

Creating the #1 Career Destination in the Universe



Steve Fogarty

Director of Talent Experience

Twitter

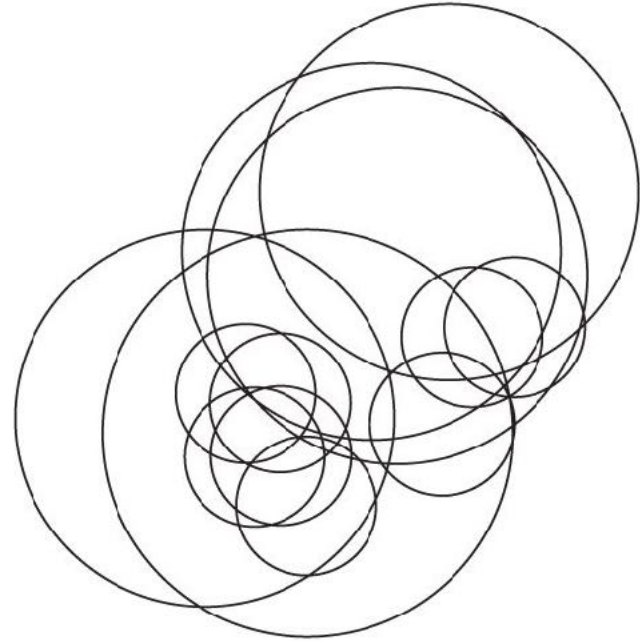
Creating the #1 Career Destination in the Universe

TALENT
EXPERIENCE



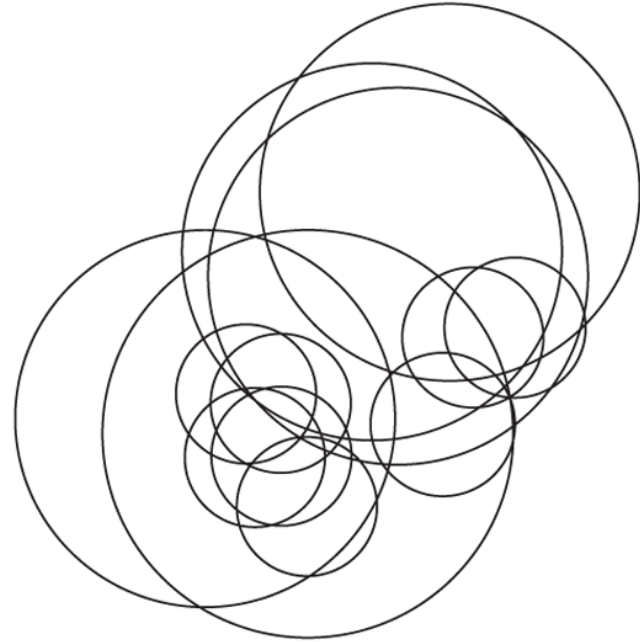


SO WHO IS TWITTER...





SO WHO IS TWITTER...





BUILDING BLOCKS OF TALENT EXPERIENCE



TALENT DIGITALIZATION

**INTELLIGENT TECHNOLOGIES
HAVE THE ABILITY TO REDUCE
TRADITIONAL REPETITIVE,
PREDICTABLE AND HIGH TOUCH
HR PROCESSES BY 70%.**

