ACCELERATING TALENT ACQUISITION OUTCOMES

A KORN FERRY PRESENTATION

Prepared for NAW

October 2018

KORN FERRY

HRO TODAY

11 consecutive years on the RPO Baker's Dozen list & ranked a leader in Quality and overall Client Satisfaction in 2018

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We're the best at what we do

Forbes

America's best executive & professional recruiting firm in 2018

HRO TODAY

11 consecutive years on the RPO Baker's Dozen list & ranked within top 5 providers since 2015

Everest Group®
From **insight** to ***action***.

Recognized as leader in RPO Peak Matrix in 2018

BEST HR SERVICE PROVIDERS
HCM in Greater China 2017-2018

Best recruitment process outsourcing provider in Greater China 2017-2018

Reward data on **20M** professionals

Assessment data on **6M professionals**

7,500+ employees across **113 global offices**

60,000+ candidates placed last year

80+ RPOs across the globe

Talent Acquisition Solution Framework

RPO

End to end recruitment models
Source, screen, present models
Project-based recruitment
Resource Augmentation
Early careers hiring

Employer Brand

EVP development
Sourcing strategy analysis/development
Recruitment advertising campaigns
Social media strategies

Project Recruitment

Volume recruitment
New market entry support
Defined delivery time & number of hires

Professional Search

Mid-senior level professional search
Candidate assessment and selection support
Multiple search and team lifts

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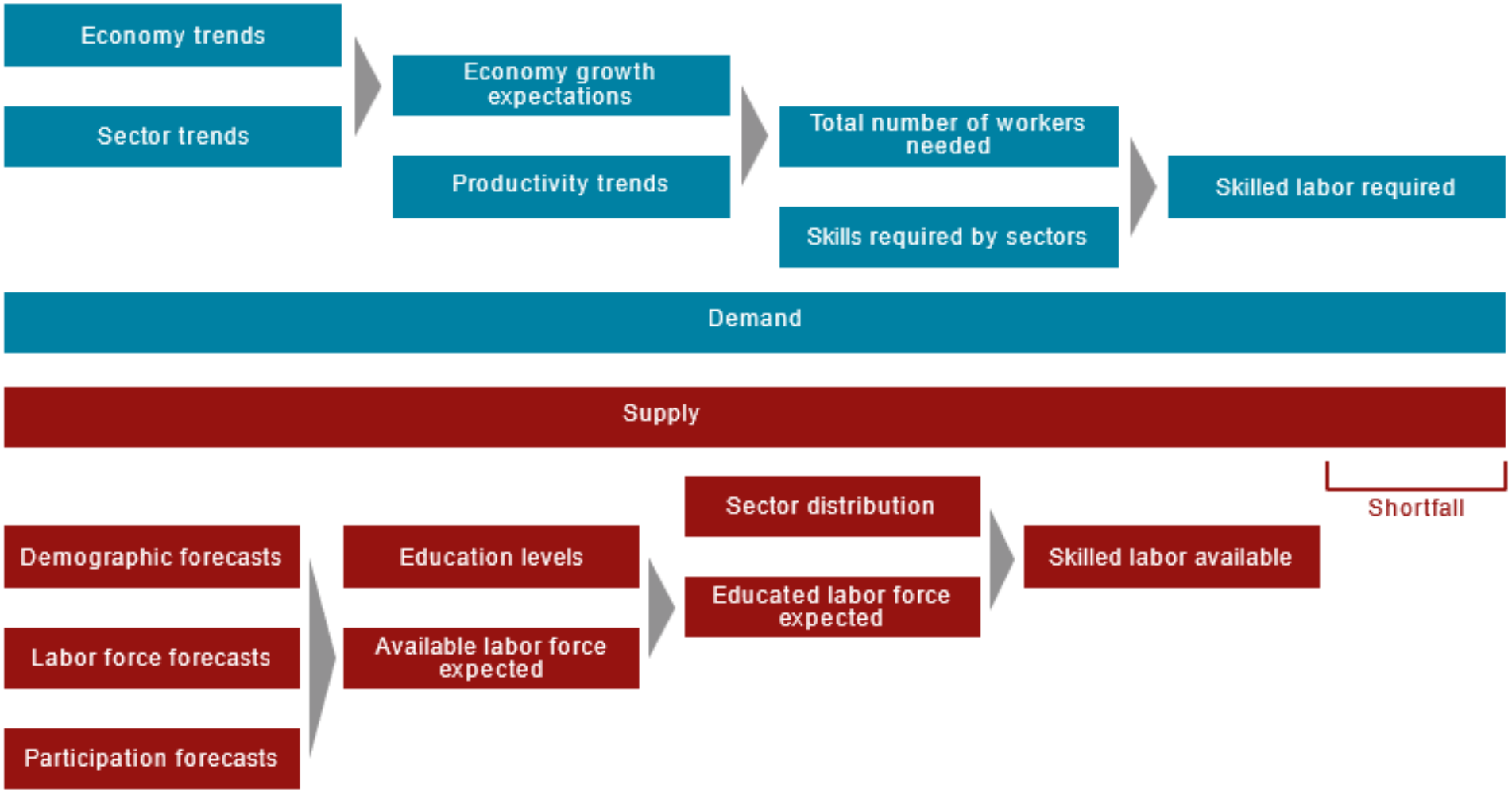
There is a “Talent Crunch”

