

How to super-charge your talent engagement



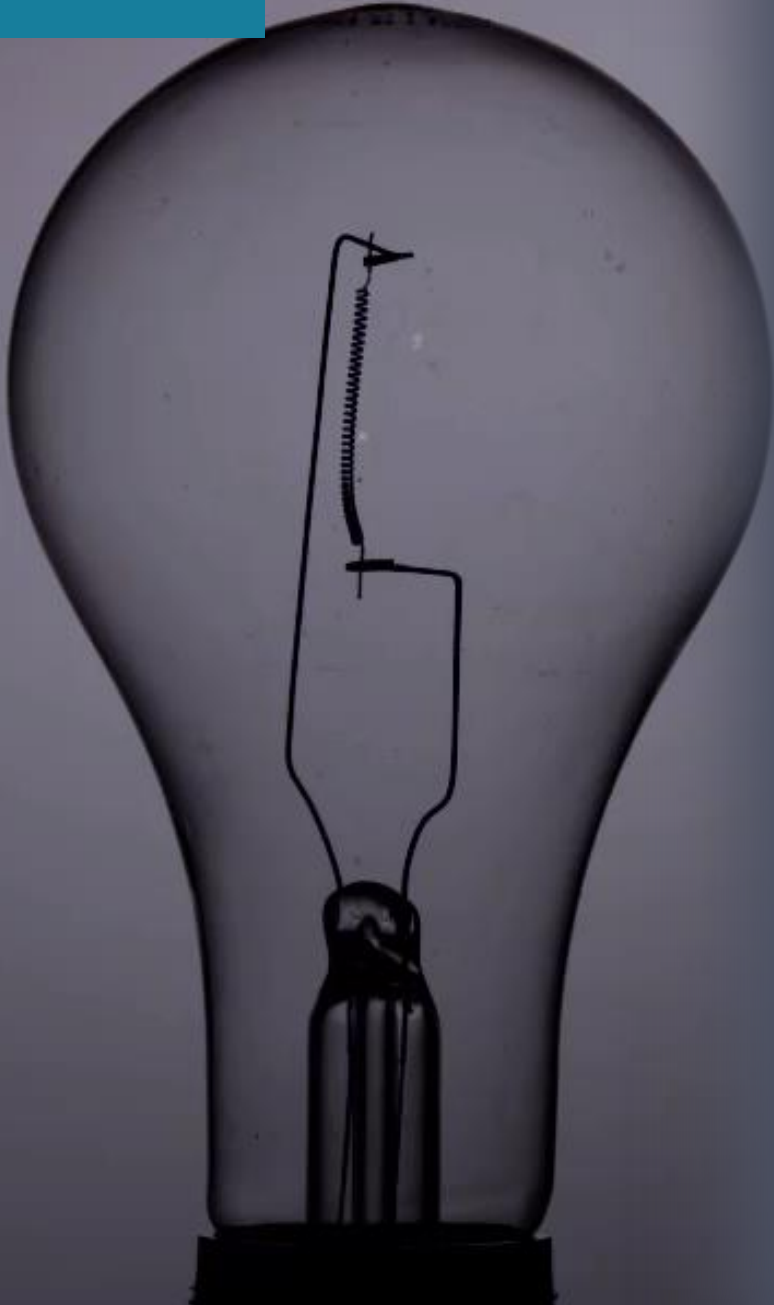
The 3 Es

There are 3 core drivers for
what we do at Jobtrain

Efficiency

Empowerment

Engagement



What is Engagement anyway?

engagement noun

en·gage·ment | \ in-'gāj-mənt , en-\

Definition of *engagement*

- 1 **a** : an arrangement to meet or be present at a specified time and place
// a dinner engagement
b : a job or period of employment especially as a performer
- 2 : something that engages : PLEDGE
- 3 **a** : the act of engaging : the state of being engaged
b : emotional involvement or commitment
// seesaws between obsessive engagement and ambiguous detachment
— Gary Taylor
c : BETROTHAL
- 4 : the state of being in gear
- 5 : a hostile encounter between military forces

