

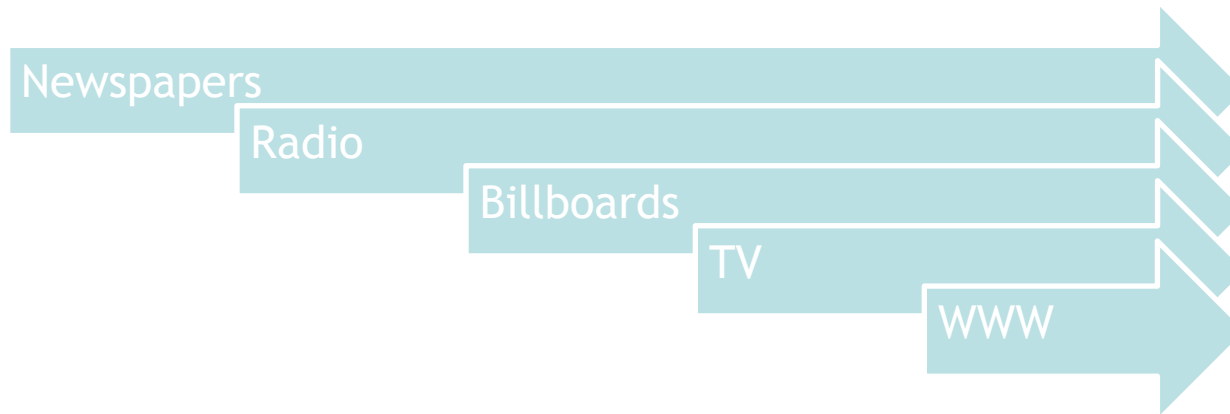
Candidates as consumers

What, why and how?