The Shortfall will triple by 2030



A Typical Recruitment Process

1. Plan

Prepare

Post Position

2. Source

3. Screen

Screen

Level 1 screening of applicants

4. Select

Client overview

Candidate interviewed by Manager

Selection

Decision is made to approve/decline candidate

Notify candidate of outcome

5. Hire

Offer

Confirm offer package to be extended

Extend verbal offer and confirm acceptance

Initiate and review pre-hire background checks

Extend written offer

Placement

Collect candidate's written acceptance

6. Contribute

Key to table

- Human Resources
- Hiring Manager
- Recruiter
- Researcher
- Candidate

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Ideal Recruitment Process

1. Plan

Prepare

- Position need identified
- Recruiter assigned
- Preliminary research/prepare for client briefing

Hiring Manager briefing

- HM briefing meeting
- Finalize sourcing strategy
- Select on-line Interview Architect®

2. Source

Source

- Execute sourcing strategy

3. Screen

Screen

- Level 1 screen
- Level 2 screen (Recruiter interview using Interview Architecture®)

Present

- Prepare candidate report
- Present candidate report to HM
- Prepare candidate and HM for Interview
- Manage candidate(s) through the interview process

4. Select

Client overview

- Candidate interviewed by HM
- Discuss interview outcome
- Conduct additional interviews as necessary

Selection

- Decision is made to approve/decline candidate
- Notify candidate of outcome
- Conduct behavioral or psychometric assessment
- Review assessment results

5. Hire

Offer

- Confirm offer package to be extended
- Extend verbal offer and confirm acceptance
- Initiate and review pre-hire background checks
- Extend written offer

