

# MATCH MADE IN RECRUITMENT HEAVEN

Recruitment in the age of global disruption



1. Recruitment context
2. Our ambition to transform recruitment experience
3. Our challenges in driving this ambition
4. Some take aways

# 1. Recruitment context

## 1. 1. Perceptions / ambitions gap

“Don’t tell my mother I’m recruiter...  
she thinks I am a pianist in a brothel.”

Adapted from J. Seguela (French advertiser)



recruiters are



recruiters are

recruiters are **terrible**

recruiters are **scum**

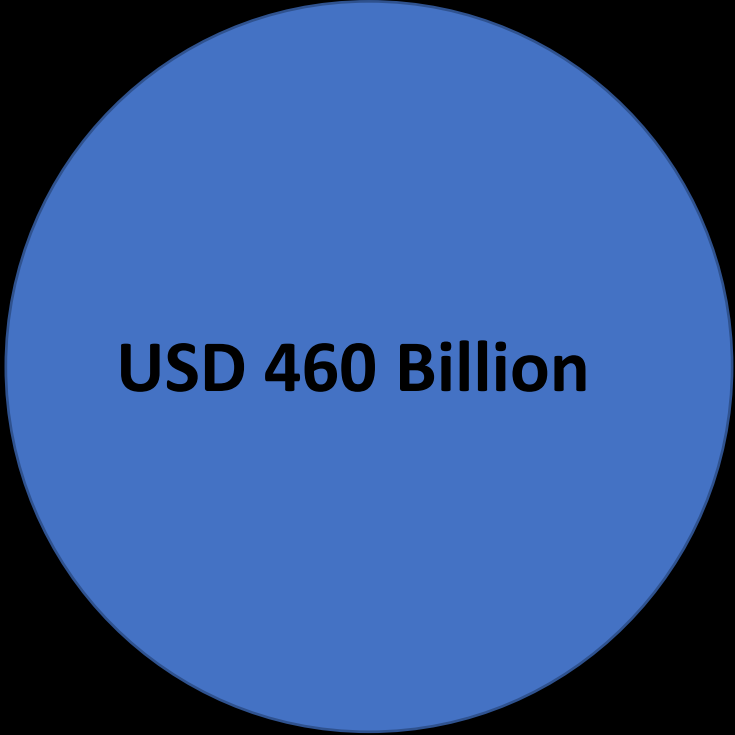
recruiters are **parasites**

Press Enter to search.

[Report inappropriate predictions](#)

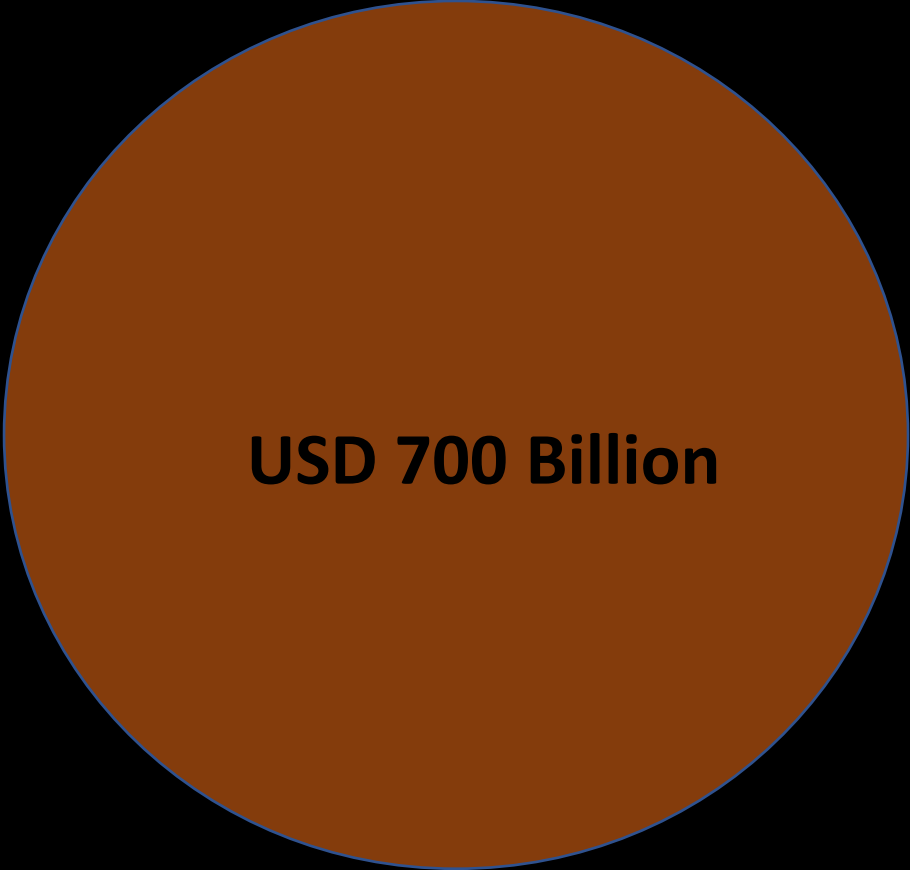


*“I consider the most important job of someone like myself, is recruiting.”*  
*- Steve Jobs*



