

The war for
talent is back
but the rules
have changed



✈ Schiphol

Amstelveen
Den Haag



A4



80

80

Ring Amsterdam

Utrecht
Amersfoort



A10 zuid



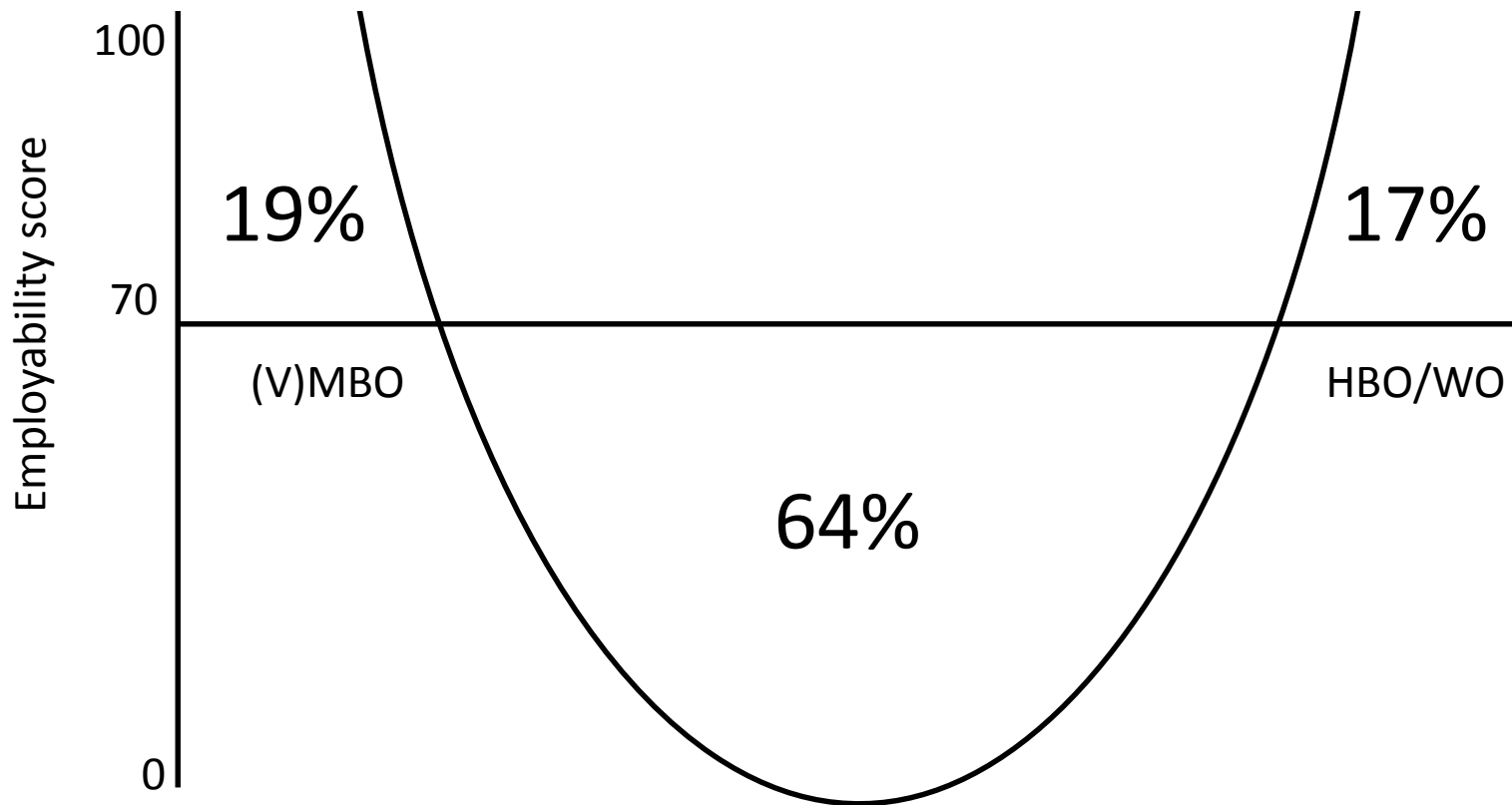
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De badkuip van de arbeidsmarkt

