

CERN Recruitment and Sourcing Seminar 2013

Breaking Convention in Recruitment – To Boldly Go!

Colin Minto, Global Head of Resourcing, G4S Plc

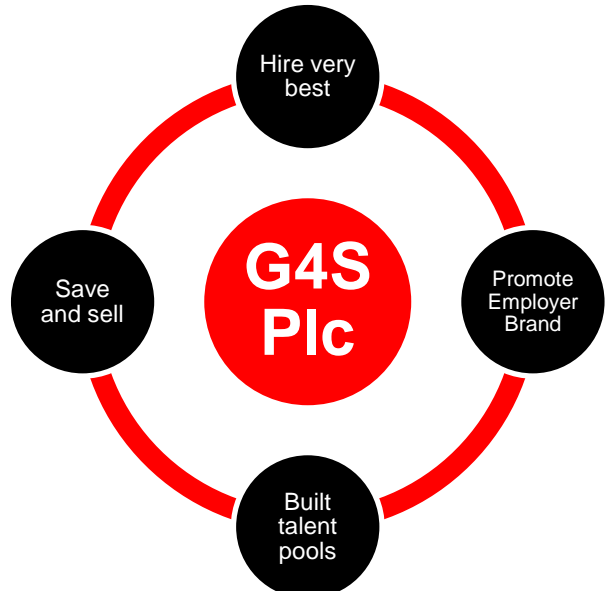
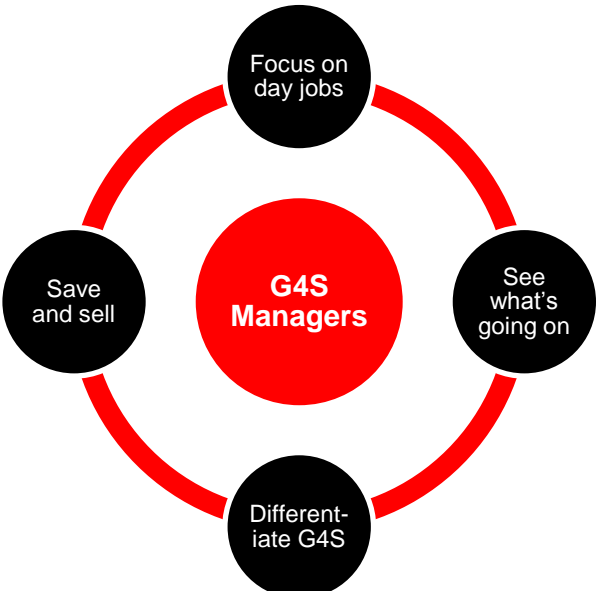
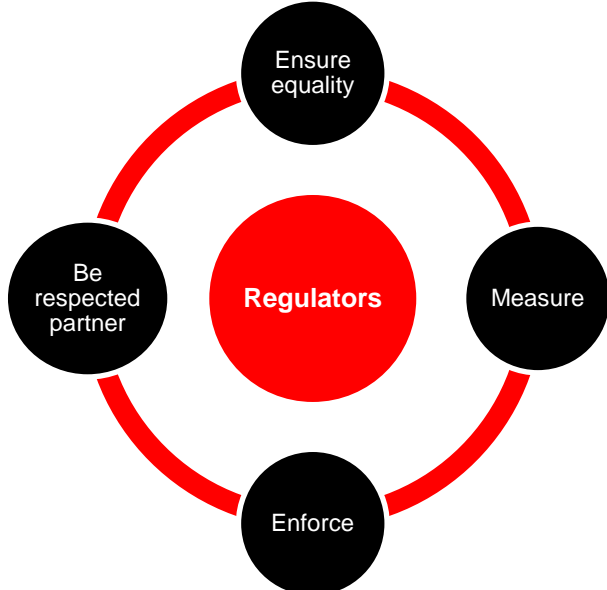
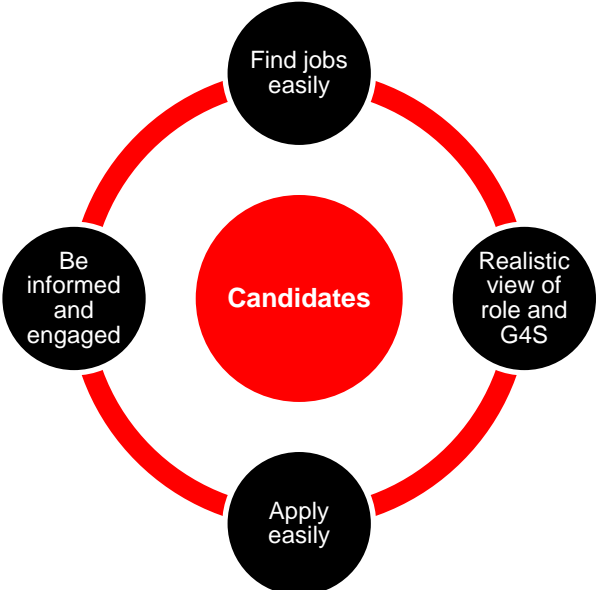
G4S Plc

