

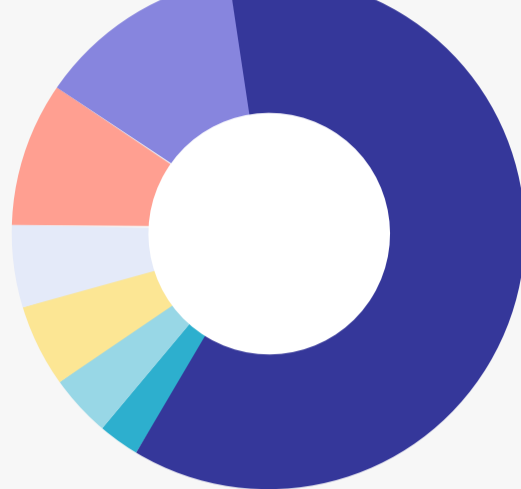


Talent Trends 2020

What's keeping the world's most senior leaders in talent up at night? As part of our inaugural State of Video in Talent survey we asked the executives* tasked with leading talent teams to share their challenges and plans for addressing those challenges in 2020.

The Challenge

- 61% Ability to attract good candidates
- 13% Ability to retain employees
- 9% Other
- 5% Service levels
- 5% Satisfaction rates (NPS, CSAT, ESAT)
- 4% Budget/billing challenges
- 3% Losing candidates/employees to competition

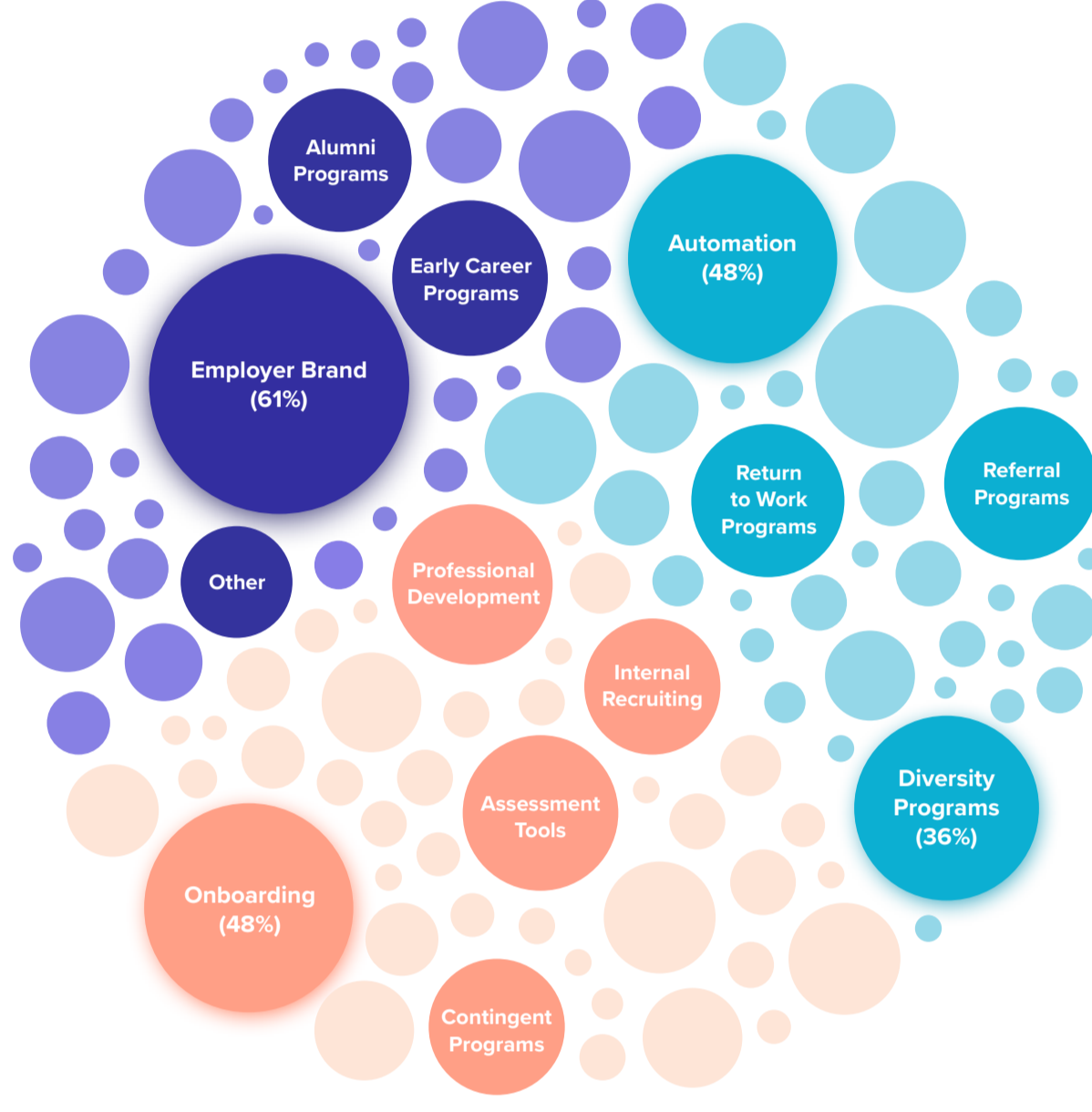


61% Talent Attraction

The ability to attract good candidates is the most pressing issue for 2020.

