

Wow-Factor Boosters



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Head of HR

Mollie

Why me?





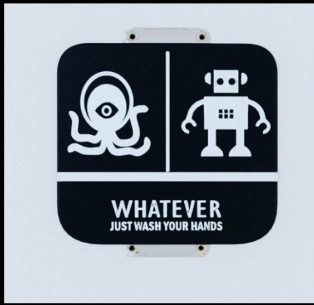
The Science of Kindness.



**Kindness makes us happier and
more satisfied with life.**

**Kindness =
Wow-factor**





Why Mollie?



**A bit of
background**

- **Fintech industry in A'dam = competitive**
- **60 > 160 employees in the last 24 months**
- **1 recruiter (2 since Jan '19)**
- **No Marketing / Branding dept**
- **Developers and experienced hires**
- **Hardly any agencies**
- **No ATS or TA stats**

Series A Funding \$25M

Employee Turnover < 5%

**Listed in top 10 of most desirable
places to work in Amsterdam**

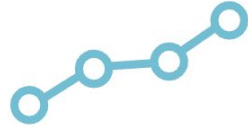
source: TheNextWeb

How?

Be authentic.

WOW them.

Be kind.



Kindness improves our mood.

Not only does being kind help alleviate our bad mood when we are stressed, it also helps us to experience more positive emotions.

**A few of our
W-factors**

Wow factor:

**Interested
and fast**



Ha Edgar,

Genoten van je laatste dagen rust...? ;-)

We kijken uit naar je komst al het moois wat we gaan bewerkstelligen. Er is een hoop te doen maar zijn vol vertrouwen!



Tot maandag!

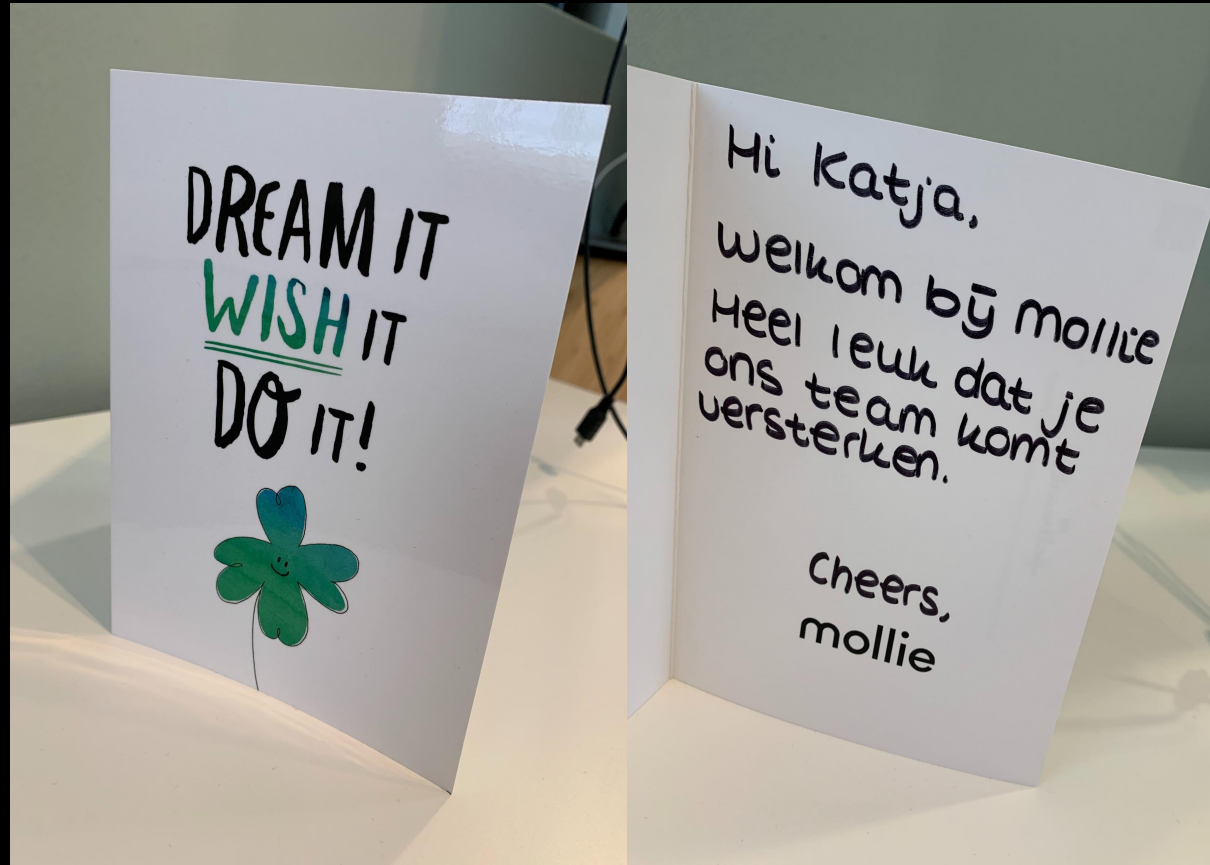
Gr, Derek

Wow factor:

**Feeling
welcome**

Wow factor:

Personal



Wow factor:

Day-1
SWAG



Wow factor:

Real me time



Your Birthday Off

Wow factor:

Silliness





Kindness increases our energy levels and confidence.

Studies show that being kind makes you more energetic and increases our sense of self-worth.

**Your #1
Wow-factors = ?**

**How will you
implement more
kindness?**

**Wow-factors
will increase your
Hiring Success**

Thank you!

**HIRING
SUCCESS** 