**USD 460 Billion**

Staffing industry



**USD 700 Billion**

Defence and space industry

Ref: Deloitte Global Industry Outlook 2017 and Ross Clenett Recruiting blog, 2014



# 1. Recruitment context

## 1.2. Recruiting pains

# Recruitment Pains

Recruiting is  
costly



Many external and  
internal intermediaries

Recruiting is  
time-consuming



Processes are  
too long and complex

Results are  
not always  
great

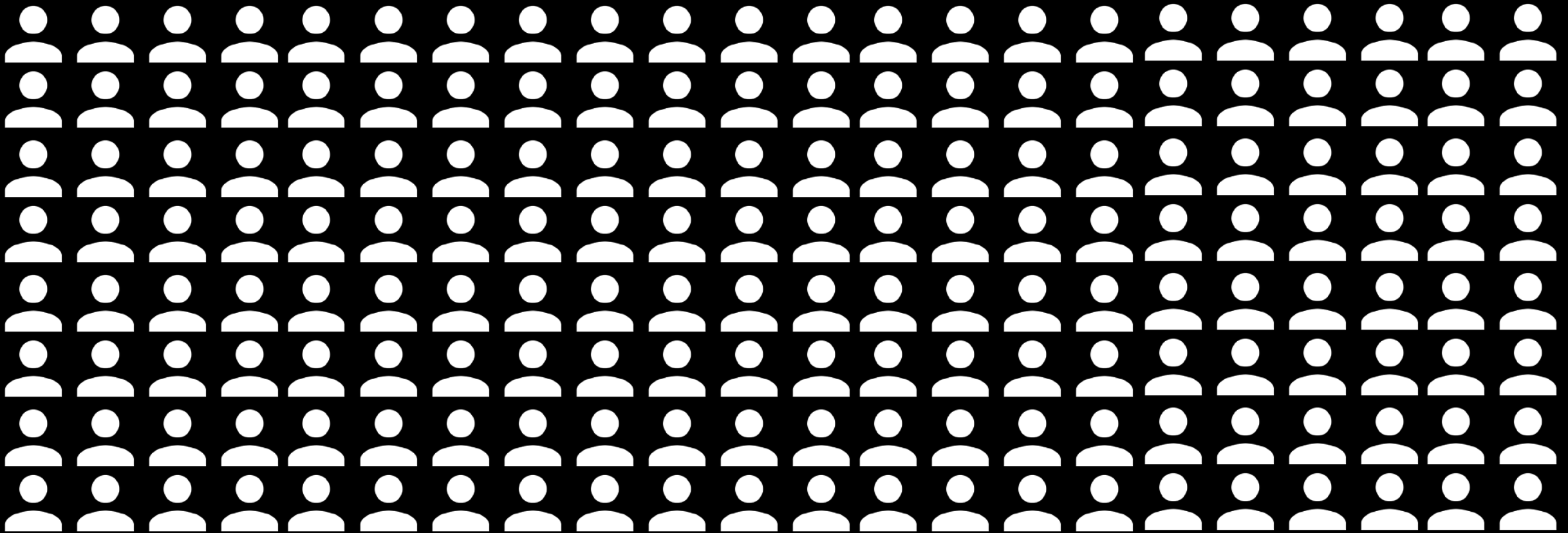


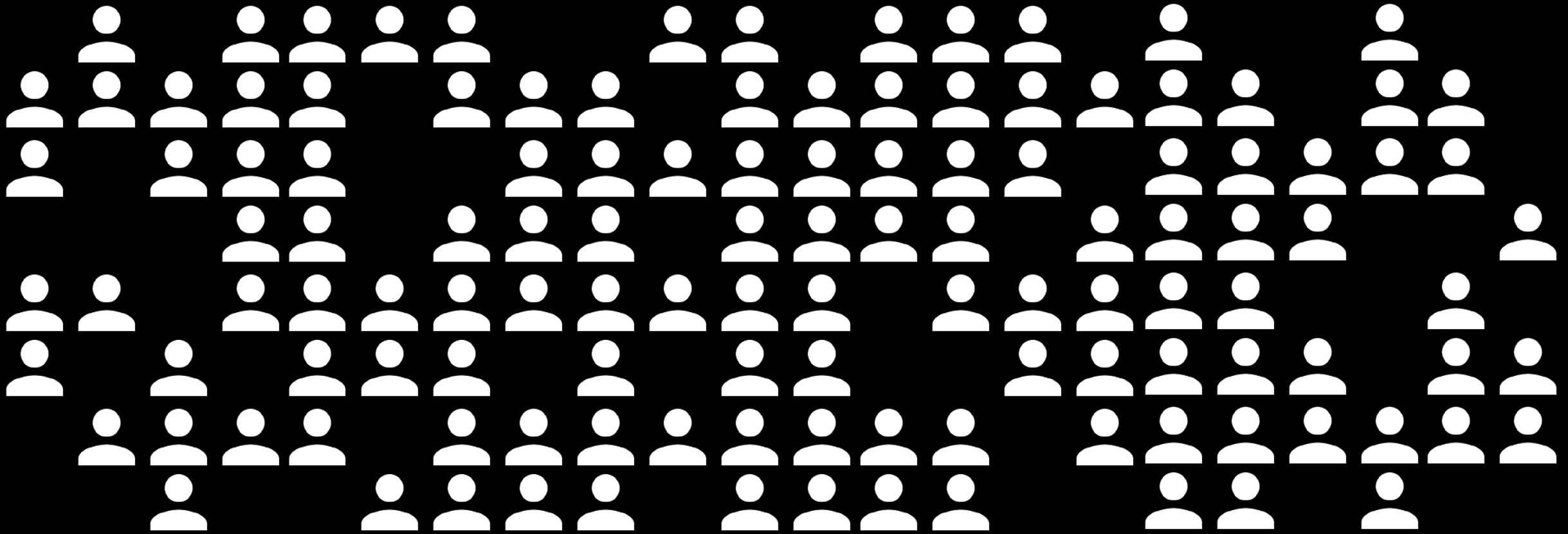
Companies often  
compromise on the right fit