Vala Afshar
@ValaAfshar



**Your brand has an average of
8 seconds to capture a
prospects attention.**

00 44 48

11 May 2015



DATA IS THE NEW OIL

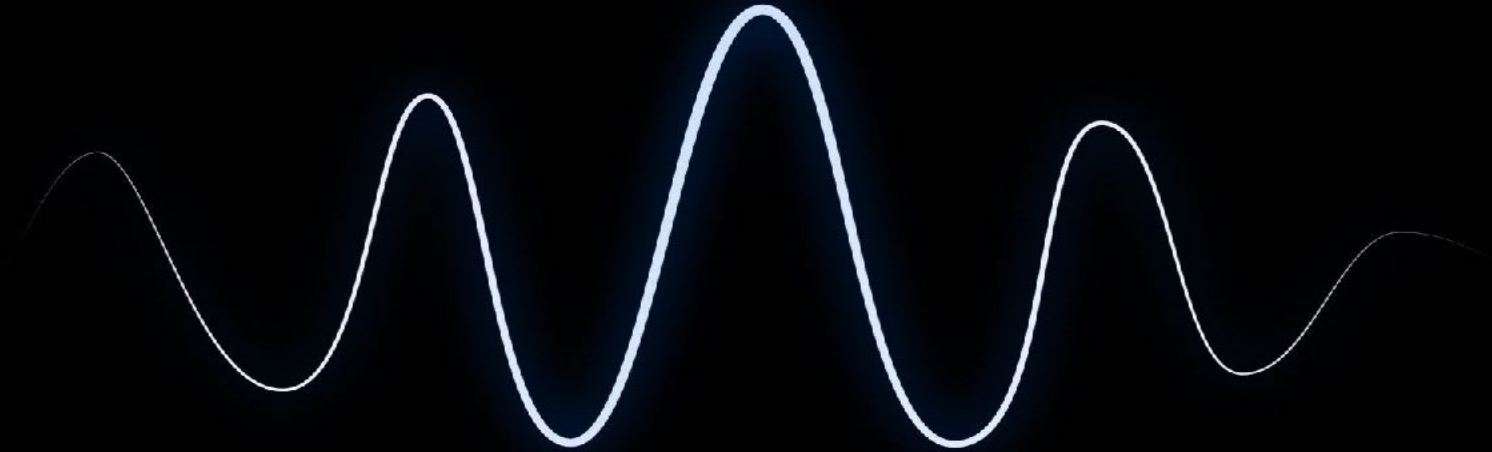




UNLEARNING



“Art happens at the edges of the bell curve”









Frames





How to stop kids from smoking



**Smoking is
dangerous**





**In 1998, for the first time ever,
teen smoking declined by 8%
in Florida**

Truth



**Smoking is
dangerous**

**Smoking is
rebellion**



**Smoking is
dangerous**

**Smoking is
~~rebellion~~**

**Smoking is
Manipulation**





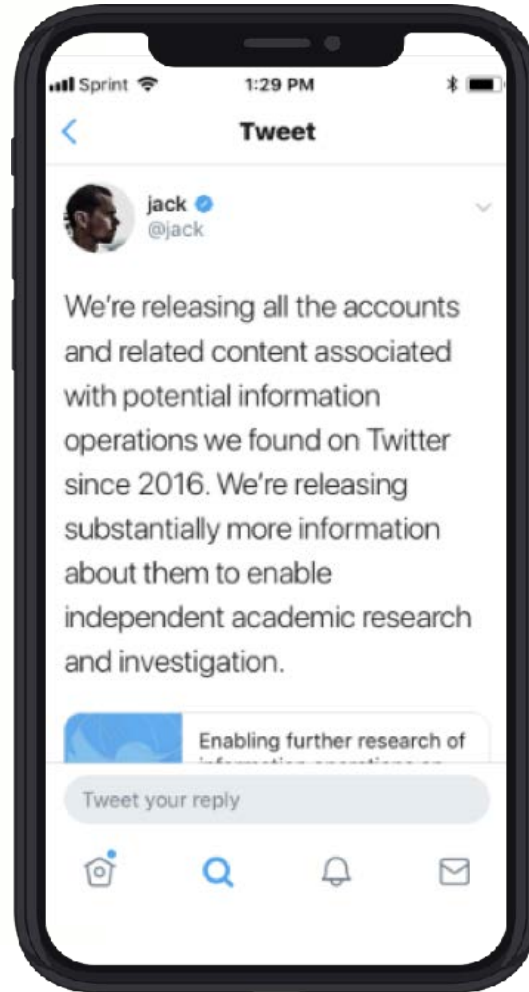
Attractive sameness

Uniform values: openness, flexibility,
autonomy, authenticity, curiosity, impact

Purpose-washing



Through
Transparency





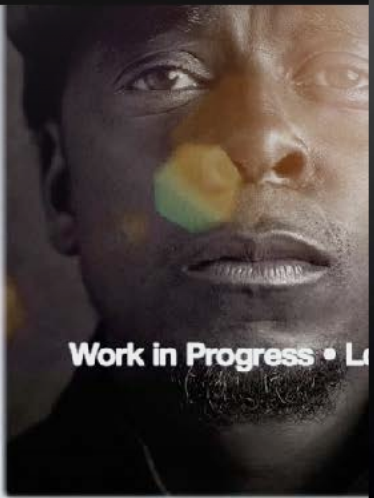
Locations • Teams



#JoinTheFlock

London Marketing & Communications

Deputy Lead - Breaking News
#JoinTheFlock



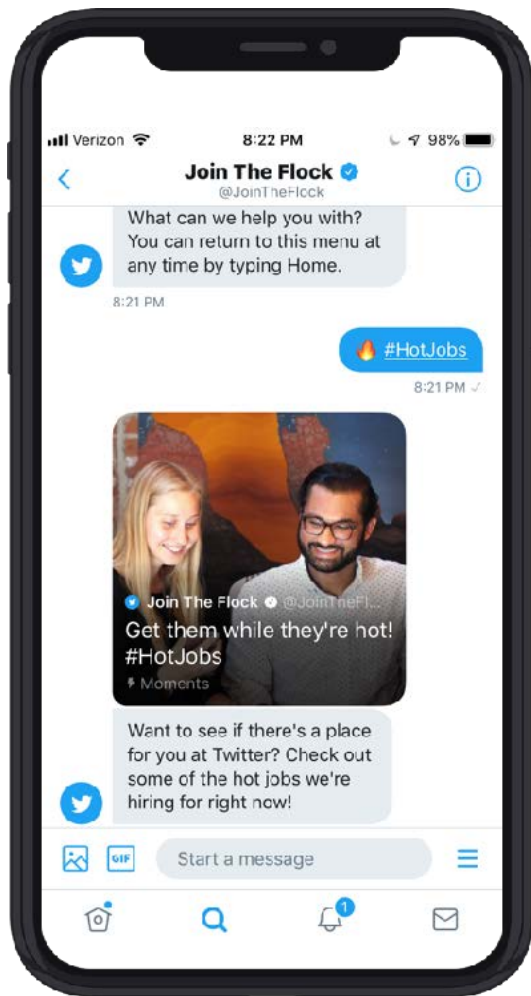
Work in Progress • L



Be brave enough to start a conversation that matters.



