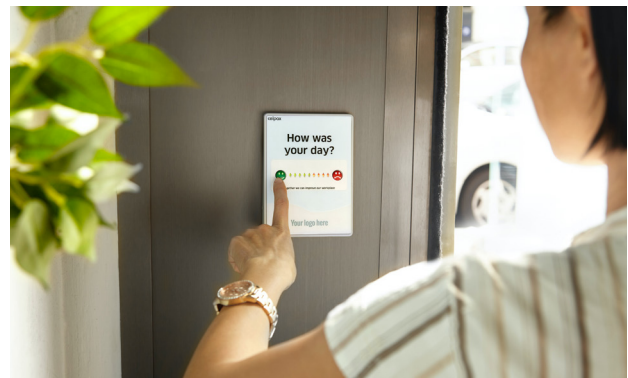
Do you see your organization attracting top-tier talent and drawing them in with its irresistible appeal? Well, that's the power of an employer brand. In simple terms, it is the perception of your company as a workplace, encompassing its values, culture, and the employee experience it provides. An employer brand is the very essence of your organization's identity and how potential job seekers and current employees view it.

In today's competitive and candidate-driven labor market, a robust employer brand is already a necessity. It can significantly impact your ability to attract and retain top talent. In fact, companies with a strong employer brand receive [50% more qualified applicants and achieve up to 2× faster time to hire](#), according to LinkedIn. So, when you invest in your employer brand, you are not only enhancing your company's reputation but also gaining a competitive edge in the talent acquisition game.

But how can you [create and sustain an irresistible employer brand](#)? Start by listening to your employees. Embrace feedback, and use it to pinpoint areas that need improvement. Encourage a healthy, collaborative work environment where

employees feel valued and appreciated. Also, offering professional development opportunities and showcasing employees' accomplishments can go a long way in creating an appealing employer brand. Remember, happy employees become brand ambassadors, spreading the word about your fabulous workplace.

Let your company's unique personality shine through online. Showcase your values and culture on your website, social media channels, and job postings. Transparent communication, engaging content, and an authentic portrayal of your organization will attract like-minded candidates eager to join your team. You may also monitor and respond to reviews on online review sites, whether negative or positive, because addressing concerns and celebrating achievements demonstrates your commitment to maintaining a strong employer brand.





It's also essential to align it with the overall business objectives. This helps to ensure that the strategy remains consistent and can evolve as the marketplace changes. Furthermore, it allows for a strong, unified identity to be created and maintained, an essential element for developing a powerful employer brand.

Charles Sinclair, the Head of Employer Brand at Oddwork, a prominent employer branding agency, provides insights on how to ensure alignment between the employer branding strategy and the organization's overall objectives.

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*To ensure that an employer branding strategy remains in alignment with the organization's overall objectives, it requires a company to have a clear understanding of where it's going to ensure that the employer branding strategy supports these objectives. This can involve reviewing the company's purpose, vision, mission and business plan to ensure that the employer branding strategy is in alignment.*

*It's also important to create a strategy that clarifies key messages, channels, and tactics that will be used to communicate the organization's employer brand towards present and future candidates and employees. The strategy should be reviewed regularly to ensure that it remains in alignment with organizational objectives.*

*Additionally, it's key to continuously track the performance of the employer branding strategy and assess its impact on the organization's overall objectives. This can involve monitoring metrics such as employee engagement, candidate traffic, time-to-hire, turnover rates, and the quality of job candidates.*



**Charles Sinclair**

Head of Employer Brand, Oddwork

## Diversity in Employer Value Proposition (EVP): Personalizing Your Approach

Including diversity in your EVP is essential for developing a strong employer brand. An inclusive and diverse EVP conveys that your company values individuality, is committed to equal opportunities, and welcomes a wide array of experiences, viewpoints, and ideas. Personalizing it for certain audiences ensures that potential candidates receive your message favorably, creating a sense of belonging and boosting engagement.

To effectively customize your EVP for diverse audiences, consider the following practical suggestions:



- **Assess your current EVP:** Identify any gaps or shortcomings in terms of diversity and inclusivity through thorough analysis. Make sure your messaging addresses the needs and expectations of different demographics.
- **Create targeted content:** Develop content that speaks directly to specific audience segments' values, goals, and concerns. One way to do this is by sharing real-life stories of your employees from various backgrounds who have thrived in your organization through blogs or other relevant channels.
- **Use a range of platforms and channels to reach different audience segments:** This can include targeted social media campaigns and collaborating with organizations that promote inclusivity in the workplace.
- **Measure the effectiveness of your efforts for continuous improvement:** Regularly evaluate the success of your personalized EVP strategies and refine your approach to keep it fresh, relevant, and appealing to diverse audiences.



#### **4. Internal Mobility:**

### **Maximizing Talent Acquisition, Retention, and Growth through Upskilling and Reskilling**

Internal mobility has become one vital component in addressing the growing skills gap as the talent landscape continues to change. This strategy essentially includes upskilling and reskilling, allowing employees to acquire new abilities and hone their existing ones. By promoting internal growth, companies can meet their evolving needs more effectively and ensure a future-ready workforce.

But before implementing a strategy for internal mobility, it's important to do a skills gap analysis. A successful skills gap analysis is the key to uncovering which areas of your team or organization need improvement. It gives you the power to recognize any skill discrepancies, and decide whether they can be filled with employee upskilling and reskilling. With this analysis, you'll know exactly where your company should focus its efforts for maximum improvement.

