

Messaging That Moves: Helping Employers Say “Yes” to Skill-Based Hiring



Effective communication helps employers embrace skill-based hiring with clarity and confidence.

When engaging employers, your message should do more than explain—it should validate their instincts, address their concerns, and show that skill-based hiring is a smart, achievable step they can take now.

Employers are ready for better solutions. The right message shows them it’s within reach.

Before sharing your materials, use this checklist to make sure you’re helping employers move from interest to action:

Employers Messaging Checklist

Show skill-based hiring as a smart, proven strategy

Present compelling evidence and data about the success of skill-based hiring. Link it to results employers care about: stronger hires, faster time-to-fill, better retention.

Share relatable success stories from the field

Feature stories of real companies and hiring managers who made skill-based hiring work—especially showing the simple steps they took, how they gained buy-in internally, and the outcomes they achieved.

Focus on the skills—and the people—they want

Connect skill-based hiring to the full range of qualities employers seek: dependability, growth mindset, collaboration, and communication. Make clear that it’s about building stronger teams, not just filling open roles.

Lower the emotional barrier to change

Position skill-based hiring as a way to hire with more confidence, not more risk. Emphasize how focusing on real skills gives hiring managers clearer, more reliable signals when making decisions.

Make it feel doable—starting now

Highlight practical, actionable steps employers can take immediately—like adjusting job descriptions, using work samples, or prioritizing certifications and real-world experience. Show that small shifts can unlock big results.

Offer simple tools or supports

Whenever possible, point to practical resources such as templates for skill-based job postings, sample assessments and guides for evaluating experience. Reduce friction and make it easy to take the next step.

Skill-based hiring isn’t about taking a leap into the unknown—it’s about building on what employers already do well. With the right language, stories, and tools, we can help them see skill-based hiring as a smart, achievable way to find the talent they need and build stronger, more resilient teams. Clear, confident messaging makes the next step feel not just possible—but obvious.