Talent Recruitment Strategies: In Norway’s Petroleum Industries
By Gareth Butler

Abstract
Companies have to make sure that they stand out to attract their workers. Companies have to stand out to stay ahead of the competition. Some companies have allowed their recruitment strategies to become so ingrained that many workers will not notice the difference. Others, however, have created unique and distinctive strategies that have led to winning in the job market. This research is based on interviews with more than 100 managers from different sectors. The findings are based on surveys on the "war for talent" that show how companies are dealing with the recruitment challenge.

Company Recruitment in Norway
There are a variety of ways in which companies recruit their workers. The most common method is putting ads in newspapers and other media. Many companies also use social media and online job boards.

The Global War for Talent
The companies that are in the oil and gas industry and in other industries that have to deal with a shortage of skilled workers have to be creative in their recruitment efforts. Some companies are using innovative and unique recruitment methods to attract the best candidates.

The Global Financial Crisis
The global financial crisis has greatly affected the oil and gas industry. According to Besen, the financial crisis put a severe strain on the ability of companies to attract and retain workers.

Bibliography

Figure 1: Norway's petroleum industry's workforce

Figure 2: Norway's petroleum industry's workforce growth

Figure 3: Norwegian's petroleum industry's workforce growth