TALENT CONNECT TRENDBOOK

CONNECT • INSPIRE • TRANSFORM



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Traditionally, what separated an average company from a great company has been technology. We're in the middle of a transformation. Today, what differentiates an average company from a great company is talent. And you, as talent acquisition leaders, are at the forefront of this.

> Wade Burgess VP Global Talent Solutions, LinkedIn



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What really matters in the networked age? Relationships. Relationships help you find opportunities, resources, make decisions more effectively, and manage a long term investement and a life time career.

> **Reid Hoffman** Executive Chairman and Co Founder, LinkedIn

LinkedIn's value to its members

LinkedIn's core value proposition is to connect talent with opportunity at massive scale. When it comes to the manifestation of this value proposition we are focused in three areas, Professional Identity, Networks and Knowledge. Each of these has a specific strategic objective.

If our members are going to connect, find or be found by other professionals, we would like them to be able to leverage LinkedIn's tools and assets to be able to do so. Networks is about connecting the world's professionals, all 600 million knowledge workers. And finally, we aim to be the definitive professional publishing platform to enable every professional to become more successful and productive.



Linked in









Talent Connect London and San Francisco







6 Transformational Trends







"Become friends" with the tech-savvy generation

The World's most InDemand Employers

How did we calculate the winners?

We analyzed over 10 billion data points between members and companies and compared the data with surveys of thousands of members to determine a company's familiarity and engagement score. Our analysis also weighed member actions like viewing employee profiles, visiting Company Pages and following companies. We excluded LinkedIn from the rankings for the sake of objectivity.







*Employee count based on number of member profiles on LinkedIn associated with the company.

Resourcing for a brighter future

Moving to a talent culture that is on all the time. Unilever illustrates how they turn theory into practice in a five step process.





Transform from transmitting to permitting to empower millenials and unleash the power of your talent.

> **Tyra Malzy** Head of Mazars University

Graduates make employment decisions based on what their peers are saying

Decision to apply based on information from unofficial sources

based on information from organisational communication

DIVERSITY BEYQND GEN**ď**ER



Embrace different cultures, beliefs and ideas



We subconsciously and unconsciously make inferences about people capabilities – and as a result we hire the wrong people.

Laszlo Bock

Senior Vice President, People Operations, Google

Diversity isn't just about gender

Diversity in the workplace encapsulates age, race, nationality, religion or belief, sexual orientation, physical and mental disabilities, physical appearance and social background, as well as gender identity and transgender issues.

Diversity alone does not deliver positive business results. The organisation must be committed to a culture of inclusion. An inclusive environment is an essential component to foster talent.

Alexa Glick,

Global Staffing Program Manager, Skype, Microsoft



Economic graph at work

Supply of female Directors and above



Source: Beyond Bums In Seats: Create the Team You Need Fernando Delgado, Global Head, Talent Acquisition, Siemens AG

19 Talent Connect Trendbook

Hidden Gem Countries

Excluding the US are India, Australia, Spain and South Africa (Supply of Female Directors+)



Source: Beyond Bums In Seats: Create the Team You Need Fernando Delgado, Global Head, Talent Acquisition, Siemens AG



Baroness Brady of Knightsbridge

Karren Brady (Baroness Brady of Knightsbridge) is the Vice-Chairman of West Ham FC, Lord Sugar's advisor on The Apprentice, the Senior Non-Executive Director of the Syco and Arcadia Boards and the Small Business Ambassador for the Conservative Party. In December 2013 she was awarded a CBE for services to Women in Business and Entrepreneurship.



Brady has won many awards for services to business over the years, including being named Business Woman of the Year and Most Inspirational Woman of the Year. She has also been presented with the coveted Spirit of Everywoman Award, acknowledging her outstanding achievements in changing the landscape for women in business. She has emerged as a powerful advocate for British business and diversity in the workplace.



There are three kinds of people in the world: those who make things happen, those who watch things happen and those who wonder what happened!

Karren Brady

Baroness Karren Brady of Knightsbridge





Empower your Employees to become advocates



Everyone talks about building a relationship with your customer, I think you build one with your employees first.

> Angela Ahrendts Senior Vice President, Apple Retail LinkedIn Influencer

Employee advocates

Simon Sinek has a simple but powerful model for inspirational leadership all starting with a golden circle and the question "Why?". The inspired organisations, regardless of size or their industry, all think, act and communicate from the inside out, they reverse the order of information. He encourages us to communicate from the inside out because we are talking directly to the part of the brain that controls behaviour. Start with why, how and then what because "people don't buy what you do, they buy why you do it".

Source: Dave Hazlehurst, Ph.Creative Simon Sinek, www.Ted.com



Why?

What is your purpose? Why does your organisation exist? Why should anyone care?

How?

How we are better than the competition?

What?

What we do. The product or service we as an organisation provide.