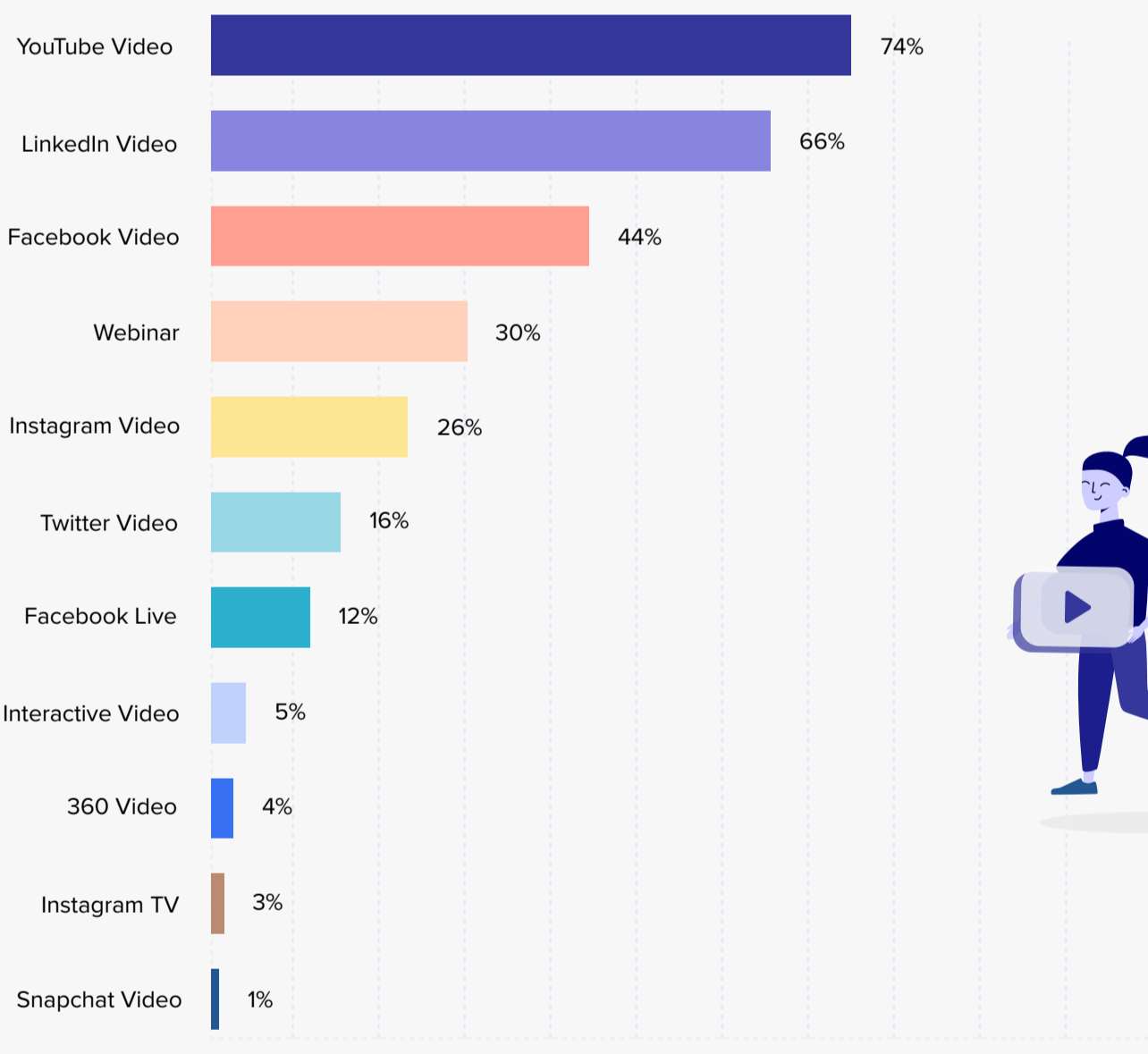
The Solutions

The business initiatives that will help employers attract better talent in 2020



The Channels

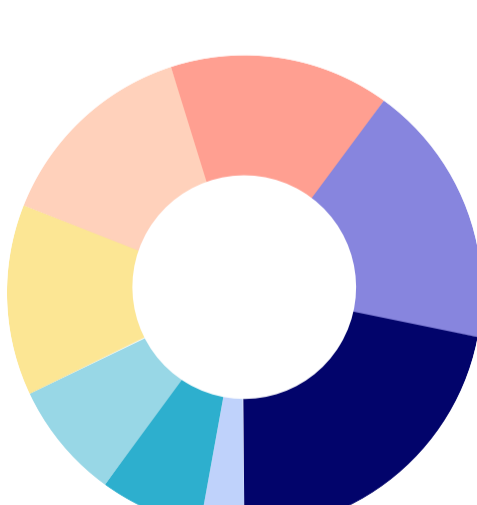
The most popular video platforms for reaching and engaging with candidates in 2020