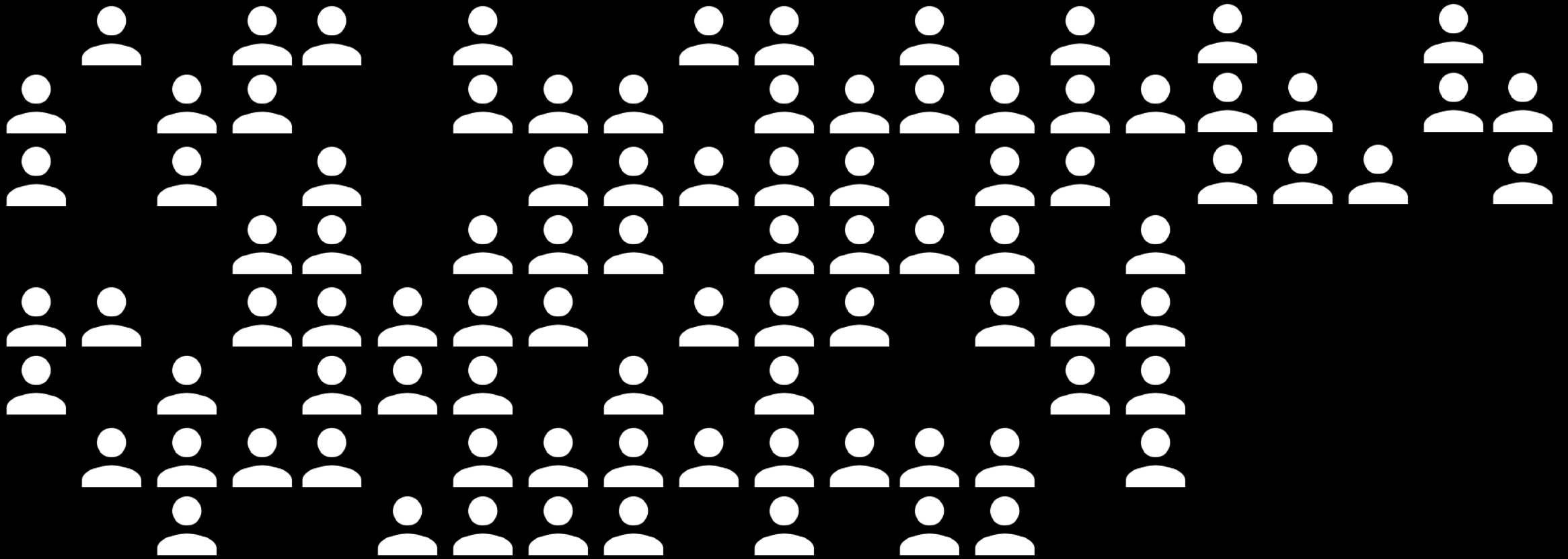
# 1. Recruitment context

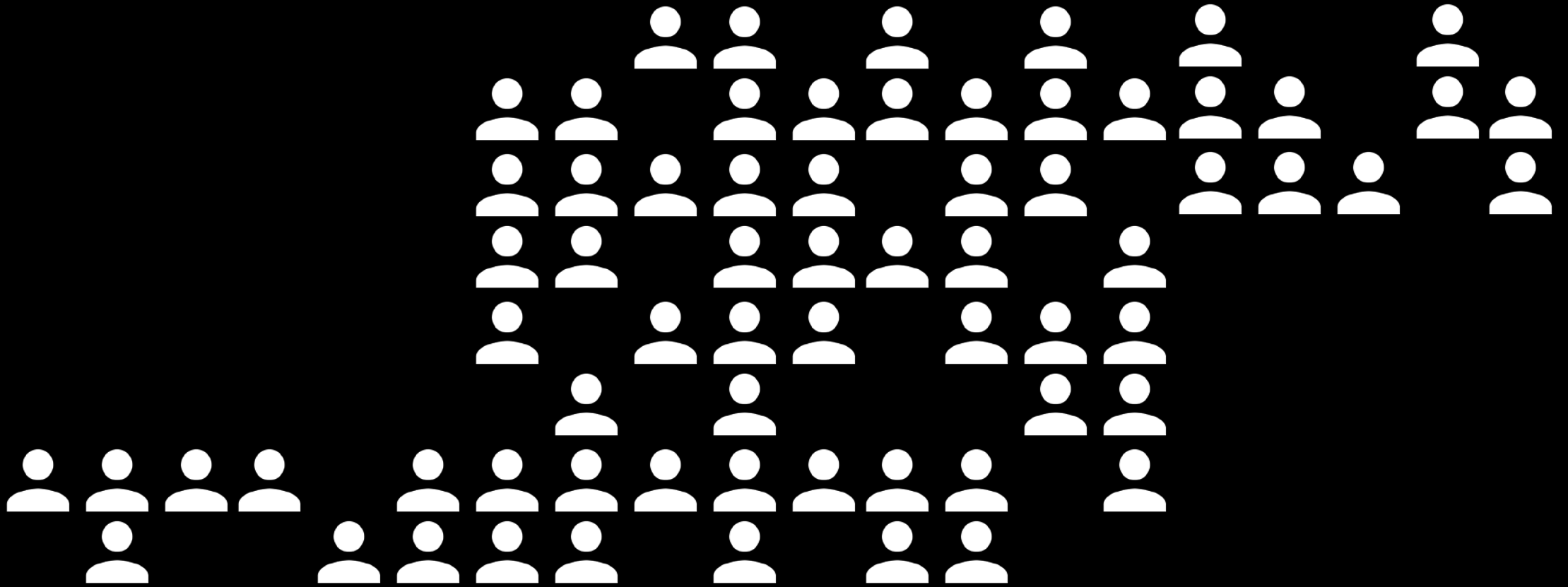
## 1.3 Why can't I find talents?