London Marketing





MENT EXPERIENCE IN NO





A large, light blue dotted circle is centered on the page, framing the text.

**CONSTANT
INNOVATION**



ELEGANT PROCESS



INNOVATION LAB





EXPERIENCE
FINING



No Ego

No Bureaucracy

No Hierarchy

Creativity

Get Shit Done



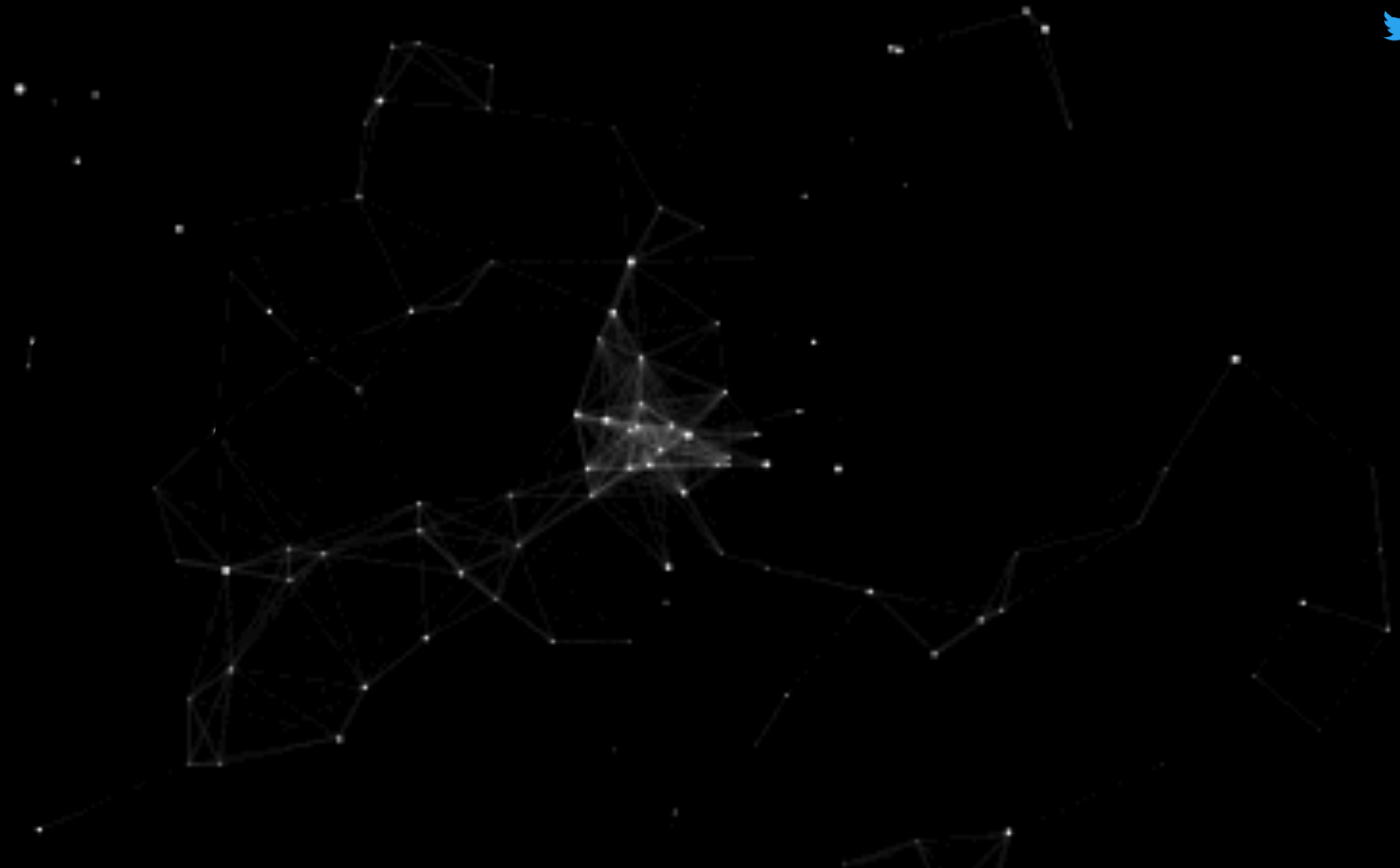


#TAkeFlight





#Spotlight



WHERE TO GO FROM HERE?



A futuristic, glowing blue circular interface with various icons and data points. The interface features a central ring with several segments, some containing small icons like a play button, a document, and a magnifying glass. There are also various lines, dots, and symbols scattered around the ring, suggesting a complex data visualization or control panel.

Thank you