The new attention rule: 6 seconds is the new 1 minute

Dave Hazlehurst

Ph.Creative @googledave



Keys to successful engagement







Become the Best Place to Work

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When we become hyper connected with technology and disconnected from ourselves, we lose track of our wisdom, sense of well being and wonder. We need to change that. Recruiters are in an incredible position to create the cultures that accelerate that type of change.

Arianna Huffington

President, and Editor-in-Chief, Huffingon Post, LinkedIn Influencer



IF YOU LOVE WHAT YOU DO, IT WILL NEVER FEEL LIKE WORK

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All happy companies are different because they're doing something very unique.

All unhappy companies are alike because they failed to escape the essential sameness in competition.

> Source: Peter Thiel, Business Strategy and Monoploy Theory Talent Connect Trendbook 32

We feel first and think second

It's not about the content, it's about how the content makes you feel.

Learn to be memorable in the content you create and share. Stories will help build your brand proposition.

If we can identify an individual's emotional drivers we can improve how our candidates feel and their experience during the hiring process.



Relationship Economics

LinkedIn partnered with Altimeter Group, a Silicon Valley-based research firm that studies disruptive technology and its impact on business, to study some of the world's most socially engaged companies.

The most socially engaged businesses are learning that intentional social content and community strategies inform and empower internal and external stakeholders and build productive communities where like-minded professionals connect to solve problems and create opportunities.

Socially engaged companies are leading the way for a new social era of business transformation, where trust becomes a metric and relationships offer economic value.

Gallup released the most recent version of its survey that measures international employee satisfaction. It finds that *only 13% of workers feel engaged* by their jobs. In a social economy, where employees can easily share experiences with professional and personal networks, influence on morale transcends corporate borders. Unhappy employees eventually contribute to a lull in attracting new, desirable talent.

Soure: Brian Solis, LinkedIn Influencer, Principal Analyst, Altimeter Group ¹Gallup Research (2013 State of the Global Workplace report) ²2014 Altimeter Research for LinkedIn: Relationship Economics 13%

of employees are engaged¹

52%

of employees in Socially Engaged Companies are more optimistic about the future of their companies²




Resolution #5

Use data to disrupt

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The world's best recruiters think like the world's best marketers.

> **Jeff Weiner** CEO, LinkedIn



Using data to discover who and where your talent is

When using data to research the market LinkedIn's recruiters use the Total Addressable Market Approach, a strategy used by sales and marketing professionals. This is simply looking at market and prioritising those who have the expertise in skills we need (quality) and which prospects are most likely to engage (temperature).



Talent Connect Trendbook 38

When seeking to disrupt, DATA is the differentiator!



Source: Disrupt everything: How to use data, analytics and culture to disrupt where, who and how you recruit Tim Wesson, EMEA, Salesforce.com Ernest Ng, Salesforce.com

39 Talent Connect Trendbook

Lead with data to change the conversation

How to use data to disrupt



- 2 Collect all relevant data
- ³ Form hypothesis
- 4 Identify the proper analysis technique
- 5 Analyse and interpret



Source: Disrupt everything: How to use data, analytics and culture to disrupt where, who and how you recruit Tim Wesson, EMEA, Salesforce.com Ernest Ng, Salesforce.com





Resolution #6

Create magic



43 Talent Connect Trendbook

The modern recruiter part scientist part artist

Matchmaker

Like matchmakers setting two people up on a blind date, modern recruiters have an innate instinct for mutual connection between teams and candidates. They know how to network and navigate skillsets, hiring manager personalities and cultures to make a perfect match.

Marketer

They think about jobs the way marketers think about products. They know how to craft the right story for the right audience, whether it's in their own profiles or through employer branding promotions.

Salesperson

They are experts at building a pipeline, nurturing leads, and closing deals. They have the people skills and negotiation acumen to win for both sides.

Talent Advisor

They are trusted advisors to their businesses regardless of their titles. They inform leadership of critical talent trends and have a seat at the table when key decisions are made.

Source: www.exacttarget.com/blog

ART





SCIENCE

Data Nerd

Modern recruiters live and die by the mantra, "If you can't measure it, you can't manage it." They know that numbers and data will not only help them make better decisions, but also earn the trust of others in their organisation.

Researcher

Modern recruiters don't fly blind. They frequently flex their research muscles by researching candidate pools, employment and skill trends, and by staying up to speed on the competition.

Technologist

Modern recruiters know and love the recruiting innovations that have blossomed over the past decade. They know what tools work best, and are masters at how to use them. L'Oréal, voted one of the best Company Pages on LinkedIn



Resolution #6

Create inspiring Content to engage your LinkedIn Followers



Enter your source of isnpiration > Add your favourite color > Choose your favorite song, artist or genre



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Pre register for 2015 at www.eventjack.com/secure/talentconnect2015

WORK YOUR WAY TO THE TOP NOT SO THAT THE WORLD CAN SEE YOU, BUT SO THAT YOU CAN SEE THE WORLD.

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