

Attaining Hiring Success



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SVP Success
SmartRecruiters

Hiring Success

The ability to attract, select, & hire the *best talent* for any role, *on demand & on budget*

GUIDING PRINCIPLES OF HIRING SUCCESS

Compelling Candidate Experience



Improve quality of hire

+50%

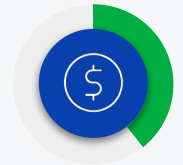
Engaged Hiring Managers



Increase velocity

+48%

Empowered Recruiters



Optimize hiring budget

+41%

48%

Improvement in Hiring Velocity

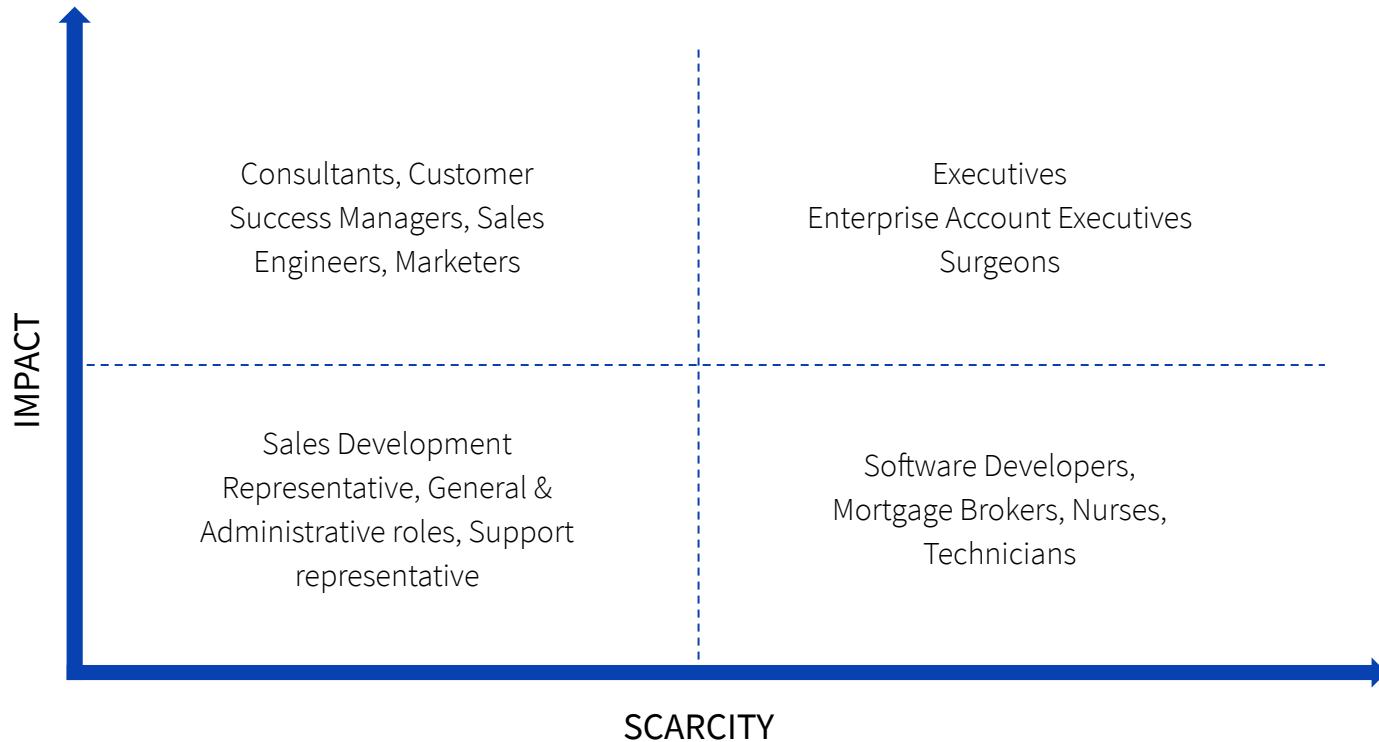
41%

Improvement in Hiring Budget optimization

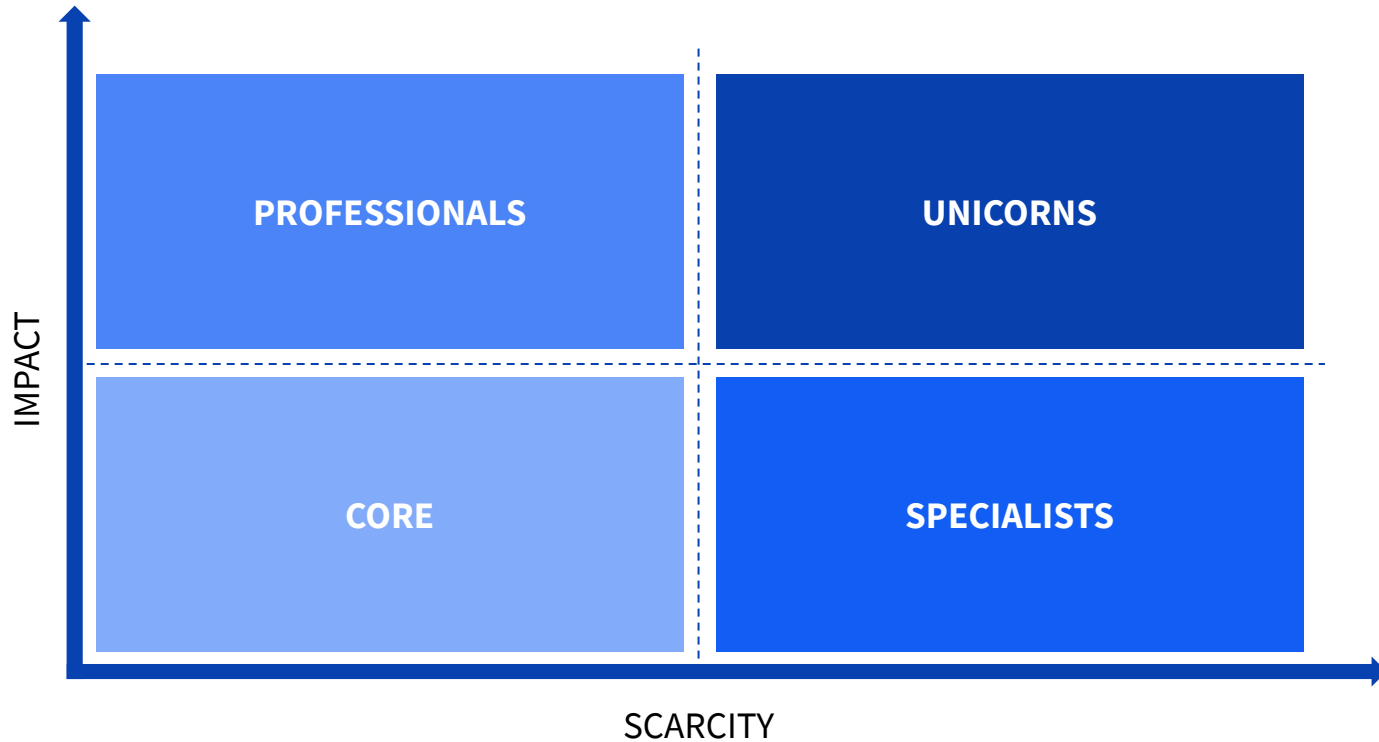
50%