Placement

- Collect candidate's written acceptance

6. Contribute

Post hire

- Submit satisfaction survey
- Follow up both parties to expand the relationship

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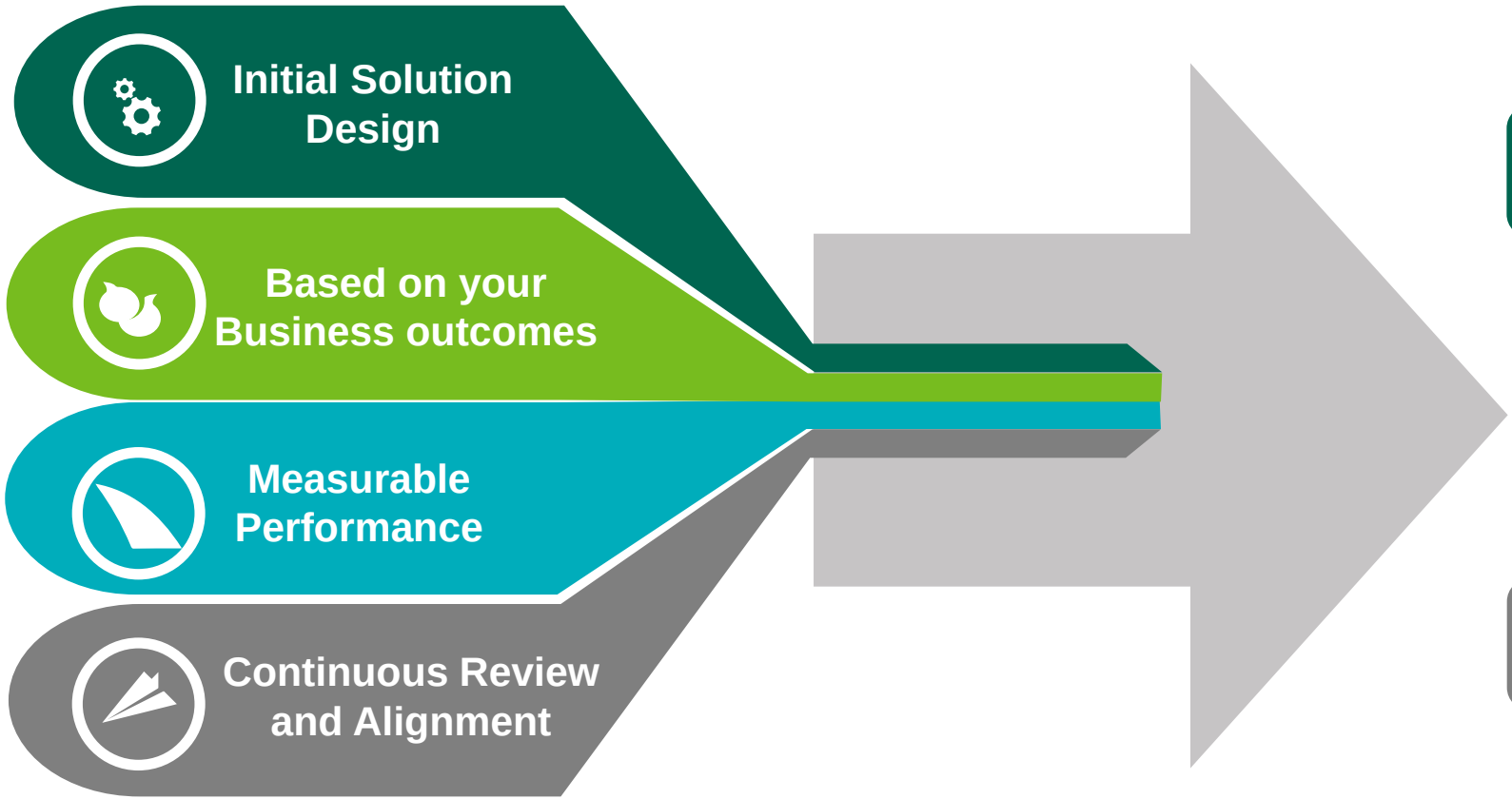
Service Level Agreements



Initial Solution will have SLAs and they will be evaluated 6 months post launch

SLAs tied to the needs of your business (agency reduction, Time to Fill, Diversity, etc..)

Weekly, monthly, and quarterly cadence of SLAs Reviews

Continuous Review and refinement of SLAs – as the business changes, so does our operating model and triggers

Time to Fill, Time to Slate, Hiring Manager & Candidate Satisfaction, Agency Reduction, Diversity, Source of Hire, Cost per Hire, Interview to Offer, Offer to Accept, Change Management, Process and Compliance Audits

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Differentiated Employer Brand – A strategic enabler

Improve attraction to the Employer Brand

Improve retention of existing talent

Recommend actions across internal & external touchpoints

Outputs

- Appraisal of the current challenges in the EVP and employer branding space
- Identifiable competitor gaps and opportunities
- Recommendations and innovation opportunities for employee engagement and candidate experience
- Review of current careers portal and opportunity appraisal
- EVP frameworks and proposal for support
- Additional relevant solution offerings

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Social Listening

Informing Clients on Talent Attraction Insights

- Social listening identifies and compiles conversations in over 40 languages from across the web relevant to your brand and analyzes the content of those conversations.