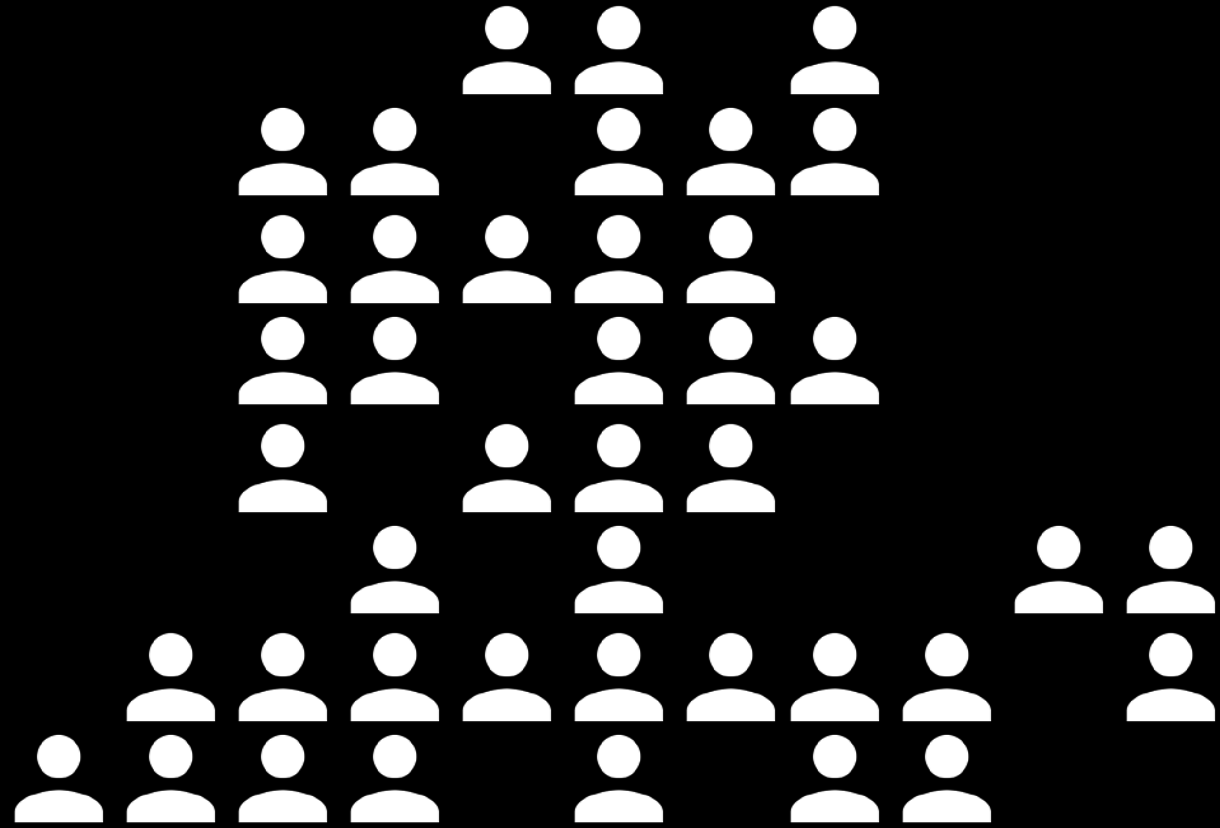


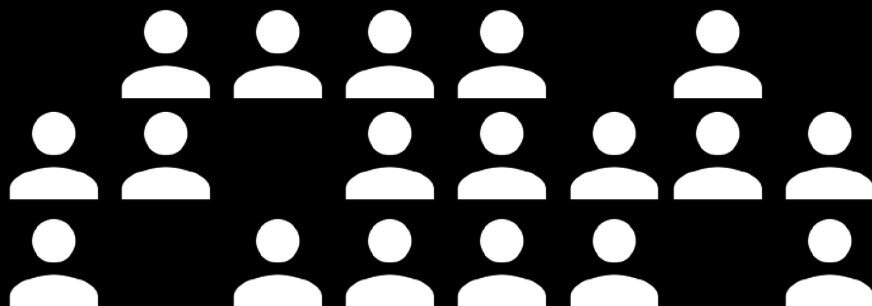


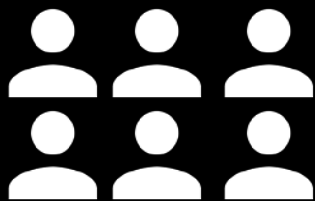




















Erm...actually I'm not interested





Sorry..I just accepted  
another job last week







Unidirectional

Sequential

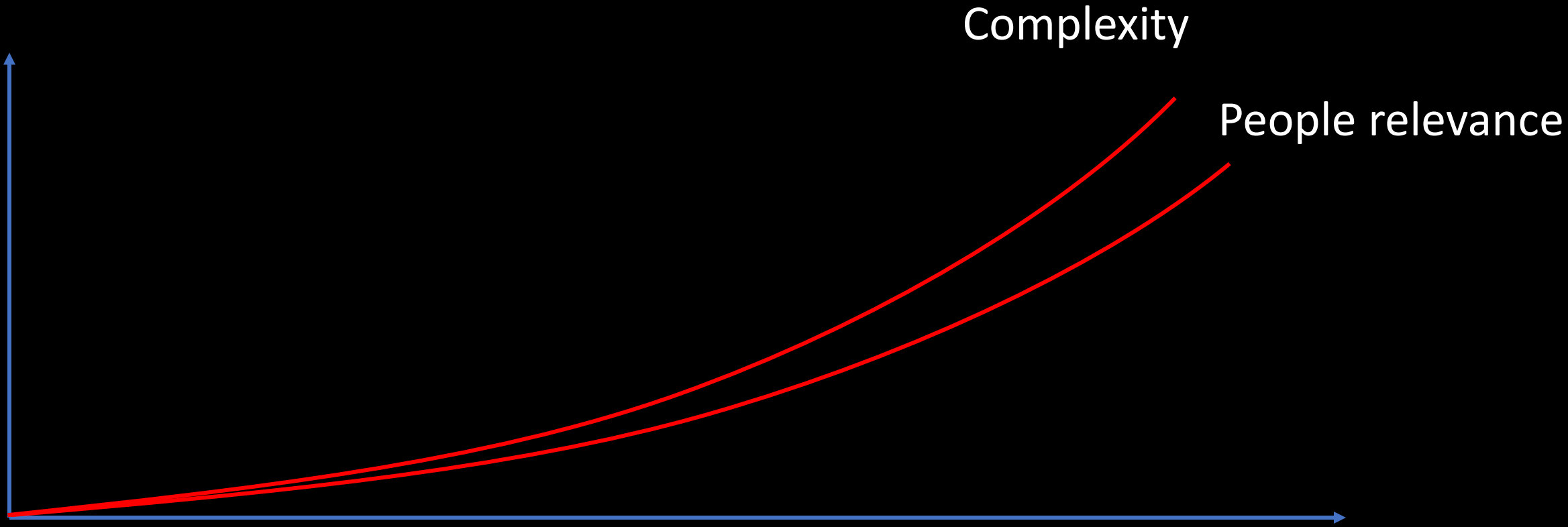
Fit neglected