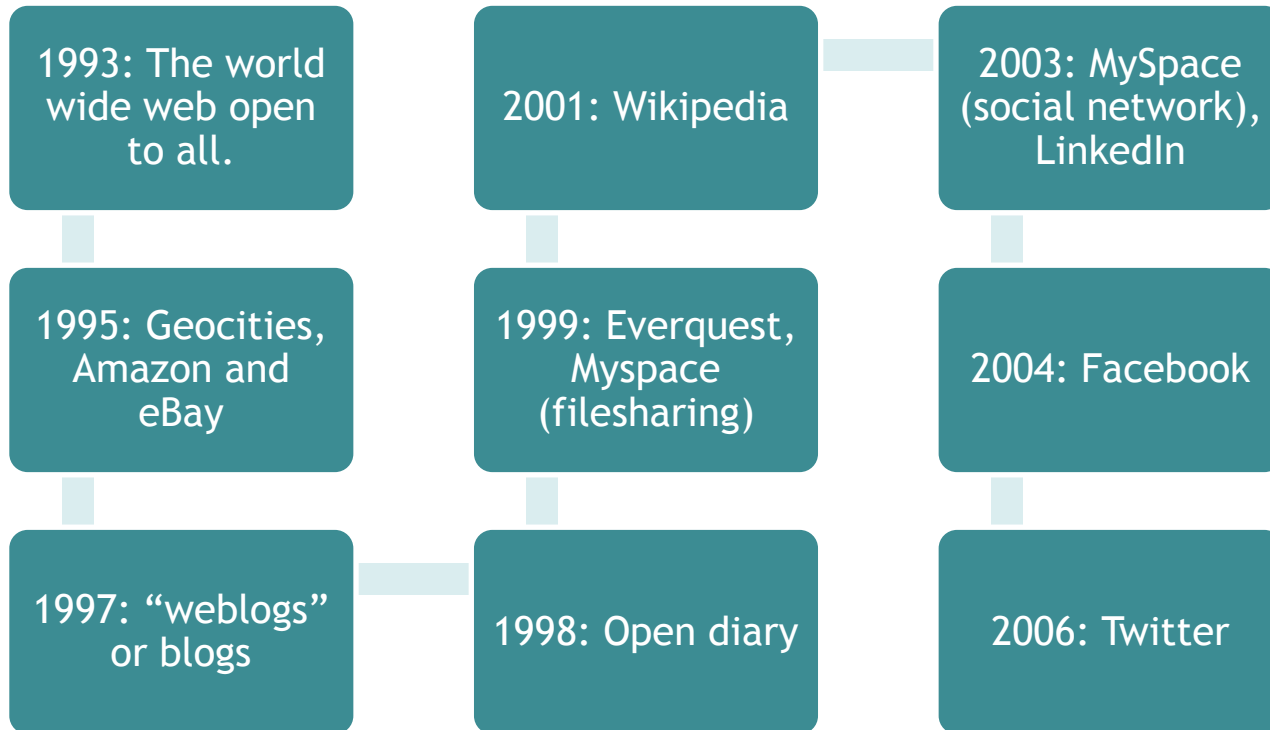
The return of interactivity

The birth of the internet



It was just another publishing medium

The takeover of the World Wide Web



More and more content is user generated, not published.

And that means more content about you is user generated...

Big idea #1

You don't own the
web, and you can't
dictate your brand

The change in consumer behaviour

Then and now...

Initially...

I saw or heard an ad

I was in a shop

I was targeted directly

I saw some news coverage

So...

I read the company website/brochure

Rang a rep or went to an outlet

Requested more information

Possibly found a journalist's review

Most of this could be influenced, or directly controlled.

Then and **now...**

Initially...

I noticed one of my friends bought it through a social network

I was on a comparison site or search facility

I was targeted through the things I like

I saw a blogger talk about it

Many of the new additions are based on customer experiences.

So...

I saw what past or present customers had to say

I asked my social network what they thought

I contacted someone on a user group

I scoured the internet for conflicting views

And on those of people who didn't actually buy...

The advice of friends and strangers

The Quantum Universe: Everything that can happen does happen [Hardcover]

[Brian Cox](#) ✓ (Author), [Jeff Forshaw](#) ✓ (Author)

★★★★☆ ✓ (3 customer reviews)  Like (111)

Customers Who Bought This Item Also Bought

- | | | | |
|---|--|---|---|
|  |  |  |  |
| <p>Why Does E=mc2? by Brian Cox
★★★★☆ (110)
£5.39</p> | <p>Dreams That Stuff Is Made Of: The Most Astound... by Stephen Hawking
£10.00</p> | <p>Wonders of the Universe by Brian Cox
★★★★☆ (61)
£8.00</p> | <p>Neutrino by Frank Close
★★★★★ (7)
£6.80</p> |

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Leah Thomas, Dan Spanner and Daniel Paton like London Jazz Festival.



London Jazz Festival

 Like

Big idea #2

Customer experience matters because it now plays a pivotal role in your brand.

Consumers vs candidates

Predisposition and strategists

I'll shop around and choose the one which appears to provide the best fit for my criteria.

I have some ideas about which products and brands I like, and have read some reviews

I know exactly which one I want to get, and I made that decision a long time ago.

e.g. lunch

e.g. a phone

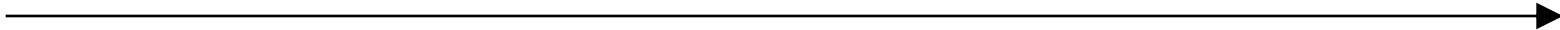
e.g. a car

Predisposition and career strategists

I'll search for a job, and see what's available now

I have some idea which companies might interest me

I know where I want to work, and for how long



Faster to recruit

Cheaper to recruit

More likely to stay

More likely to thrive



Some clear parallels...

We have a product/service to sell

Compared to the competition, it has these unique selling points

We'll communicate this with a creative and engaging communications platform

We'll build relationships with our fan base and customers – past or present - and enlist their help to sell

The value proposition

The brand

Engagement and advocacy

We need to recruit

These are the reasons people should work here rather than anywhere else

We'll communicate this with a creative and engaging communications platform

We'll build relationships with our applicants and current or past employees and use their networks



And the one we often forget

“I drive a Ferrari”

“I work at Google”

Your brand impacts on their brand.

An employer to be proud of will
recruit better, and retain better.

The first big difference

You're going to say "no" to most people.