- 660,000+ people
- 125+ countries
- One of the world's largest private employers
- World's leading international security solutions group
- Recruit 200,000+ per annum – Growth and turnover
- Winner of Best Global/International Recruitment Strategy – Recruiter Awards for Excellence 2012

What We, Not Vendors, Want?

- Know and understand corporate objectives
- Know and understand local objectives
- Blend both with the secret sauce of reality (next slide)
- Scale and demand
- Build the solution specification
- Buy it, build it, implement it

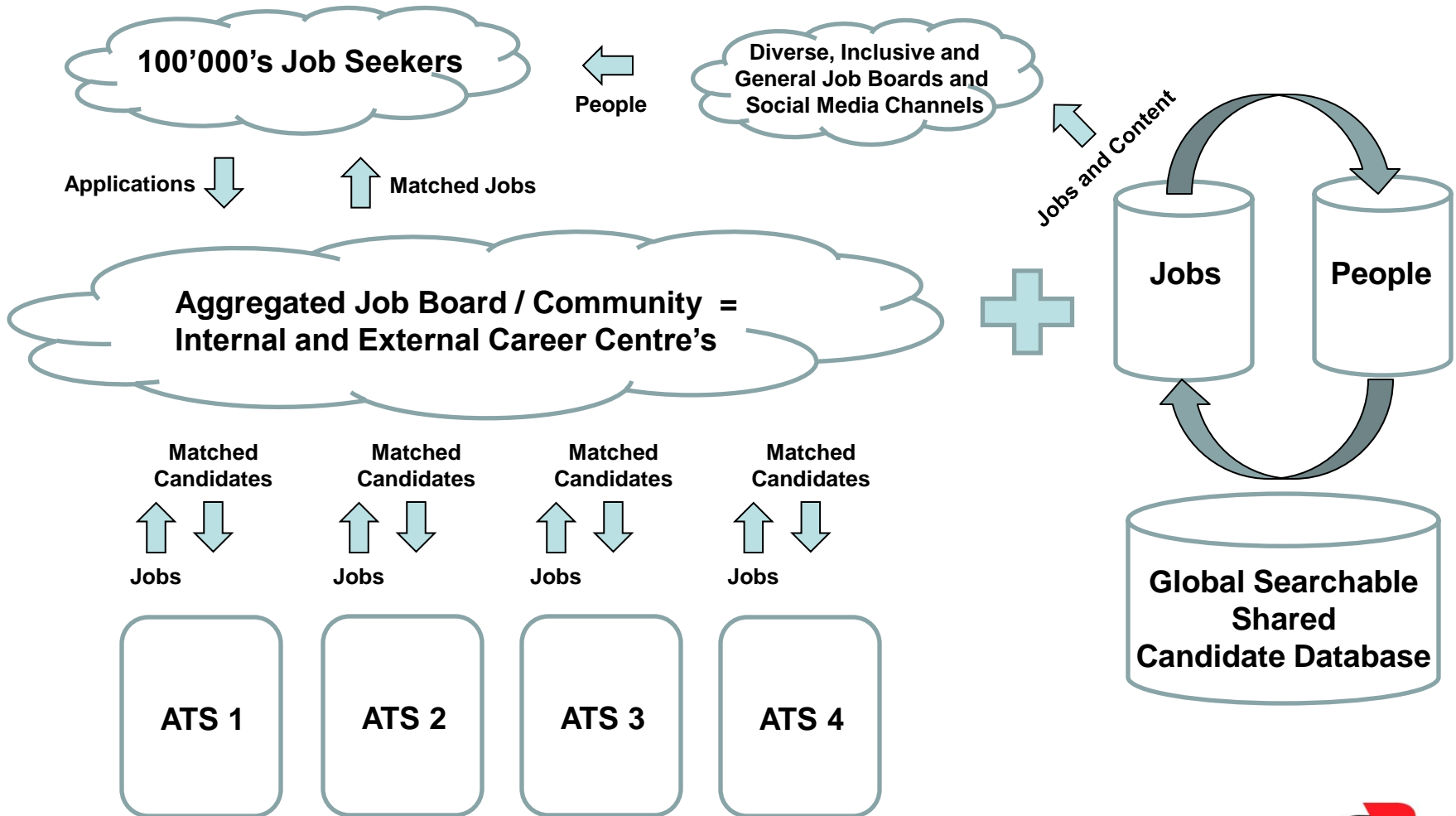
Secret Sauce of Reality!