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*While some skills like data literacy, critical thinking, resilience, and empowering leadership are common to most industries, it's essential to adopt a contextualized approach to bridging skill gaps. Business leaders who want to address industry challenges need more than standard solutions when it comes to talent upskilling. Collecting industry-specific knowledge will help you become more strategic about your talent development.*

*For example, as AI transforms the manufacturing industry, it threatens to displace millions of workers due to skill gaps. By evaluating the skills and knowledge shortages left by automation you can train the right skills at the right time to ensure your talent meets the evolving industry demands.*



**René Janssen**

CEO & Founder, Lepaya



Navigating the competitive recruitment market necessitates innovative talent acquisition techniques, and using internal mobility is critical in this regard. Companies that invest in upskilling and reskilling initiatives can uncover a wealth of untapped potential as these create an environment where learning never stops and flexibility is valued. Furthermore, these programs not only cultivate a more engaged and productive workforce but also increase retention rates. Employees who witness growth opportunities are less inclined to look for greener pastures elsewhere.

In addition, embracing internal mobility can streamline recruitment processes and reduce the time and resources spent onboarding new hires. By upskilling and reskilling existing employees, organizations

effectively build a talent pipeline that is already familiar with the company culture and values. This, in turn, leads to enhanced collaboration, higher job satisfaction, and, ultimately, improved organizational performance.

Curious about how? To fully use the power of internal mobility, you need first to identify skill gaps and determine which areas require reinforcement. From there, develop tailor-made training programs that focus on fostering a growth mindset and nurturing a culture of continuous learning. To achieve long-term success, make sure to recognize and reward your employees' progress. This helps reinforce the importance of upskilling and reskilling efforts and secure their position as essential components of modern talent acquisition strategies.



## 5. Transform Your Workplace: Elevate DEI Initiatives for Greater Impact

When we speak of DEI initiatives, we refer to the commitment and practices related to Diversity, Equity, and Inclusion. These encompass creating a culture that values and embraces a mix of backgrounds, experiences, and perspectives, ensuring equal opportunities for all employees, and [fostering an inclusive environment where everyone can contribute and thrive](#).

The value of effective DEI initiatives is undoubtedly critical. Implementing these strategies can lead to increased innovation, improved decision-making, and enhanced employee engagement, all of which contribute to better overall performance for your organization. In fact, research has shown that [companies with a diverse workforce are 35% more likely to outperform their less diverse counterparts](#).

[For successful DEI strategy implementation](#), getting buy-in from every level of your organization is vital, particularly from the leadership team. Ensure leaders are committed to and accountable for DEI, and encourage them to become active advocates too. This commitment will spread throughout the organization, creating a culture where everyone feels empowered to contribute to the success of your DEI initiatives.

Remember, when it comes to DEI, it's about making a lasting, meaningful impact on your organization and its people.



To further enhance your DEI initiatives, set clear objectives and measure your progress. Use key performance indicators (KPIs) and track your organization's diversity demographics, retention rates, and employee satisfaction scores. By monitoring these metrics, you'll be able to identify areas for improvement and refine your strategies accordingly. Don't forget to celebrate successes, as this will help reinforce the value of DEI initiatives within your organization.

## Key Takeaways

As we embrace the digital revolution, our report highlights the indispensability of technology in modern recruitment. Harnessing the potential of AI-driven tools, data analytics, and automation allows recruitment leaders to navigate the talent marketplace and identify top-notch candidates efficiently. Staying ahead in the technology game empowers you to conquer the ever-changing hiring landscape.

Let's not forget the importance of cultivating a strong employer brand. By showcasing your organization's unique values, culture, and opportunities, you'll draw in the best and brightest candidates eager to contribute to your company's success. Convey your organization's story effectively across

various platforms, ensuring your message resonates with your target audience. In relation to this, be sure to have a strong focus on DEI initiatives to not only enrich your company culture but also to ensure a competitive edge in the recruitment arena.

Adaptability emerges as a crucial factor for success in the 2023 talent acquisition landscape. This involves a focus on embracing flexible work options as part of your competitive benefits to cater to a diverse workforce. Keep in mind that tailoring the recruitment experience to individual needs and preferences ensures a more engaging and memorable candidate journey. In addition, nurturing in-house talent pipelines keeps the organization agile and primed for growth.

## Talent acquisition in 2023....



Stay ahead of technological trends and use them to find top talent



Focus on DEI initiatives to enrich your company culture



Cultivate a strong employer brand by showing your values and culture



Keep your culture and recruitment processes adaptable



## Conclusion

In summary, winning the talent acquisition game in 2023 requires a multifaceted approach beyond traditional recruitment methods. By embracing cutting-edge technologies, personalizing the candidate experience, leveraging data-driven insights, and deepening your DEI initiatives, you'll be better positioned to attract and retain top talent in an increasingly competitive market.

Remember, continuous improvement is the name of the game. Regularly assess and refine your talent acquisition strategies, while staying informed of industry trends and best practices. As the recruitment landscape evolves, you'll need to stay agile and adaptable to keep up with the ever-changing needs of candidates and the market demands.

To wrap up, remember that successful talent acquisition is a collaborative effort. Engage your entire organization in the process; ensure that everyone, from leadership to individual contributors, plays a part in attracting and retaining the exceptional talent that will propel your organization to new heights. By working together, you'll foster a culture of growth and innovation, enabling your company to thrive in 2023 and beyond.



## Ready to step up your recruitment game and cultivate a flawless talent acquisition function?

Unlock the power of a successful workforce by equipping your organization with the best strategies for talent acquisition in 2023. Jobylon is here to help you revolutionize your hiring process, making it easy to showcase your employer brand and attract the best and brightest talent.

### Get in touch

Contact us for a [free product tour](#) or sign up for our [newsletter with monthly inspirational boosts](#) to get started.



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