Frustrating result

Costly process

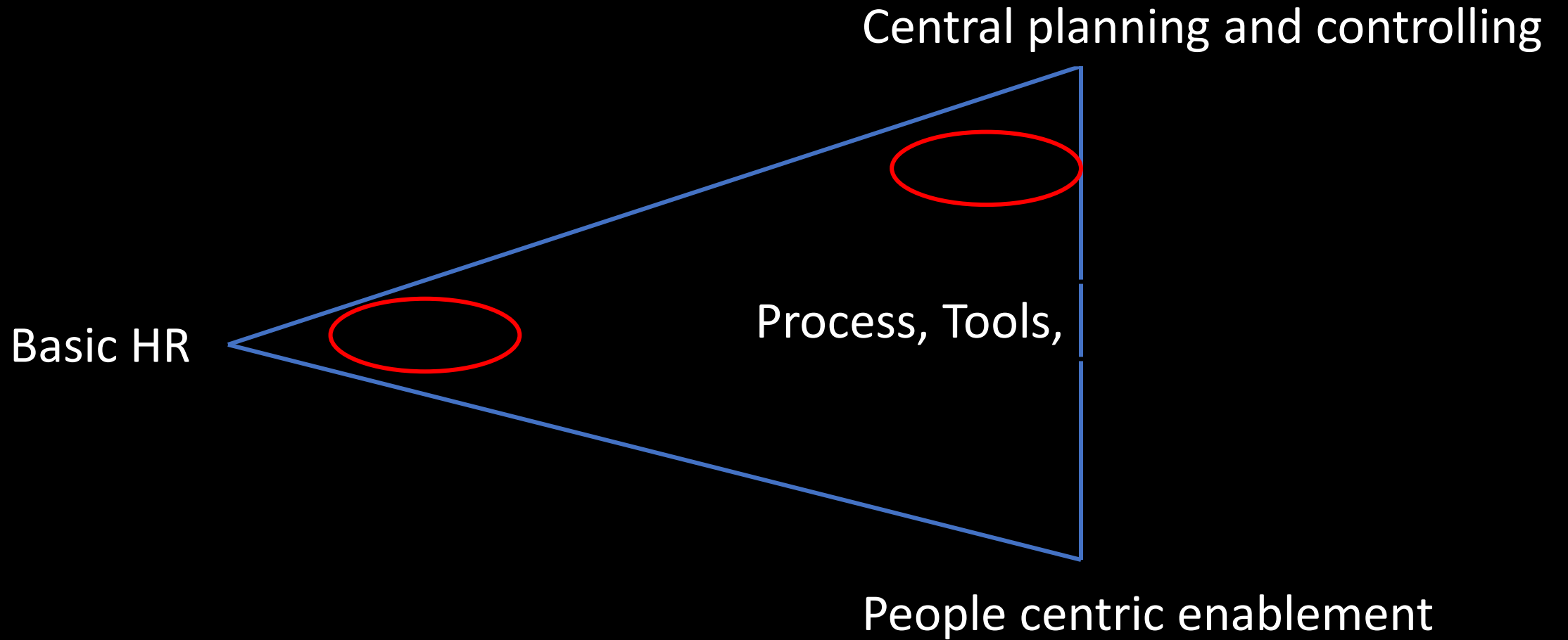
# 1. Recruitment context

## 1.4 People first

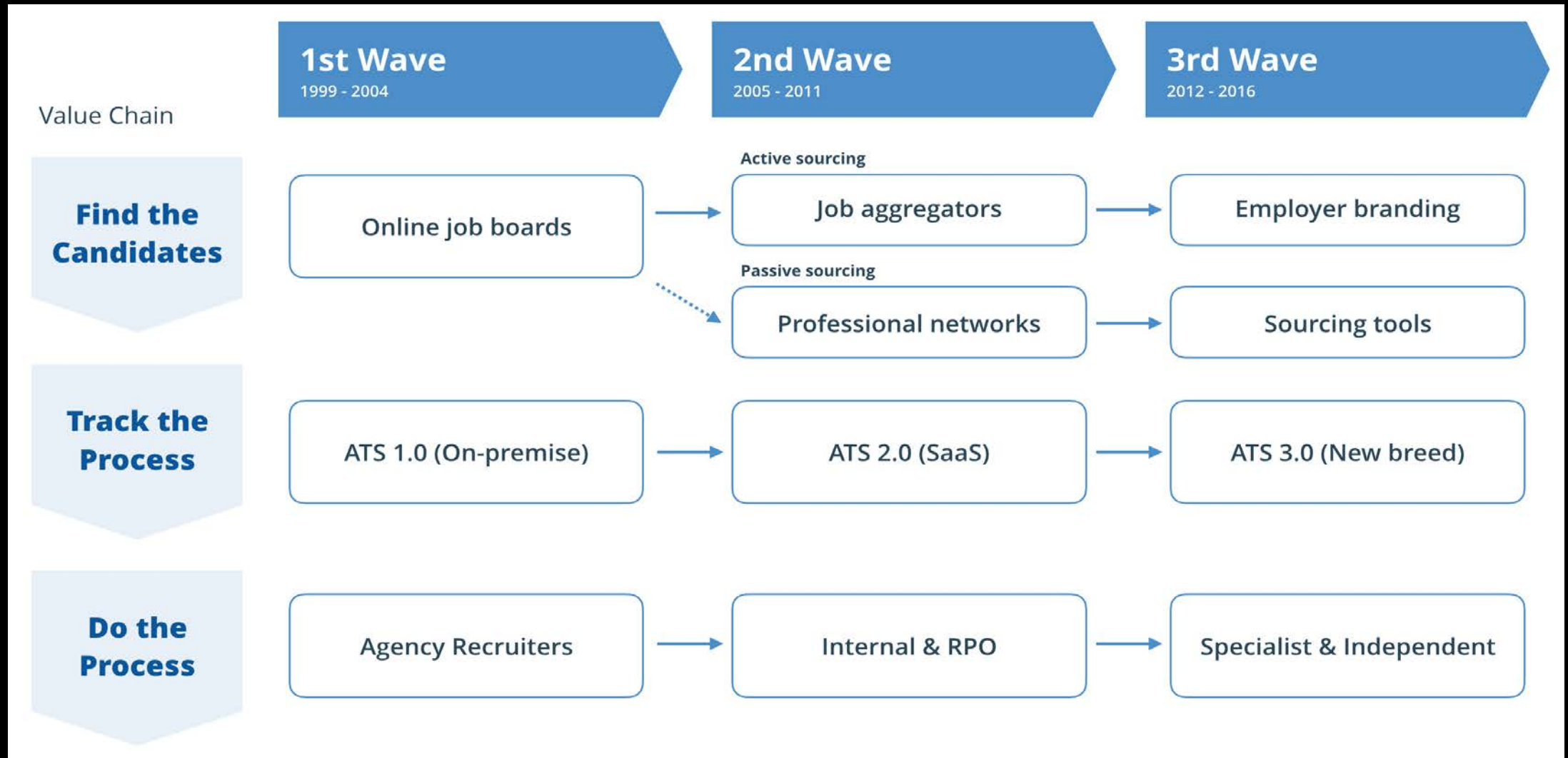


Ref: Armin Trost, 2016

# HR evolution



# Innovation in Recruitment technology



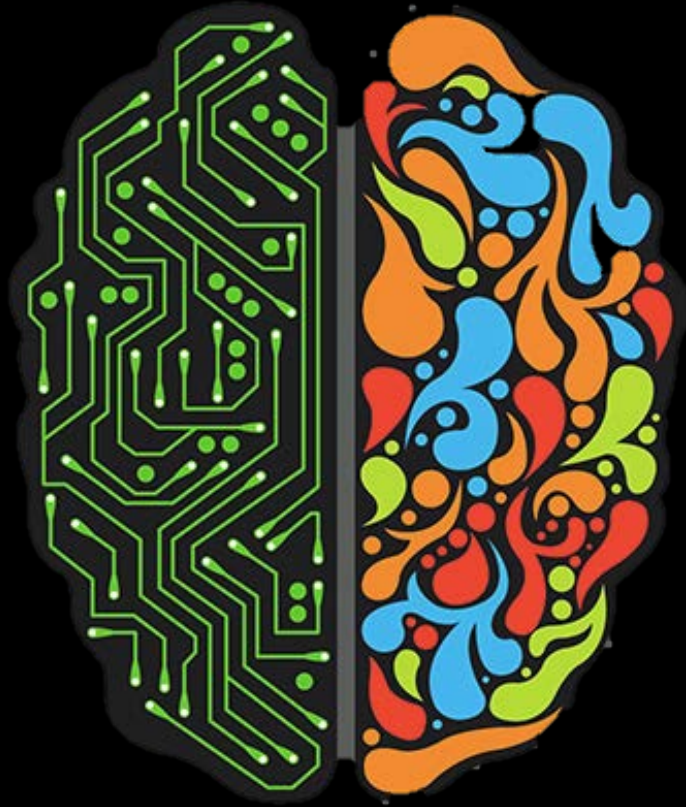
Need for a paradigm shift