Analysis includes…

- Sentiment and drivers of sentiment with the detection of slang, sarcasm and nuances in conversation
- Number of mentions (post volume)
- Deep text analytics, beyond keyword clouds, that can highlight trends and relationships between those trending topics
- Demographics, psychographics and affinities
- Location information for geo-tagged data
- Influencers within the space
- And more!

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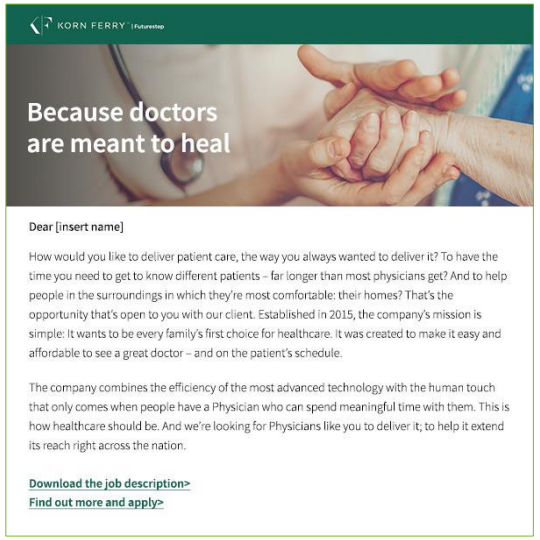
Branding Collateral to Keep Candidates Engaged

Landing page

Registration page

Email



Recruiter script

"You can't fix medicine for patients without fixing it for doctors first."

Dr. Renee Dua,
Chief Medical Officer and founder

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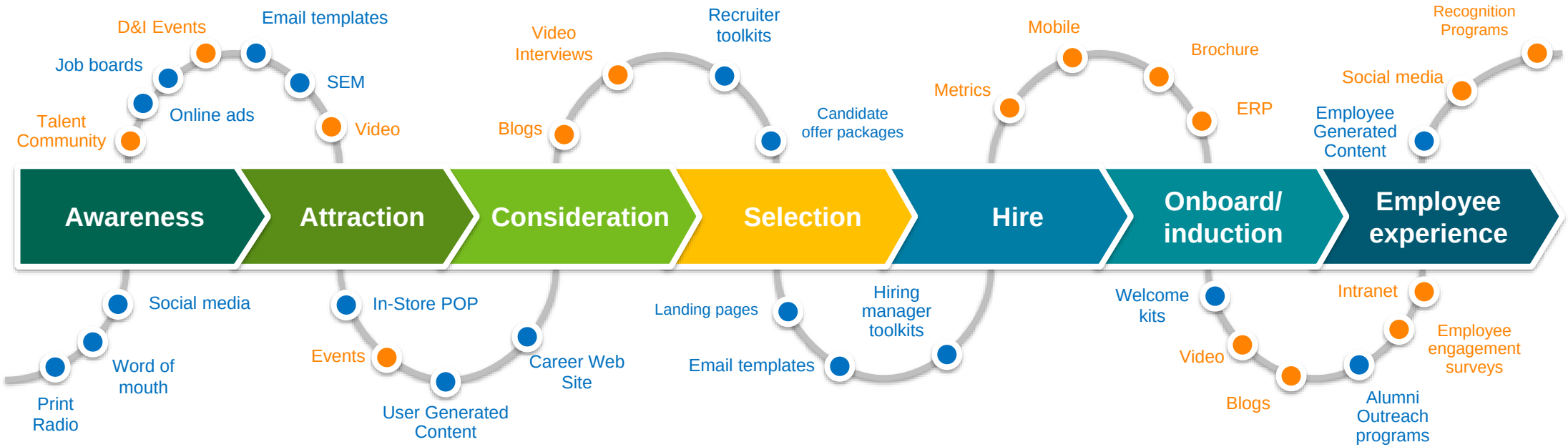
Branding: One Compelling Message, Multiple Touchpoints