Increase in
Candidate Quality

Critical Questions

1 - Who Are You Hiring?



Impact Framework



2 - Where Are You Today?

Level 1
Simple &
Transactional

Level 2
Focused &
Templated

Level 3
Integrated &
Data Driven

Level 4
Customized &
Predictive

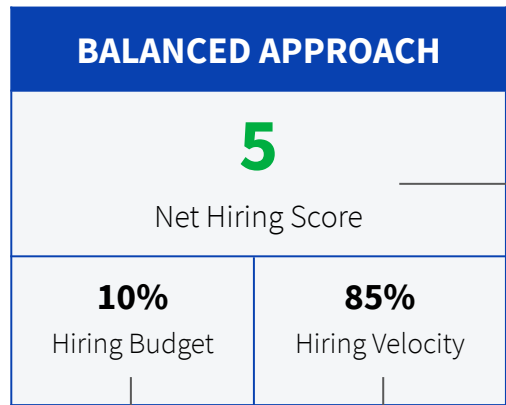
3 - Quantify Hiring Success

The ability to attract, select, and hire top talent on demand and on budget

Legacy Metrics

Quality of Hire	✘	Lack of robust methodology or standard to evaluate new hires
Time to Fill	✘	Forces hiring teams to work aimlessly faster, sacrificing quality
Cost per Hire	✘	Forces recruiters be cheaper & limits investment in key sources