Resourcing Challenges

- Scale
- Autonomous business decision making
- Multiple ATS's and silo candidate databases
- 130+ job display mechanisms
- Multiple candidate experiences
- Multi-lingual
- Millions of potential employees
- Continual candidate engagement
- Agency dependency

Breaking Convention!



G4S Career Centre Suite



Securing Your World



Statistics

- 255,000+ Absolute Unique Visitors (per 30 days)
- 2,350,000+ Page Views (per 30 days)
- Average Session Time – 11m 02s
- 23 Nov 10 to date – 10,563 Postings
- 23 Nov 10 to date – 721,226 Applications (68 per job posting)
- 23 Nov 10 to date – 81,192 positions available
- 23 Nov 10 to date – 685,386 Registrations

Facebook

facebook

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Company
From risk assessment to delivery, we work in partnership with governments, businesses and other organisations to provide integrated solutions to security challenges.

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Highlights

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G4S Los Angeles, California - Bike Patrol

Rank	Employer	Share (Index)	Index (Share %)	Delta	Fans (Index)	Fans (Index)	Delta	Posts	Links	Comments	Shares	E.R.	C.I.
1	G4S Plc	43.81	-		41,609	↑ 0.96%		10	3,190	478	220	9.41%	0%
2	InterContinental Hotels Group	41.4	-3		39,785	↑ 7.01%		3	181	13	21	1.86%	0%
3	Siemens	39.56	-1		2,472	↑ 4.08%		1	47	5	2	22.83%	0.127%
4	EAAD	39.39	-		9,150	↑ 1.92%		3	67	0	3	2.57%	0.039%
5	Boeing	33.49	-1		96,144	↑ 0.46%		4	1,854	56	146	5.5%	0.001%
6	Alliance	33.35	-3		6,383	↑ 0.22%		2	62	31	4	7.61%	0%
7	Continental	32.36	-4		2,942	↑ 0.53%		0	0	0	0	0%	0%
8	Marrion	32.29	-1		129,022	↑ 0.33%		10	2,694	248	278	2.5%	0%
9	Hilti	30.23	-1		1,643	↑ 0.67%		2	90	2	0	28.09%	0.122%
10	Microsoft	26.36	-3		89,769	↑ 0.59%		8	1,062	123	168	1.96%	0.068%
11	Walk Disney Carrots	25.31	-2		27,126	↑ 0.47%		12	774	14	15	2.47%	0%
12	Walk Disney Auditions	25.19	-1		71,341	↑ 0.58%		6	3,119	90	81	7.69%	0%
13	Volkswagen	25.19	-2		28,874	↑ 0.13%		5	168	17	10	1.35%	0.048%
14	eBay	23.88	-4		2,585	↑ 1.49%		7	7	0	1	0.45%	0%
15	Boeing	22.21	-3		11,289	↑ 0.42%		5	0	0	0	0%	0%
16	AT&T	21.43	-3		10,793	↑ 0.33%		8	39	2	0	0.48%	0.036%
17	Airbus	19.79	-2		27,237	↑ 1.16%		1	68	5	3	2.81%	0.004%
18	Nokia	19.23	-1		36,644	↑ 0.47%		7	325	16	10	1.37%	0.004%
19	Wal-Mart	18.7	-2		38,972	↑ 0.34%		6	230	76	6	1.34%	0.007%
20	Oracle	17.98	-		22,476	↑ 0.77%		4	130	12	6	1.58%	0%
21	UBS	17.63	-5		1,954	↑ 2.2%		1	27	2	0	1.9%	0%
22	United Nations	17.36	-		52,141	↑ 0.93%		2	116	32	49	1.9%	0%
23	General Motors	16.45	-3		9,383	↑ 1.06%		2	115	4	3	6.56%	0.006%
24	Dell - Global	14.63	-3		28,655	↑ 0.73%		6	133	6	6	0.85%	0.013%
25	Norco Parlane	14.44	-2		9,547	↑ 0.09%		20	77	4	1	0.43%	0.021%
26	L'Oréal	14.14	-4		33,557	↑ 0.37%		2	173	12	1	2.78%	0%
27	Ford Motor	13.94	-1		11,015	↑ 0.43%		2	12	0	2	0.64%	0.021%
28	Adidas	12.96	-3		4,384	↑ 1.36%		1	22	0	0	5.05%	0%
29	ING	12.65	-4		2,307	↑ 0.49%		3	31	0	1	5.22%	0%
30	Deutsche Bank	12.55	-4		10,264	↑ 0.62%		2	41	0	2	2.1%	0%
31	Ernst & Young	12.45	-1		105,265	↑ 0.27%		1	22	1	0	0.22%	0.003%
32	Google	12.11	-5		40,764	↑ 0.48%		0	0	0	0	0%	0%

