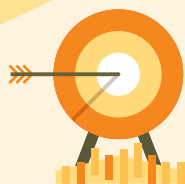
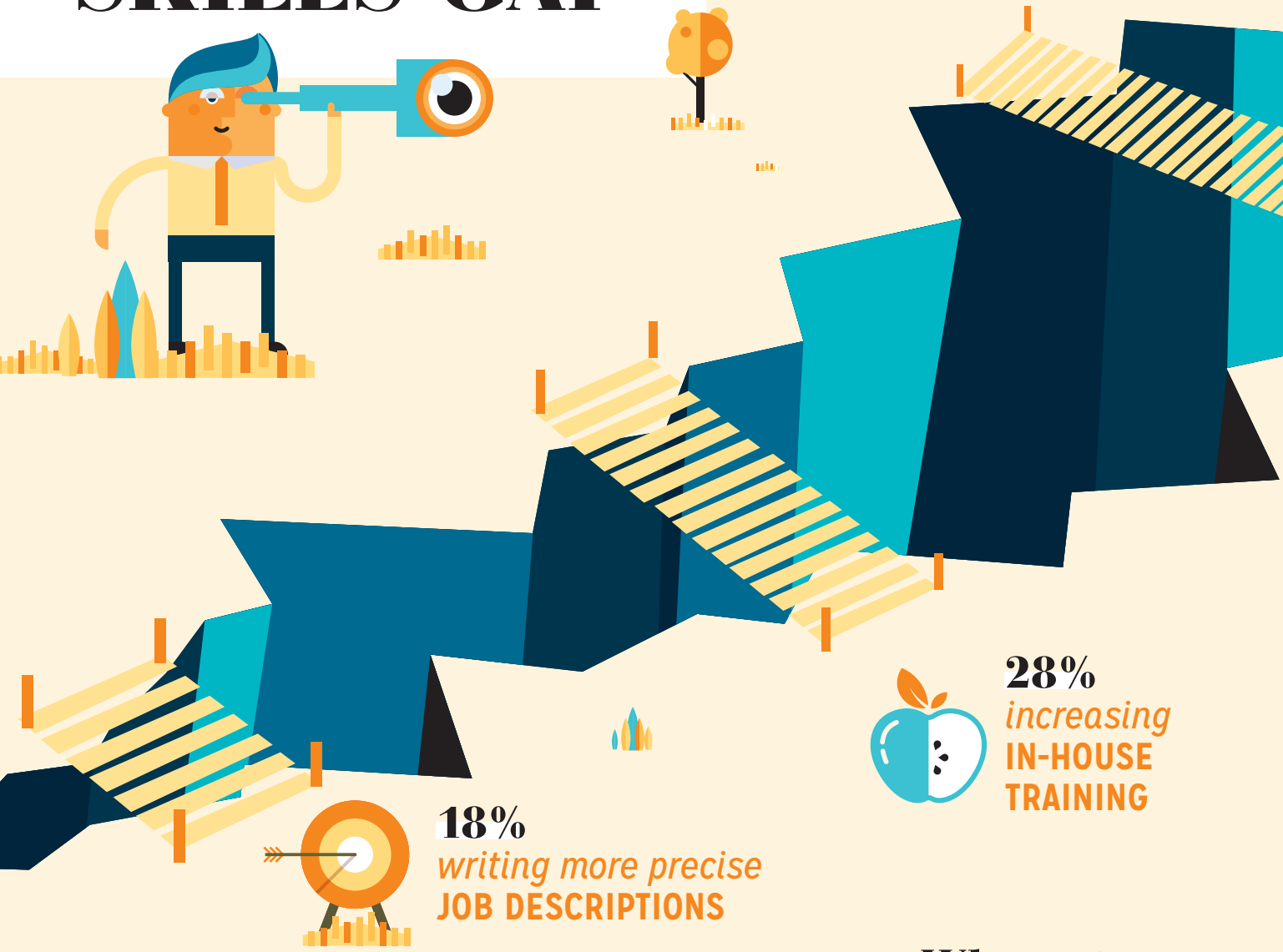


WORKING

to close the

SKILLS GAP

It's getting tougher to find the applicants you need. In fact, a recent report found that **68% of CFOs cited difficulty finding applicants** with requisite skills, up **5 PERCENTAGE POINTS** from the previous year.¹ Here's how employers are filling their top positions, despite the increasing competition, according to an AICPA survey.²



18%
writing more precise
JOB DESCRIPTIONS



28%
increasing
IN-HOUSE TRAINING

Why act now

Of respondents to a recent AICPA Business & Industry Economic Outlook Survey:

25%
had lost out on top candidates.

26%
have had important jobs open for an extended period.

27%
have had to settle for less-than-ideal candidates.



Innovating the search

Higher salaries, extra perks, and in-house training aren't the only ways to get the talent you need. PwC's 18th Annual Global CEO Survey³ revealed how organizations are innovating in their efforts to attract and develop top talent:

(Percentages reflect those who agree or strongly agree.)



71% *actively* **SEARCH**
for talent in different geographies, industries, and/or demographic segments.



78% *always* use **MULTIPLE CHANNELS**
to find talent, including online platforms and social networks.



81% *always* **EQUIP**
employees with new skills through continuous learning or mobility programs.



81% *look for a much* **BROADER RANGE**
of skills in hiring than they did in the past.



CLEARLY, THE SKILLS GAP REMAINS FORMIDABLE—BUT IT'S SURMOUNTABLE.
Employers are deploying a number of proven strategies, along with more innovative ones such as tapping new channels and casting a wider net. How is your business closing the gap?

³ PwC's 18th Annual Global CEO Survey, [tinyurl.com/kr8lahv](https://www.pwc.com/us/en/issues-trends/employment-practices/18th-annual-global-ceo-survey).