Strategic Scorecard



NPS-like, 90 day post-hire survey of manager & new hire

% New hire compensation spent on recruiting those new hires

% Jobs filled on time

Maximize your
Return on Hiring

Building Your Strategy

Hiring Success Pillars



Talent Attraction
& Engagement



Collaboration
& Selection



Management &
Operation Model

Proactively Source, Nurture, and Engage Quality Talent



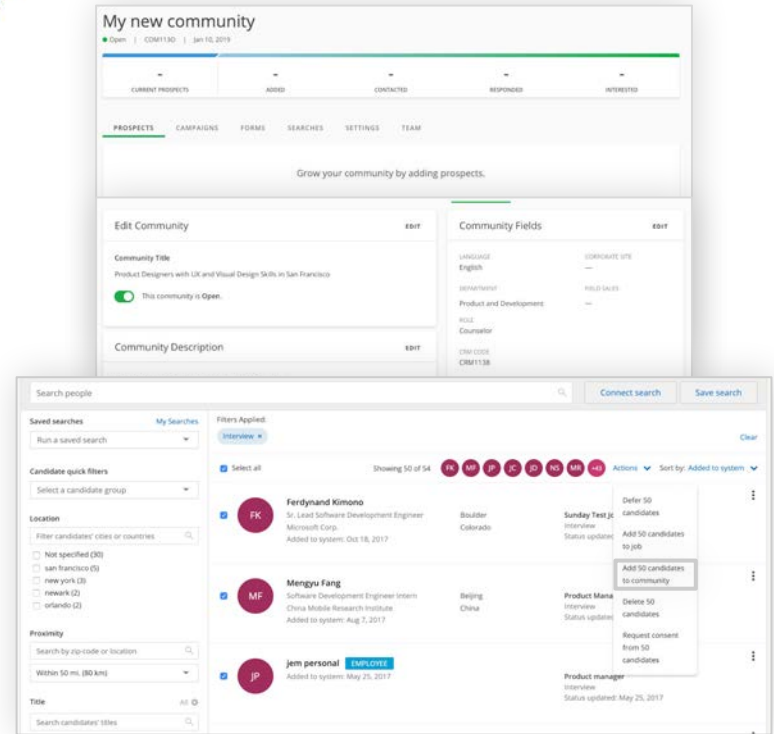
Talent attraction & engagement

Deep sourcing, advertising, community management, and internal mobility programs



Attract the best candidates

Consistently & effectively engage with talent



Illustrative examples of how SmartRecruiters enables TA teams to source & engage talent

Talent Attraction & Engagement



Sourcing
& CRM



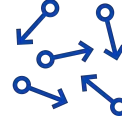
Job
Advertising



Brand &
Experience



Referral
Management



Global
Mobility



Agency
Management



Diversity &
Inclusion

Engage Your Hiring Managers to Improve the Process

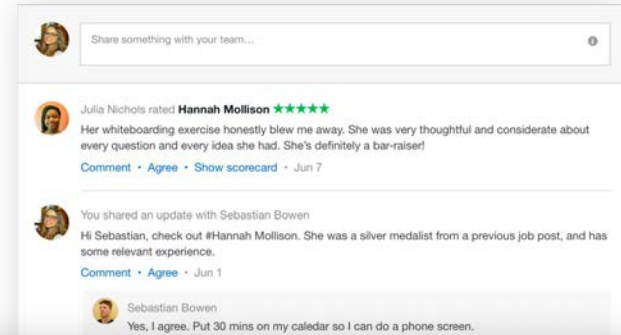


Collaboration & selection

Partner with hiring teams throughout the entire process



Build a world-class hiring process
Configure an easy to use & interactive platform



Product Manager San Francisco, CA · REPRMC	BR Bani Rangar INTERVIEW	JM Jain Martin INTERVIEW	MP McKenna Patti INTERVIEW
Overall	4.29	3.5	3.25
Quota Attainment	4.25	3.67	4.5
Cloud Computing	3.4	4	4.5
Spacial Awareness	3.5	3.5	3
Attention to Detail	3.25	4	2

Overall | comments for Bani Rangar | JAIN MARTIN

Pietro Vallome
I like his portfolio

Iris Huang
currently contractor

Illustrative examples of how SmartRecruiters enables hiring teams to rate candidates & collaborate on feedback