# 1. Recruitment context

## 1.5. Insights

Insights

Recruiting, like dating, is very personal

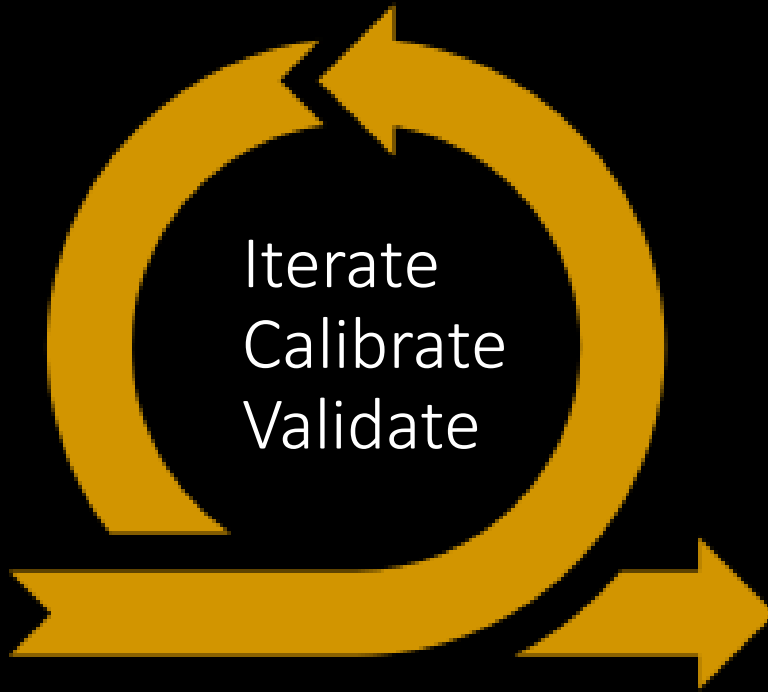


Motivations & Fit



Insights

# Need for agility



Iterate  
Calibrate  
Validate

Discovery mode

Insights

# New job market – new needs

Speed and instant gratification

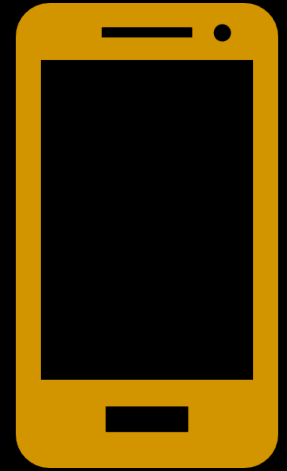
Mobility

Relevance



2. We want to transform recruitment experience

# 1. Mobility as a life style



**86%** of candidates use their smartphone for jobsearch

whereas

only **45%** of companies recruit through mobile platforms

## 2. Engaging

# It's a Match!

You and Allison have liked each other.