The Videos

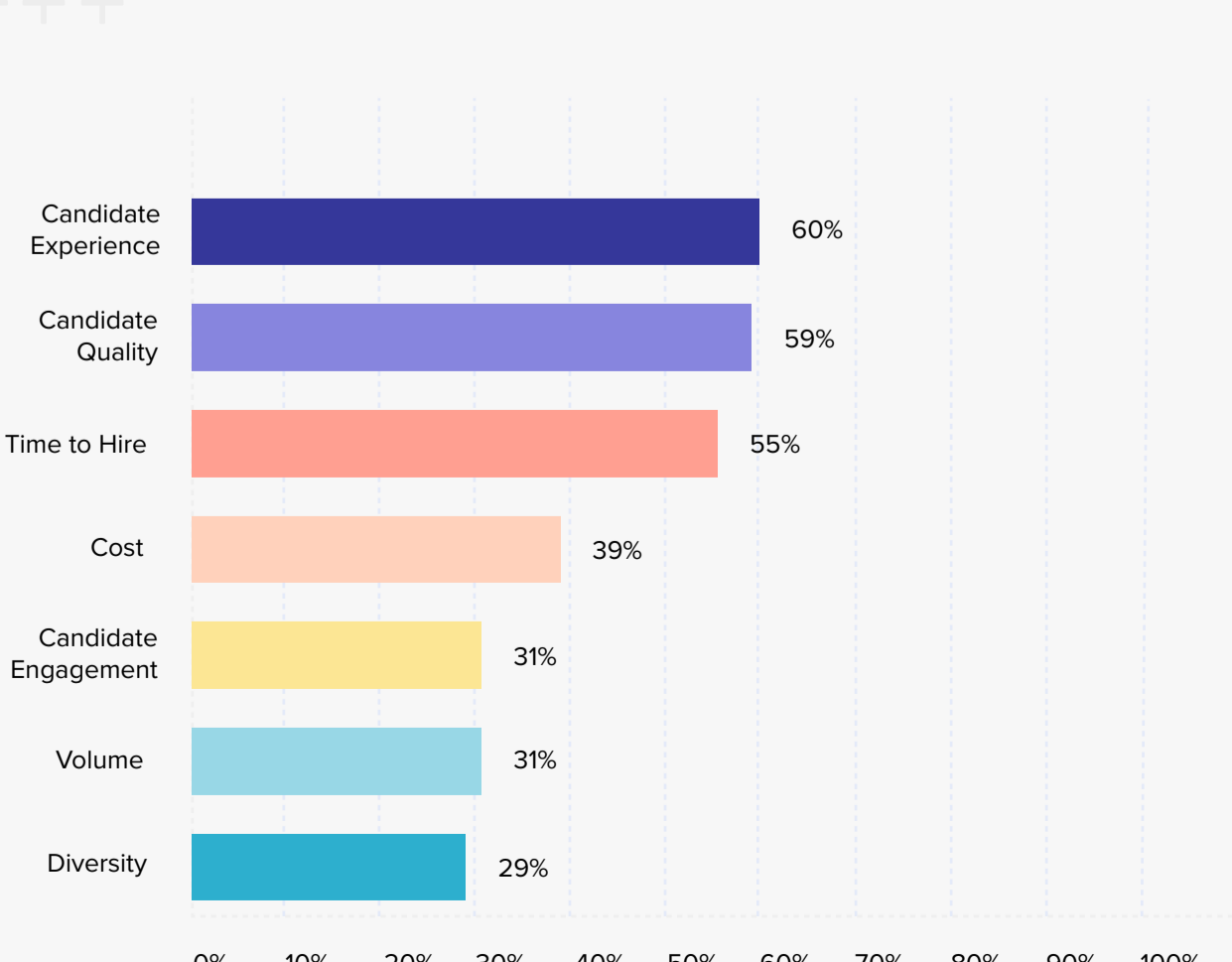
The video types that will help employers attract and retain candidates in 2020

- 22% Employer Branding
- 18% Job/Team Stories
- 15% Recruitment Process
- 14% Learning & Development
- 13% Job Ads & Descriptions
- 8% Onboarding
- 7% Employee Communications
- 3% Screening/Interviews



The Metrics

The metrics talent team performance will be measured by



*We surveyed 604 talent professionals from 50 countries, approx 20% of whom were senior managers and above. The data above represent those in management roles within corporate and not-for-profit entities, staffing/recruiting agency owners and employees have been excluded.