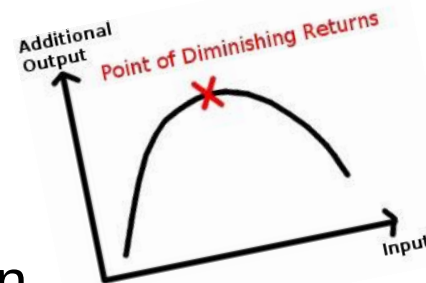


Geluiden uit de markt van recruitment

- Voorzichtig loslaten van (alleen) sturen op 'kosten', 'conversie', 'funnel' en 'sourcing'.

- Aanbod stagneert

- Afnemende meeropbrengsten



- Veel kennis en ervaring verloren in de crisis

- Meer specialisatie

- Toegenomen arbeidsmarktcomplexiteit

- Marketing Persuasive problem



Marketing Persuasive problem



Verleiden is weer 'hot'. Maar hoe doen we dat precies?

Nieuwe spelregels



GESCHIKT

☐

Employer branding

ONGESCHIKT

☐



#1. Employer branding met Impact



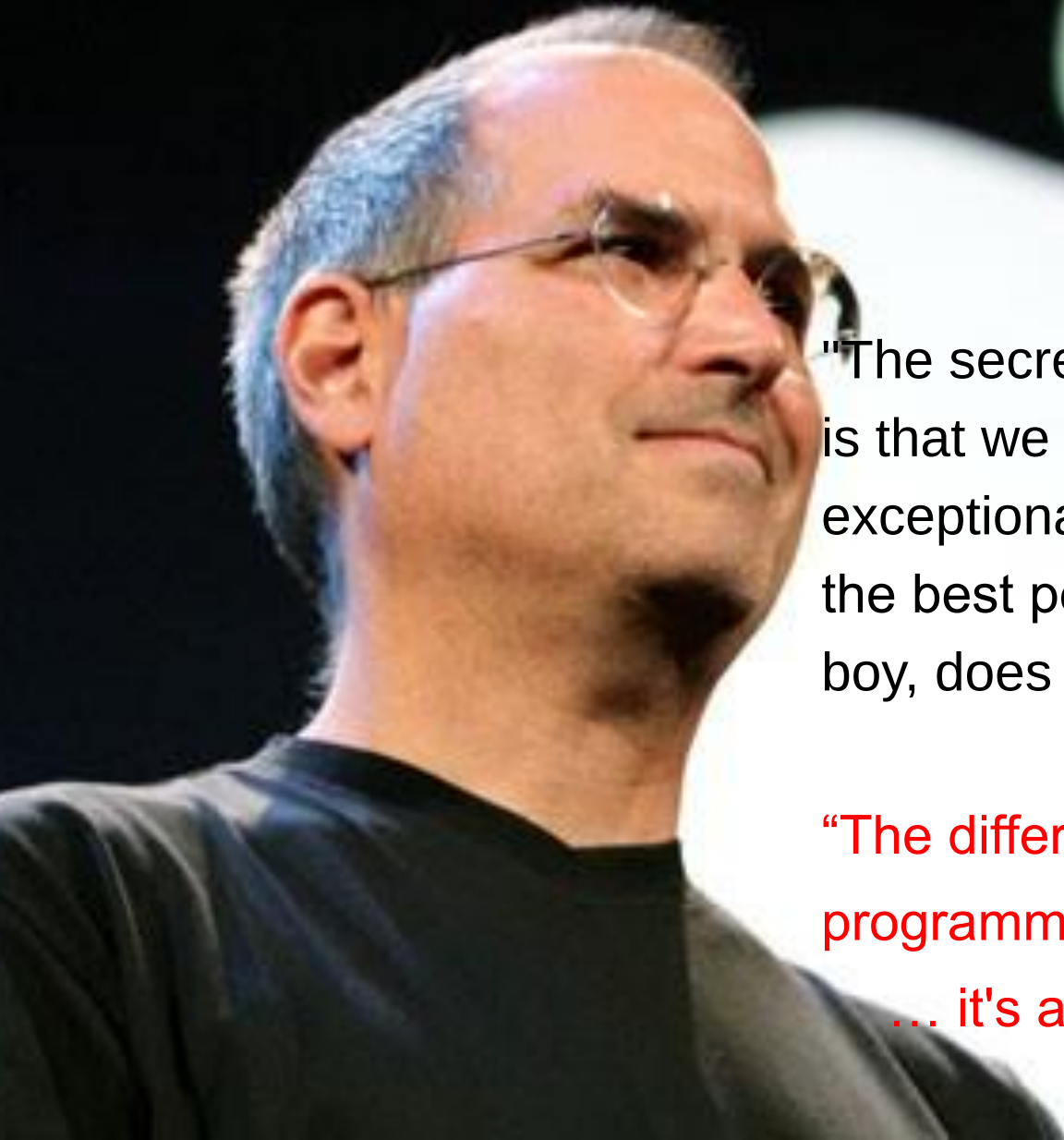
A black and white portrait of Richard Branson, an older man with long, wavy white hair and a goatee, wearing a white button-down shirt. He is looking slightly to the right with a serious expression. The background is dark and out of focus, showing some indistinct shapes.