Doing that well is hard, but massively important

1st November 2011

Dear applicant,

Owing to a high volume of applications, we regret to inform you that we will not be proceeding further with your application to

The second big difference

Consumer marketing usually starts with an opportunity

Recruitment marketing usually starts with a problem

“Hello, is that the recruitment team?”

I’ve got a job vacancy, and I’m really excited about this opportunity to add new skills and experiences to my team. This is my favourite part of my job as a manager...”

Big idea #3

Employment marketing
is similar, but harder.
We have to do what
they do, better.

What happens next?

work


Recruitment has changed rapidly
and will continue to evolve

These changes work to
the advantage of employers

Market structure

- Global forces
 - Demand and supply of decent jobs
 - Talent shortfall in key areas
 - Clustering of candidates and the war for best talent
 - The role of recruiters
 - Your brand is no longer in your control
-

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ANON

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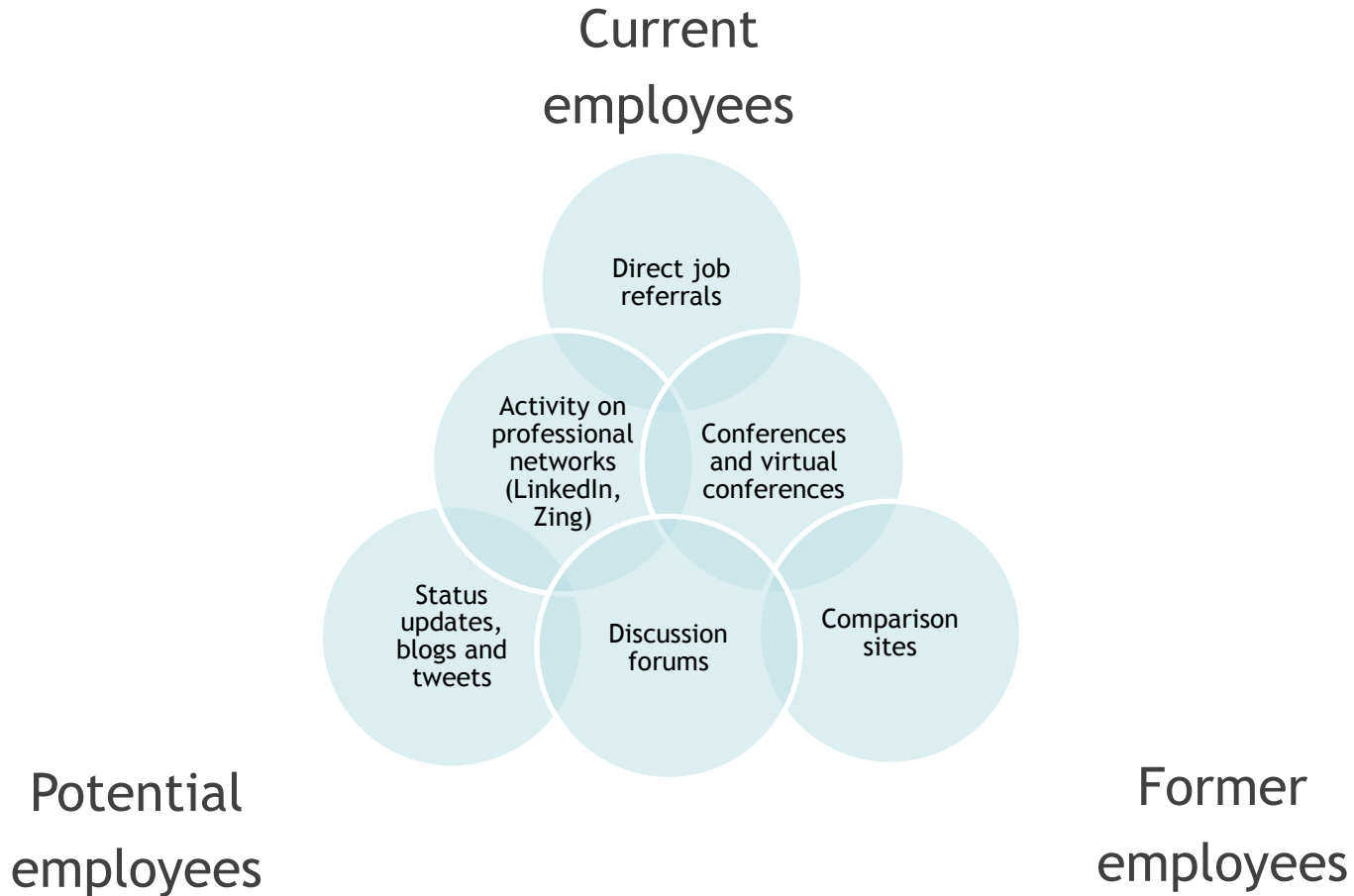
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3,332 FB Fans
1,192 LinkedIn
154,000 Twitter