Securing Your World



Facebook Outcomes

- 44,700+ likes
- 17.1M+ friends of fans
- 3,000+ discussing sites at any one time
- Top 10 careers presence in seven months
- Activity Per Day
 - 564 people talk about G4S
 - 755 stories are created
 - 11,655 reached per day
 - 592 unique views each day

Candidate Experience - EVP

G4S promises to ...

Respect the voice
of individuals
and teams

Give you the tools,
the support and the
space to perform

Actively recruit and
engage with the
very best people



... and will deliver

Opportunity to impact
on society and to
make a difference

Opportunity to develop
your career to the limits
of your potential

A share in the success
of a winning
global organisation

... securing our future together

Securing Your World



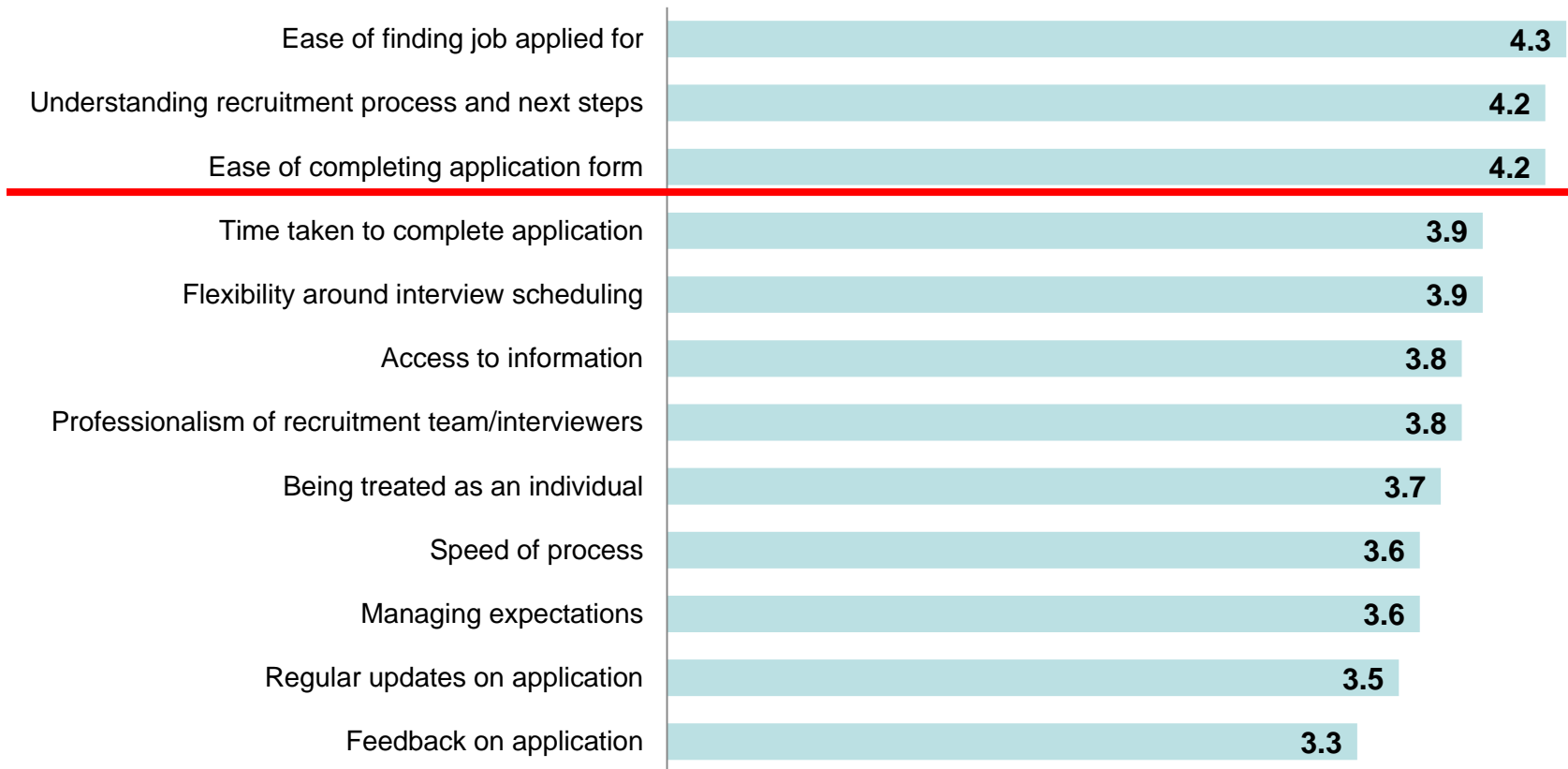
Experience Measurement



- Partnered with Mystery Applicant
 - Candidate experience and employer brand affinity measurement tool
 - Strength of employer brand in marketplace
 - Attraction factors
 - Candidate motivations
 - Expectation Vs reality
 - True measurement of the experience we provide
 - Development area identification
 - Benchmark ourselves and against peer group companies

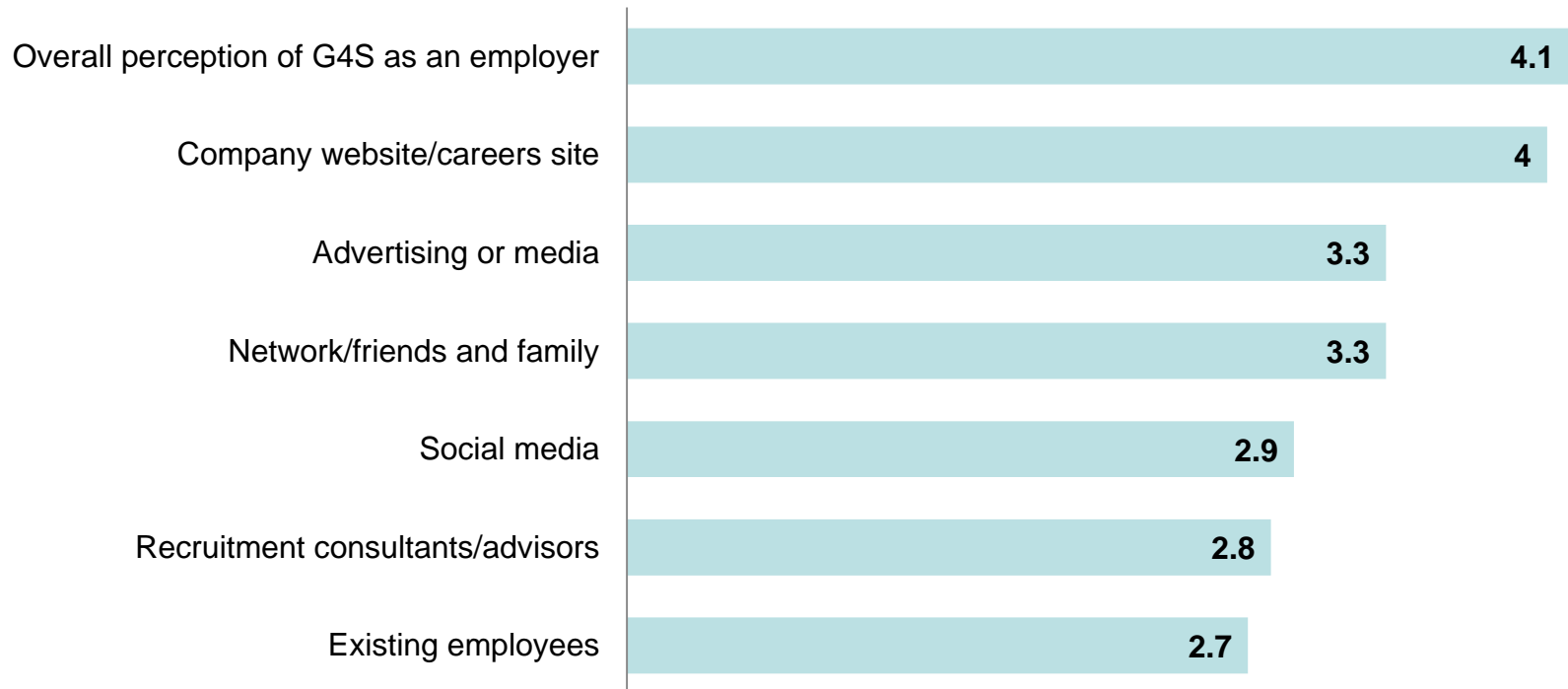
Application and Recruitment Experience – 13,000 / 1,000