What is Engagement anyway?

engaged adjective

en·gaged | \ in-'gājd , en-\

Definition of *engaged*

- 1 : involved in activity : OCCUPIED, BUSY
- 2 : pledged to be married : BETROTHED
- 3 : greatly interested : COMMITTED
- 4 : involved especially in a hostile encounter
- 5 : partly embedded in a wall
// an engaged column
- 6 : being in gear : MESHED

How can we define Talent Engagement?



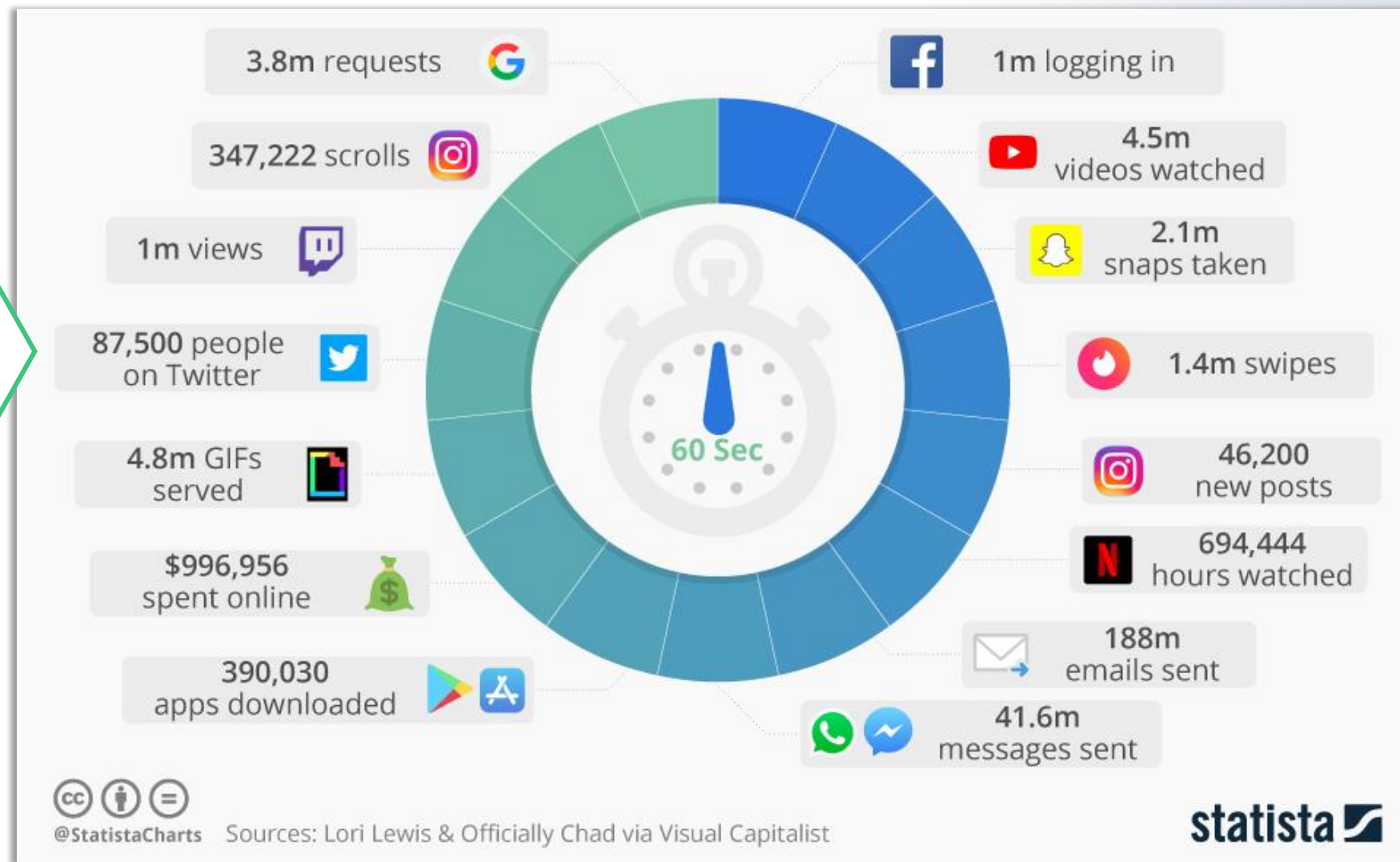
Reaching and attracting the right people to your organisation...