#2. Visie en lef (leiderschap) bouwt een employer brand

“If your dreams don't scare you
they are too small,”

Richard Branson

#3. Wie stuurt op kwaliteit, heeft nooit een budget issue



"The secret of my success is that we have gone to exceptional lengths to hire the best people in the world... boy, does it pay off."

"The difference between the average programmer and a great one"

... it's at least 25

Werven zoals we het kennen



Talent recruitment vandaag



#4 Blended recruitment: er is geen 1 weg meer naar succes



#5. SHOW ME THE DATA



Wat zouden we moeten weten van onze doelgroep?

- ☐ Grootte van de doelgroep
 - ☐ Mate actief op zoek naar een baan
 - ☐ Vast/flex verhouding
 - ☐ Beweegmotieven
 - ☐ Employer benefits
 - ☐ Grootste concurrenten
 - ☐ Benadermethodieken
 - ☐ Achtergrond kenmerken
 - ☐ Oriëntatiegedrag
 - ☐ Mediagedrag
 - ☐ Hobby's en interesses
- + mooie Powerpoint
- + mooie plaatjes

Jamie

Profit conscious Agency

= Persona

Worldview

Not sure UX is something I can relate to, I don't really understand it. I'm not sure it can really help my clients convert more visitors to customers. It could be a fad.

Looking for

I'm looking to hire someone who can improve our design process, be it called design or UX (I don't mind, but I need a star).

Next experience

I hope it will be easier than test time and I will benefit more for hiring someone for UX.

Motivation

I want to give my clients very well thought through websites that will convert visitors to customers and increase sales.

Not looking for

People who claim things they've organised creatives without a background and their relationships.

Last experience

Last time it was very difficult. There were so many wastes, much pressure and stress.

Demotivation

I'm not sure it's worth the effort to bring process again.

An overheard discussion with a colleague:

What are you up to this weekend Jamie?

I'll get my thoughts sorted... Playing with the kids. You know things like that.

Good stuff. By the way, are we actually going to do something with this UX thing?

His question

How is it?

How is it?