Experience KPIs - Scale: 0 (very poor) to 5 (very good)



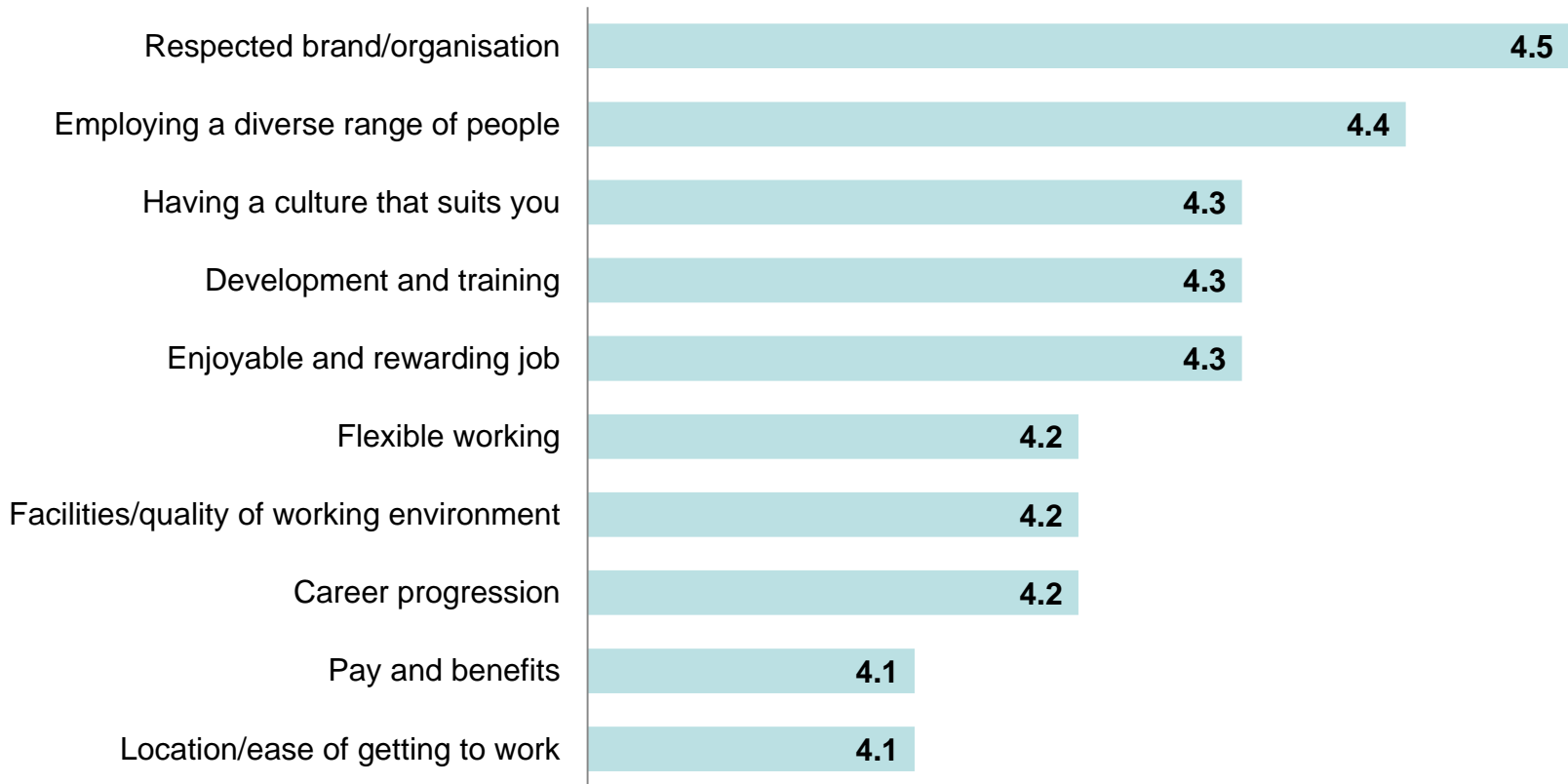
Influences

How much influence did each of the following have on your decision to apply? - Scale: 0 (lowest) to 5 (highest)