Collaboration & Selection



Screening
& Review



Hiring Team
Collaboration



Interviews &
Evaluation



Hiring
Plan



Offer
Management



Onboarding

Make Smarter Investments



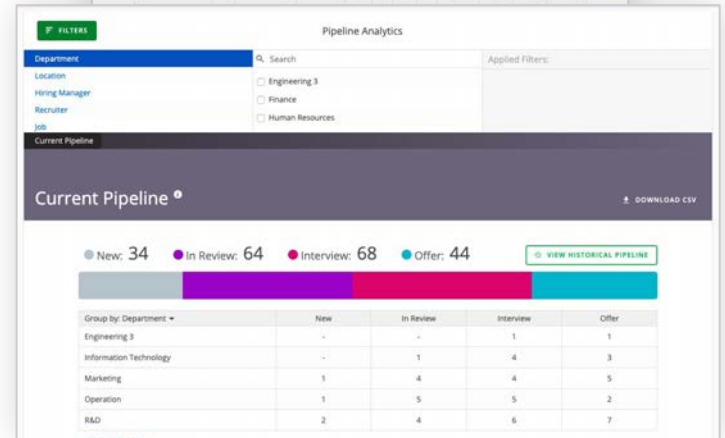
Management & operation model

Empower recruiters to use technology to their advantage while remaining flexible, scalable, and compliant



Optimize recruiting investments

Drive efficiency with data and analytics



Illustrative examples of how SmartRecruiters enables recruiters to analyze sourcing spend & hiring process efficiency

Management & Operating Model



Integrated &
Connected



Mobile



Compliant
& Secure



Global &
Flexible



Engage &
Train



Reporting &
Analytics



Intelligence

Let's do a quick
exercise...

Who is responsible for sourcing?

POINTS

Recruitment Marketing

4

Recruiters

2

Sourcers

3

No Dedicated Effort

1

How do you source
candidates today?

POINTS

No Defined Process

1

Advertising / Job Posting

2

Passive Candidate Database

4

External Sources / LinkedIn

3

Who reaches out to
sourced candidates?

POINTS

Hiring Managers

3

Recruiters

2

Sourcers

4

No dedicated contact

1

How does your
organization engage
passive candidates?

POINTS

General Applications & Pool

2

No Process

1

Campaigning & Nurturing

4

Skill Based Engagement

3

Do you leverage specific technologies to support sourcing efforts today?

POINTS

Yes

3

No

1

What best describes
your primary sourcing
tools today?