Send a Message



Keep Playing



Tell your friends

# 2. Engaging

Candidates find jobs they like and tap Yes



Hiring managers find candidates they like and tap Yes



Start Chatting when Match



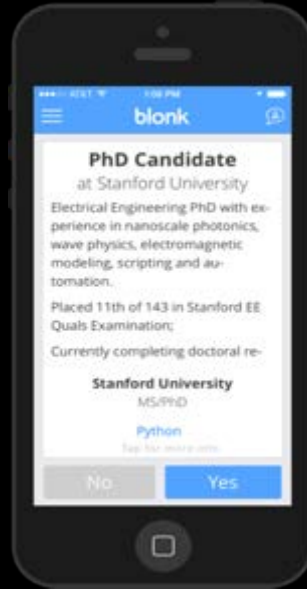
Watch Video profile Before meeting



Matching and learning algorithm

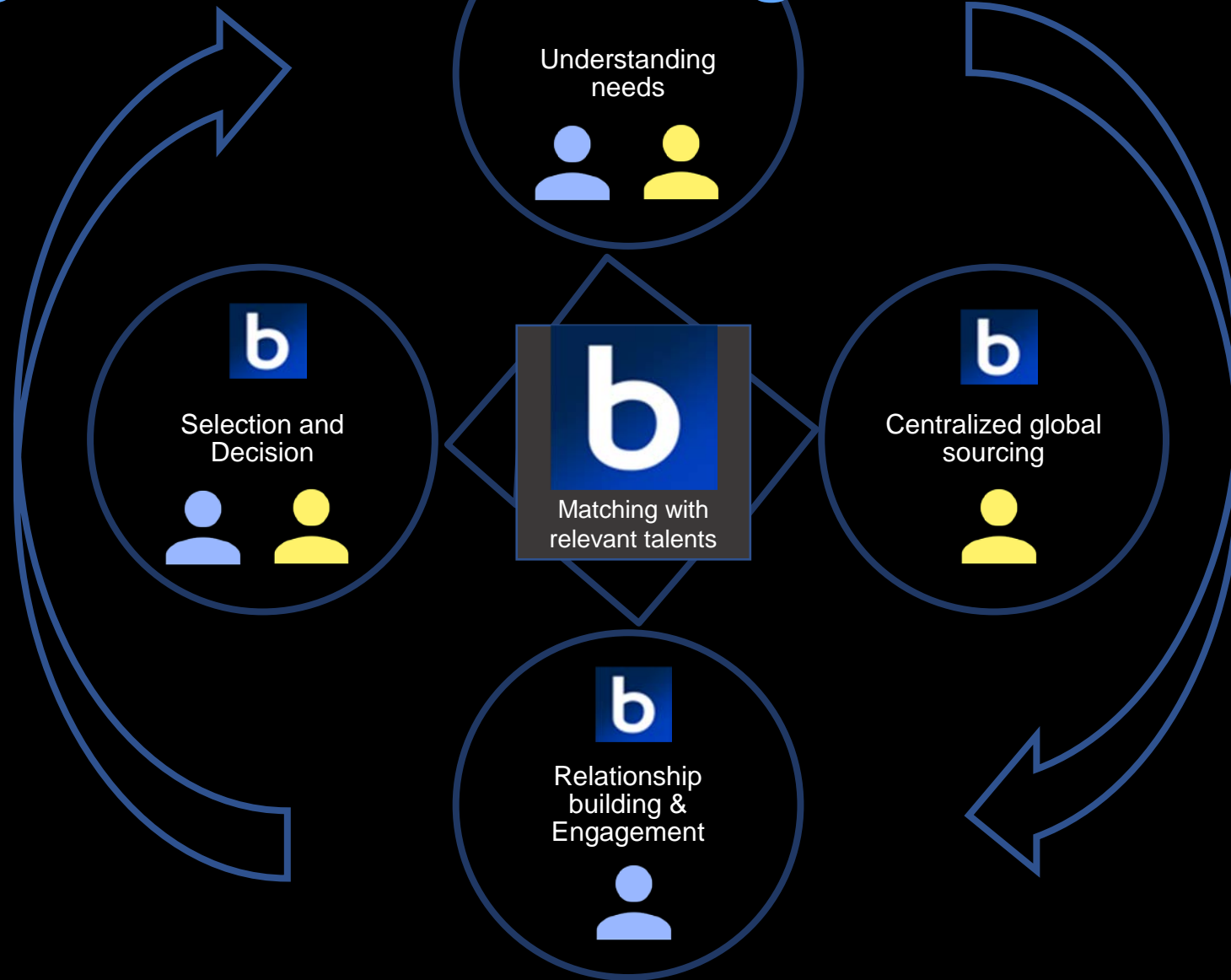


Machine learning



Find the right fit in a few swipes!

# 3. Agile Process enabling Human Touch



## 4. People centric

“My main focus is to place the hiring manager at the center of the hiring process.”

Hubert Giraud, Head of People Management and Transformation Global  
Capgemini Group, 2016



## 4. People centric

“This is brilliant. A tinder for jobs! I look forward to a suitable match as I am looking for a change and the position at Michelin interests me.”

Archan – Candidate Business Development Manager

“A very good initiative simplifying the job search process!”

Sneha - Candidate Business Analyst

### 3. Our challenges in driving this ambition

Disruption is at once destructive and creative.

Clayton Christensen, Disruption Guru, Harvard Business School

1. Hard to disrupt within your own company
2. Evangelization at all times – too good to be true
3. Need for like-minded external and Internal partners
4. The burden and the value of experience
5. Need for agile management

## 4. Some take aways

# KEYS TO A SUCCESSFUL RECRUITMENT TODAY

blonk



Strategy



Speed



Proximity

Thank you !

**blonk**

You can love your job search

# Sourcing automation