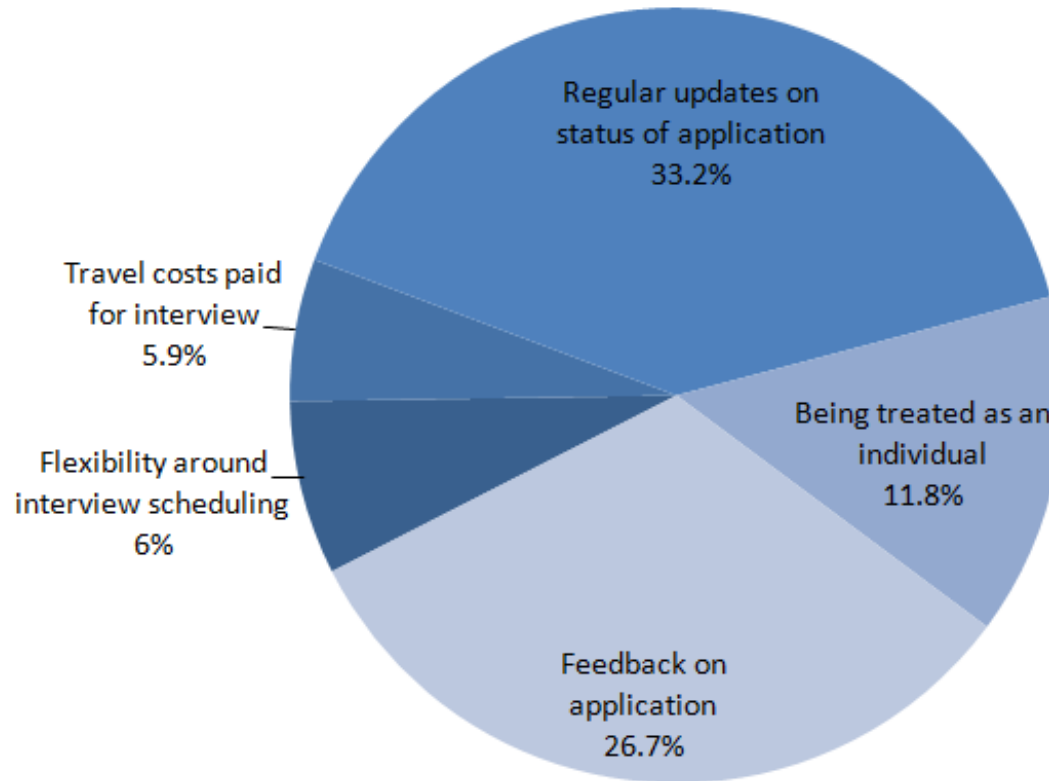
Post Application Perceptions - Survey 1

How do you think G4S rates as an employer in each of the following areas? - Scale: 0 (very poor) to 5 (very good)



