

# Redefining Talent Acquisition

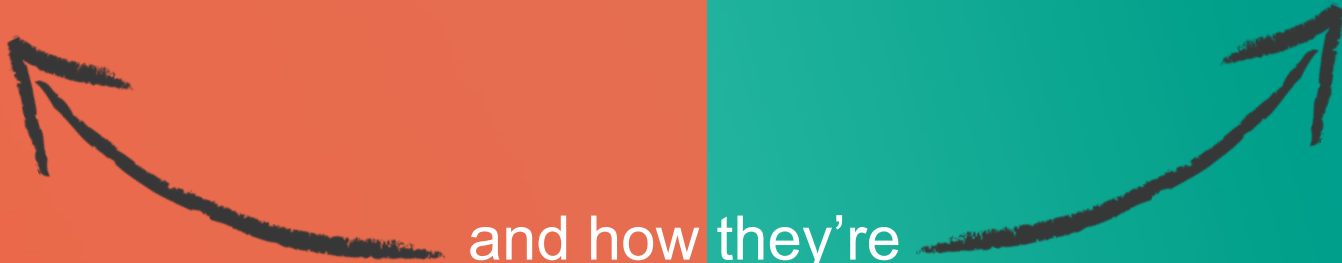
Patrick Biddiscombe - CEO, New Breed  
@pbiddiscombe

We'll first look at

# RECRUITING

and, **secondly** look at

# RETENTION



and how they're  
connected

# OUR MISSION IS TO BUILD THE MODERN BUSINESS

A big part of that  
is **HIRING AND  
CULTURE**

RECRUITING



# HR & Recruitment needed a new playbook



# YOUR BUYER HAS CHANGED

RECRUITING

#INBOUNDPARTNERDAY

# ATTRACT THE BEST CANDIDATES

*before they're even looking*

# CREATE A RECRUITING FUNNEL

RECRUITING

#INBOUNDPARTNERDAY

# BUILD SCALABLE A HIRING PROCESS



# CREATE YOUR CULTURE CODE

*ALREADY...*

# GROWTH COMES FROM LOYALTY

**Company CULTURE is  
your competitive  
advantage in retention.**

RETENTION



#INBOUNDPARTNERDAY

**TRY THINGS AND FAIL  
FAST, LEARN FROM IT**

# CREATE A LEADER - LEADER CULTURE

RETENTION

#INBOUNDPARTNERDAY

# A PLAYERS ATTRACT OTHER A PLAYERS

*“C” players do the same*

# EVERYONE SHOULD HAVE A MISSION

*NOT JUST A JOB DESCRIPTION*

RETENTION

#INBOUNDPARTNERDAY

**H = HIGHER PURPOSE**

**E = EXPERIENCES**

**A = AUTONOMY**

**R = REAL-TIME COACHING**

**T = TRANSPARENCY**



# Actionable Takeaways

- Create an Ideal Candidate Persona
- Use Inbound Recruiting (Content, Lifecycle, Multi-Channel) To Attract Top Candidates
- Create A Scalable Recruiting Process & Funnel
- Document Your Culture
- Determine If you're a leader-follower or Leader-Leader Company
- Start Managing With HEART today!



# Q&A



# THANKS

**#INBOUNDPARTNERDAY**

***TWEET ME @PBIDDISCOMBE***

***IF YOU WANT TO CONTINUE THIS CONVERSATION***