Persona's in verhaalvorm = Candidate Story



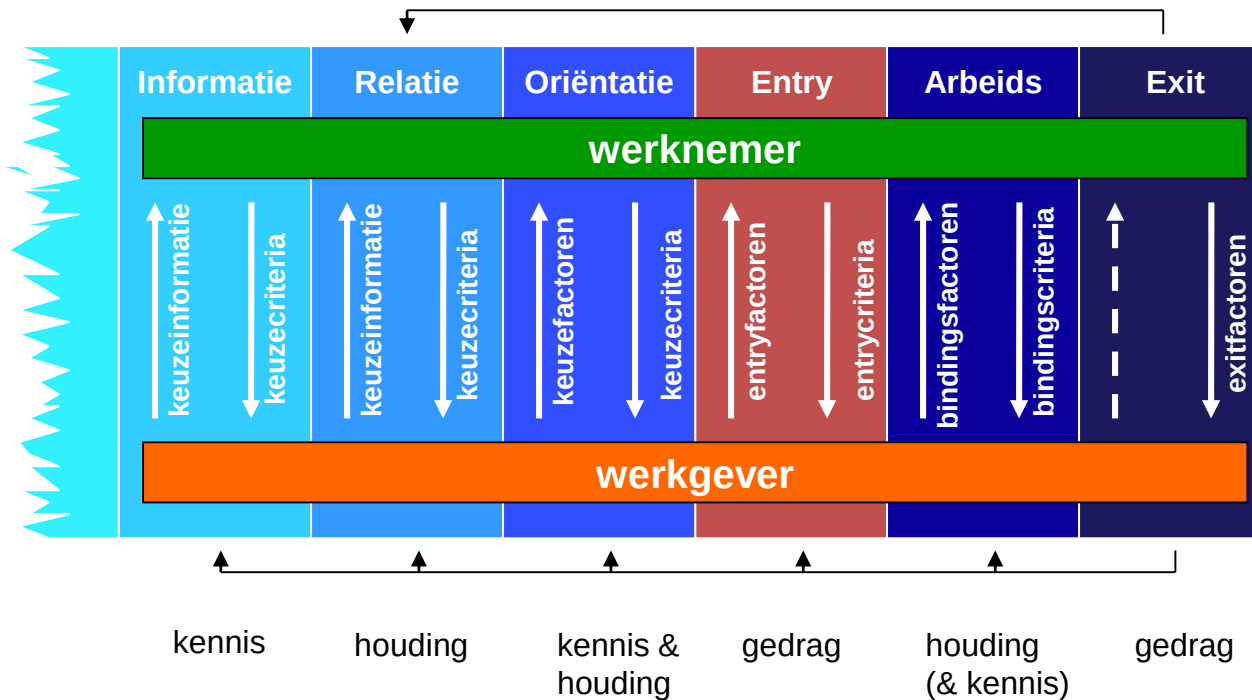
A photograph of Mark Zuckerberg speaking at a podium. He is wearing a dark blue zip-up hoodie and is looking slightly to his right. A silver microphone is positioned in front of him. The background is a solid blue wall with a large, glowing white Facebook 'f' logo on the left side.

**Facebook Will Be Mostly
Video in Five years**

A photograph of Mark Zuckerberg speaking at a podium. He is wearing a dark blue zip-up hoodie and is looking slightly to his right. A silver microphone is positioned in front of him. The background is a solid blue wall with a large, glowing white Facebook 'f' logo on the left side.

#6 video (=content) Will Be dominant

#8 candidate journey?



Bron: amcexpert.nl



Coffee

Beans Blends Brewing

Menu

Drinks Food Nutrition

Coffeehouse

Mobile Wi-Fi Community

Responsibility

Ethical Local Global

Shop

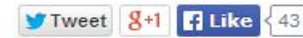
Search Compare Buy

Card

Register Top-Up Rewards

#9 Experience

Career Centre



Opportunity to be more than

Work in Our Stores

Barista (UK)