POINTS

LinkedIn Recruiter

2

Events & Landing Pages

4

CRM

3

No Tools

1

Your Sourcing Maturity

Level 1
Simple &
Transactional

0-5

Level 2
Focused &
Templated

6-13

Level 3
Integrated &
Data Driven

13-20

Level 4
Customized &
Predictive

20-26

Ultimate Hiring Success Outcome

Pipeline of candidates for all major functions

Pipeline acquisition & nurture costs measured

Conversion funnels are optimized

Candidate to Interview ratio on Prospects is < 5:1

Intelligence is leveraged to drive discovery

Getting Started

The Hiring Success Journey



EVALUATE

Understand Current State

Report on Business KPIs

Build a Strategy



STRATEGIZE

Define Critical Programs

Optimize for Scale

Hire to Support Goals



TRANSFORM

Execute Strategies

Integrate Systems

Engage & Train



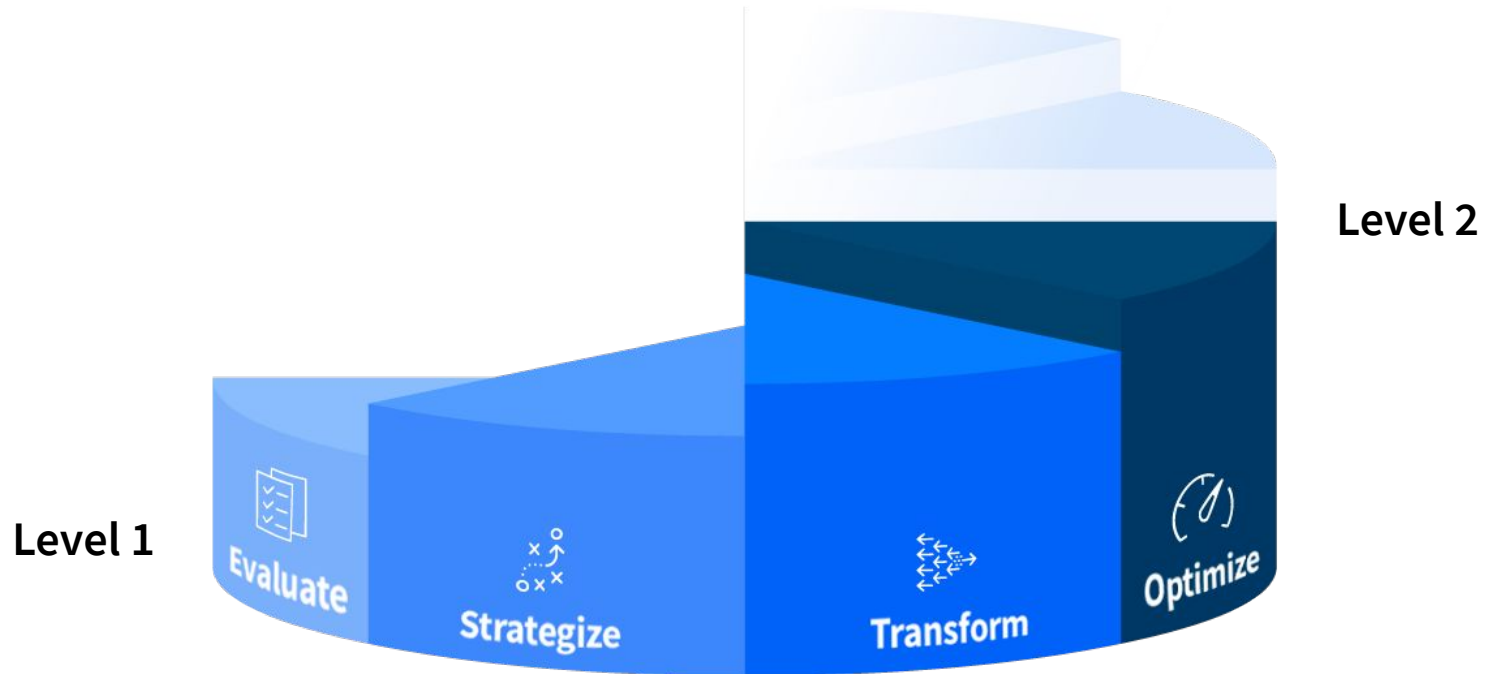
OPTIMIZE

Measure Your Results

Iterate, Iterate, Iterate

Invest in Opportunities

Evolving Your Organization



1 - Understand Current State

Audit your business & identify areas of investment based on the Hiring Success Impact Framework

2 - Report on Business KPIs

Leverage metrics to understand where you are and where you want to be, including the Hiring Success scorecard

3 - Build Your Strategy

Based on current People, Process, and Technologies, build a plan around critical areas of investment

STEP 1

Evaluate

1 - Define Critical Programs

Build our project teams and programs around your areas of deeper investment

2 - Optimize for Scale

Work closely with local and regional resources to align global and local requirements for each programs

3 - Hire to Support Goals

Ensure the team to maximize success is hired, motivated, and aligned to your common goals

STEP 2

Strategize

1 - Execute Against Strategies

Transform your business with a smooth rollout and set of supporting programs

2 - Integrate Systems

Align data sets from new programs to those of legacy or parallel systems to support ongoing reporting

3 - Engage & Train

Train resources on new technologies, processes, and people responsibility to ensure adoption is strong

STEP 3

Transform

1 - Measure Your Results

Understand adoption with detailed performance metrics and careful watch on performance metrics & scorecards

2 - Iterate Iterate Iterate

Move quickly to make changes, engage new stakeholders, and most importantly communicate success stories!

3 - Invest in Opportunities

Make room for new investments both in time and budget to ensure that you can capitalize on impactful changes

STEP 4

Optimize

Good Luck! :)

HIRING SUCCESS



Sourcing & CRM

Maturity Details

Talent Attraction & Engagement

- **Sourcing & CRM**

HIRING SUCCESS OUTCOME:

Pipeline of candidates for all major functions, Pipeline Acquisition & Nurture costs measured, Conversion funnels are optimized, Candidate to Interview ratio on Prospects is <5, Intelligence is leveraged to drive discovery

LEVEL 1

Largely req/position based hiring with little/no passive pipeline



PEOPLE

N/A

PROCESS

N/A

TECHNOLOGY

N/A

LEVEL 2

Hard to fill roles are supported by passive sourcing



PEOPLE

Recruiters

PROCESS

Req-based / general application

TECHNOLOGY

LinkedIn Recruiter; niche resume databases

LEVEL 3

Sourcing strategy feeds traffic for priority hires



PEOPLE

Sourcers

PROCESS

Skill based passive sourcing

TECHNOLOGY

CRM deployed with basic talent pools & campaigns

LEVEL 4

Optimized pipeline, CRM is the main source of hire



PEOPLE

Recruitment Marketing

PROCESS

Optimized, nurture driven strategy

TECHNOLOGY

Events management; lead scoring; campaign analytics