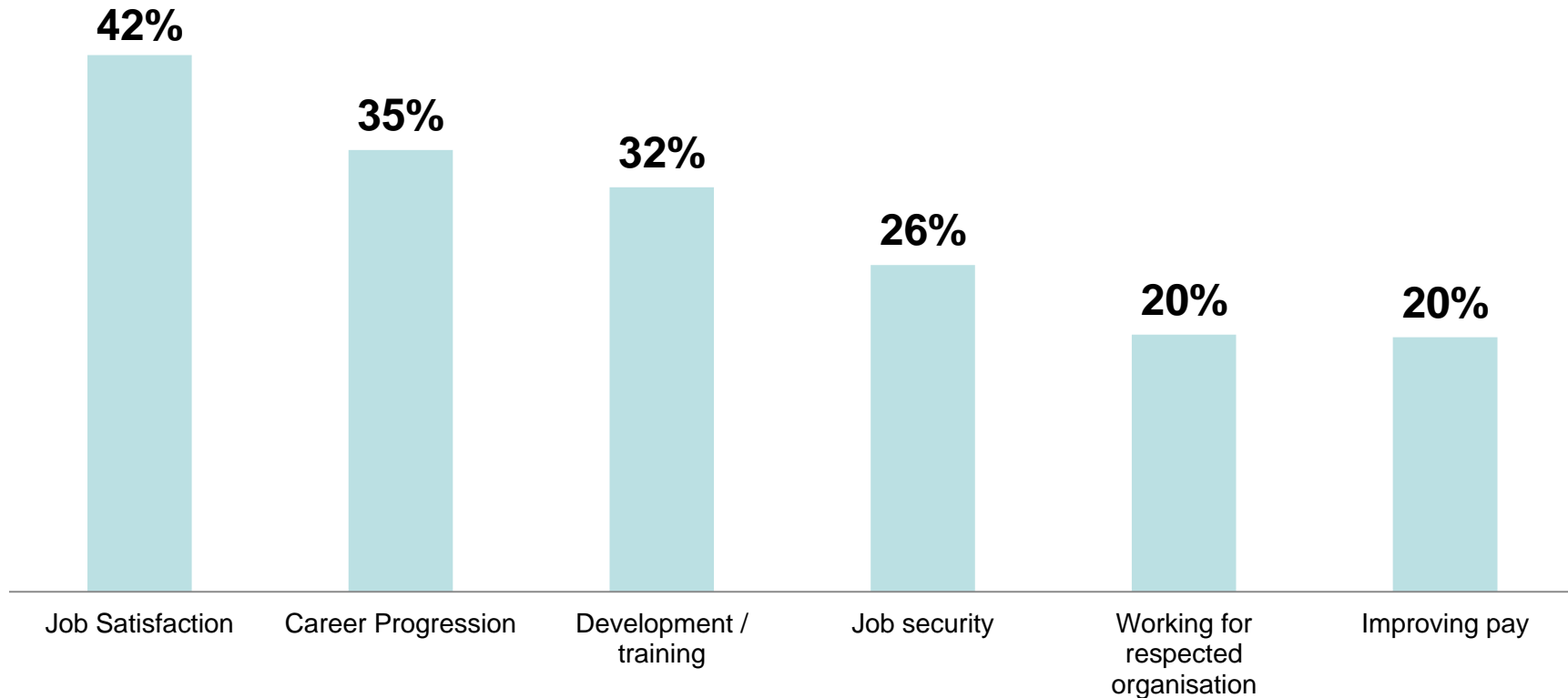
Candidate Expectations

Which of these is MOST important to you?



Candidate Motivations

What is MOST important to you in your next job?



Executive Freelance Recruiters

- Headhunter usage, the final frontier!
- Excessive and automatic – Something to fix!
- Created a G4S version
 - Expert freelance talent out there
 - Billing on a professional service basis, £ per hour worked
 - Access to all G4S technology and sourcing channels
 - Motivated by doing a good job not fees
- Incorporated executive freelance service from Sri Lanka
- Now provide recruitment and talent mapping
- Demonstrably successful
 - Time, cost, quality of hire, candidate experience, brand promotion

Executive Freelancer Savings

Approx. Headhunter cost	Actual cost to fill	Saving
£ 26,770	£ 455	£ 26,315
£ 46,155	£ 1,625	£ 44,530
£ 23,291	£ 650	£ 22,641
£ 27,900	£ 2,044	£ 25,856
£ 20,123	£ 1,274	£ 18,849
£ 34,500	£ 964	£ 33,536
£ 21,000	£ 810	£ 20,190
£ 24,117	£ 4,290	£ 19,827
£ 22,200	£ 3,315	£ 18,885
£ 14,773	£ 2,075	£ 12,698
£ 31,500	£ 3,600	£ 27,900
£ 18,455	£ 2,277	£ 16,178
£ 18,000	£ 5,720	£ 12,280
£ 12,000	£ 52	£ 11,948
£ 33,000	£ 3,700	£ 29,300
£ 21,000	£ 810	£ 20,190
£ 45,000	£ 3,055	£ 41,945
£ 42,000	£ 9,596	£ 35,404
£ 18,000	£ 65	£ 17,935
TOTAL	£ 499,784	£ 46,377
	Average Head Hunter cost based on above	£ 26,304
	Average cost to fill via Executive Freelancers	£ 2,441
	Average saving per hire	£ 23,864

2.8%

Translated into % Fee

Thank you

Questions most welcome

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