Bring the Organization's EVP to life across the candidate/employee experience



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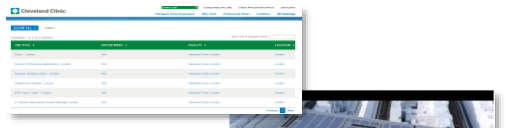
Warehouse Staff Sourcing Strategy: Active Channels

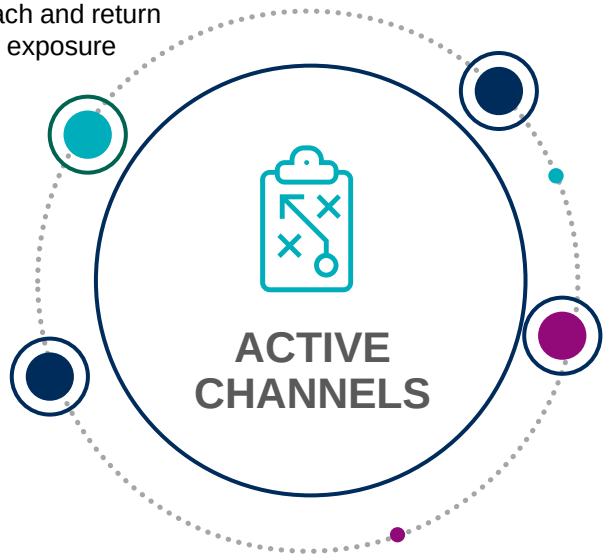
Social Media: Source, Push, Pull
- Identify trending hash tags with RiteTag
- Use social media aggregators to push out the opportunity (track using bitly)
- Leverage Headline Analyzer to maximize reach and return
- Reach group owner for partnership and local exposure

Channels:
- Facebook
- Instagram
- Twitter
- Meet-up
- LinkedIn
- Wechat
- Weibo
- YouTube

Job Posting
- Use aggregators to cast a wide net



Channels
- Bing/Google/Baidu
- Facebook
- SlideShare
- Twitter
- Digital Video Advertising (15-second video ad)



Open Web Sourcing
- Generate Lists
- Use Google/Bing/Baidu to image search
- Search document hosting sites
- Use the X-ray technique to search sites like slide share

Attraction
- Branding and EVP Channels
- Local Events
- Local Radio
- Local Televising
- Digital Banner Advertising
- Leverage carrier/subscriber partners to advertise opportunities

Direct Targeting
- Text Messaging Campaign
- Email Campaign

Video Content

Careers Site

Social Media

Search Engine Optimization/ Social Media Optimization
- Have your advertisement follow your target audience across the web
- Search results for your job opportunities will be pushed to the forefront