Apply

Work at our Support Centre

Channel Development and Business A

Apply

Working at Starbucks



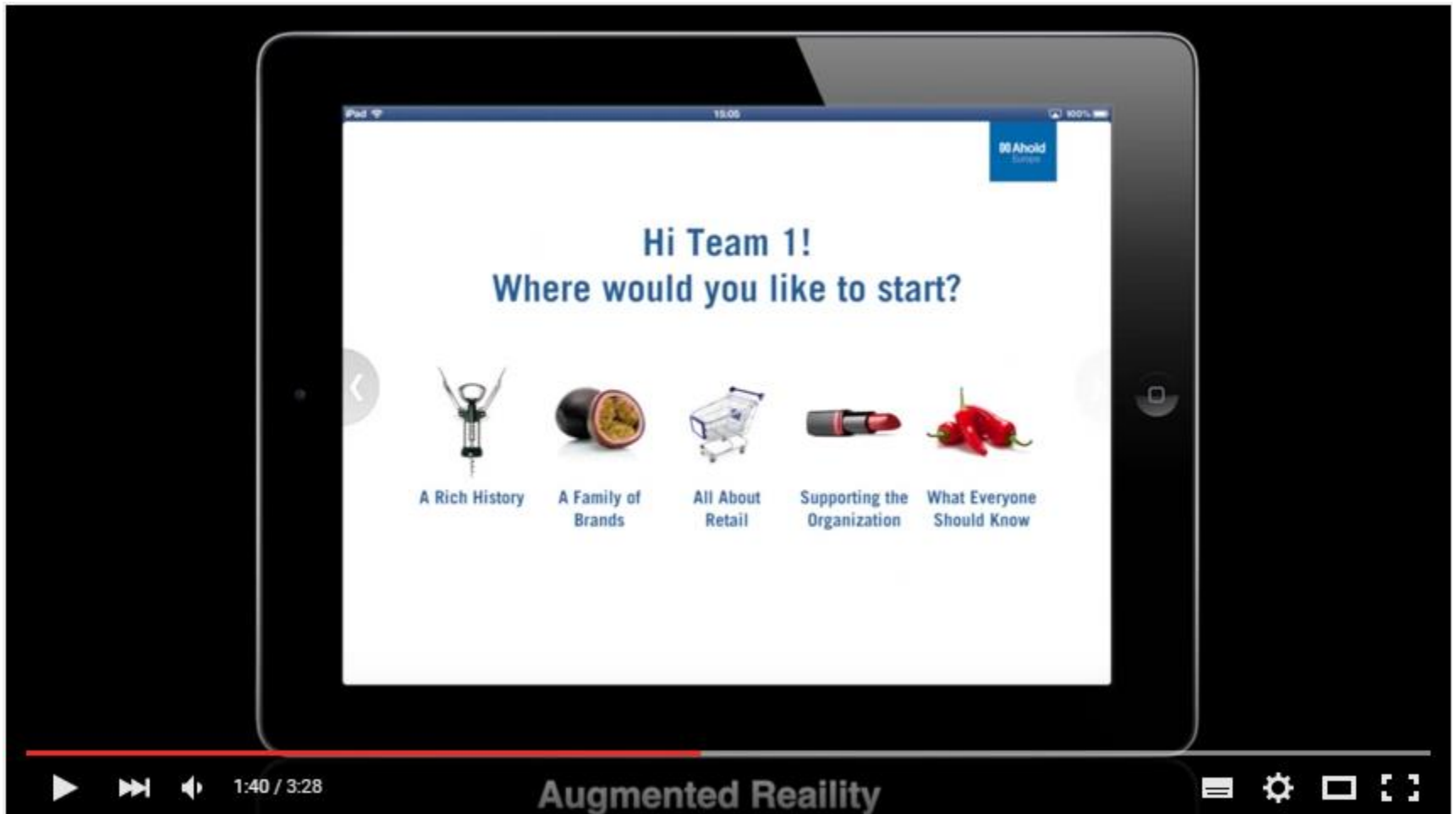
Apprenticeships



Current Opportunities



#Experience: onboarding



Referral as experience



RolePoint in 60 seconds

#10 Mobile first strategy



Google™

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So what?

**Ik heb nog nooit zoveel plezier
in mijn werk gehad als vandaag**

Er is namelijk geen schaarste aan talent!

Er is schaarste aan goede recruiters

**Er is schaarste aan goede recruiters
die kunnen werken met de nieuwe spelregels....**

Heel veel plezier....