2,817,335 YouTube views

So who will be your advocates?



The end of recruitment 3.0



- 1.0 Word of mouth
- 2.0 Advertising and other push marketing
- 3.0 Building talent communities

Whilst the technology exists to build communities of candidates, the approach that has been taken so far has been based on company information, corporate need and immediate recruitment requirement. With little regard to the people in it.



“I expect that history will show ‘normal’ mainstream twentieth century media to be the aberration in all this.”

‘Please, miss, you mean they could only just sit there and watch? They couldn’t *do* anything? Didn’t everybody feel terribly isolated or alienated or ignored?’

‘What was the Restoration again, please, miss?’

‘Yes, child, that’s why they all went mad. Before the Restoration.’

‘The end of the twentieth century, child. When we started to get interactivity back.’

Douglas Adams, “How to Stop Worrying and Learn to Love the Internet”, 1999

PwC: Workforce 2020 talks about an underlying move to skills or professional networks in the future.

Predisposition and career strategists

I'll search for a job and see what's available now

I have some idea the industry that I want to work in and about some companies that interest me

I know where I want to work, and for how long



Faster to recruit

Cheaper to recruit

More likely to stay

More likely to thrive





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Every part of the office is getting turned inside out trying to find any tickets that have gone missing in action! Fingers crossed!
 23 minutes ago



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[@SportsBettor2](#) No better reason to want tickets then to escape the in laws! We can feel your pain. So 2 tickets are coming your way!
 CS
 26 minutes ago



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Congrats to the winners of the last 2 tickets [@alonohea](#) and [@SportsBettor2](#) ! We will keep looking around the office for any more tickets! CS
 28 minutes ago

ppa About @AskPaddyPower

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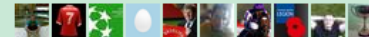
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Later, as One Direction drop off a food parcel there is a nervous silence. There but for the grace of a fickle God.

2 hours ago



Betfairpoker Betfair Poker

Who else will comfort Same Difference when yet another doctor tells them they may never be able to stop smiling?

3 hours ago



Betfairpoker Betfair Poker

But who else is going to be there for "Tabby" Callaghan when he asks why Sharon doesn't call anymore?

3 hours ago



Betfairpoker Betfair Poker

As I watch Journey South continue to build my new stables, I consider how I've often been accused of taking advantage of these poor souls.

3 hours ago

About @Betfairpoker

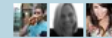
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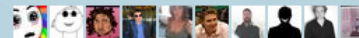
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Recruitment 4.0...





I've built a community: So, what?

Recruitment 4.0 is all about extracting value from those communities

- Crowd Sourcing & Coca-Cola
- Mass individualisation & Pepsi
- Gamification & Deloitte

What exactly is good value?

Recruitment 1.0 is back



Extracting value #1

Understand your audience

What are the values, behaviours, competencies, motivations and preferences that will allow the right people to thrive in your organisation?

Extracting value #2

Identify your EVP

What it is that makes you special as an employer?

Be honest and consistent whenever you have the opportunity to talk.

Extracting value #3

Review your 'customer' experience

And not just how you sell the job:

- How customer friendly is your application process?
 - What is the actual working experience like?
 - What happens when somebody chooses to leave?
-

Extracting value #4

Gain support

Engage with line managers and enthuse them about recruitment.

Remember that every external interaction is a recruitment opportunity.





**CERN Recruitment
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