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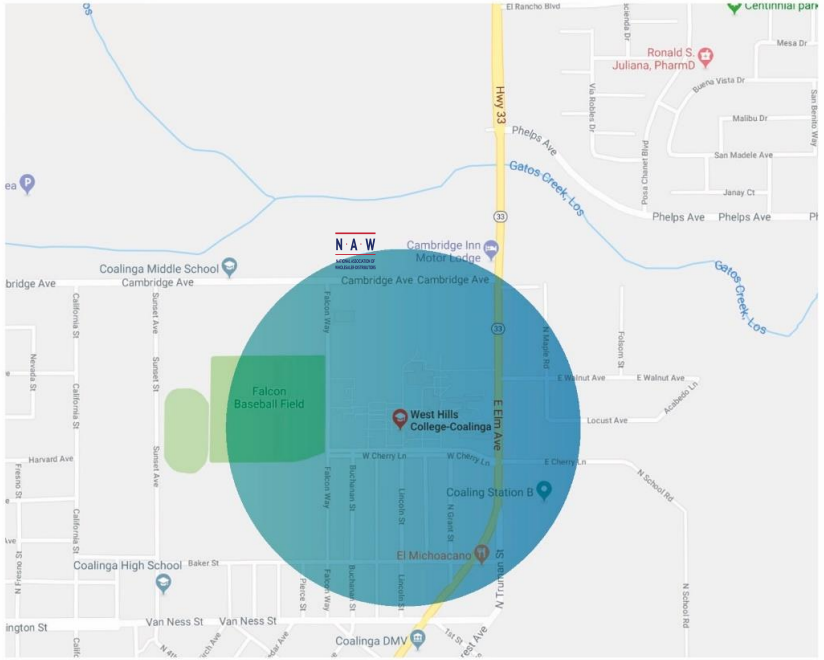
Geotargeting, or “Geofencing” for Warehouse Workers

Geofencing: The use of GPS or RFID technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile devise enters or leaves a particular area

Pinpoint an area using location coordinates.

Deliver ads to those who comes within a certain radius of that area while they engage with content on their phone or tablet.



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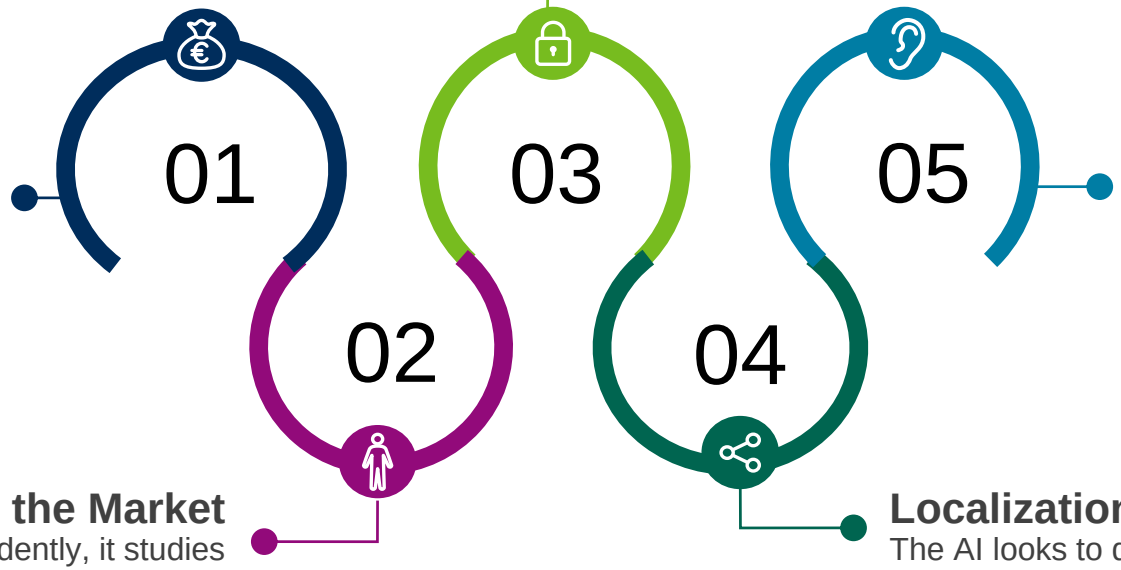
How AI Works



Enhance the Job Description
Using our best in class profiles and AI – the system augments what the recruiter should be looking for.

Studies the Market
Independently, it studies people in warehouse roles to identify what variables are key.

Multi-User Experience
The AI takes into account all of the experiences of all users for this role.

Social Artifacts
Production of qualitative and quantitative information to determine the candidates' readiness to move.

Localization
The AI looks to determine if it has worked with this location or Recruiter before

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