...to inform, communicate, inspire and emotionally connect talent to your company, its values, mission / goals and principles



1 minute on the internet in 2019

There's a new battle...
for visibility and attention



2019 UK Hiring



Every **hour**

5,200+

Job applications

Every **day**

9,900+

New CVs uploaded

Every **week**

46,300+

New candidate registrations

Every **month**

319,467+

New vacancies a month

Source: reed.co.uk

The current UK employment rate is estimated at 76.0%;

August to October there was an estimated 800,000 vacancies in the UK

ONS ons.gov.uk stats November 12th 2019

The average job seeker is applying for 6 jobs a week

We are no longer choosing the talent, the talent chooses us!

Talent Engagement

1. Job adverts for 2020 and beyond
2. Reaching an audience using people power
3. Inspire, inform and engage your future hires
4. Exploring the black hole of pre and onboarding



Job adverts for 2020 and beyond

Fewer than 1% of fortune 500 companies enhance job adverts with video

Video job ads are shared 20x times more than text ads

Adverts and Engagement

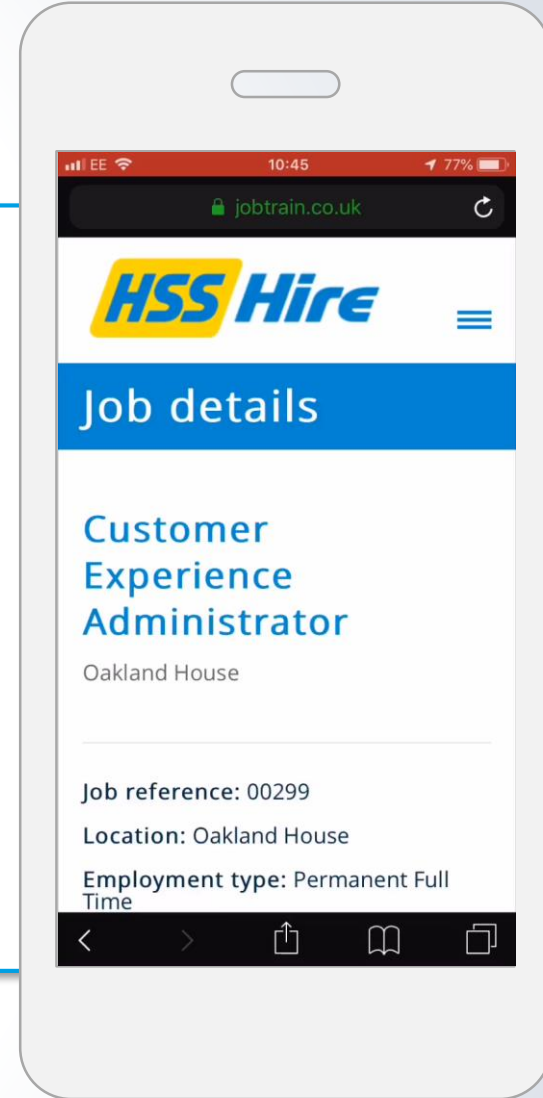
2.5x

**Candidates want to see
videos of colleagues!**

These are **2.5x more** effective than
company overviews

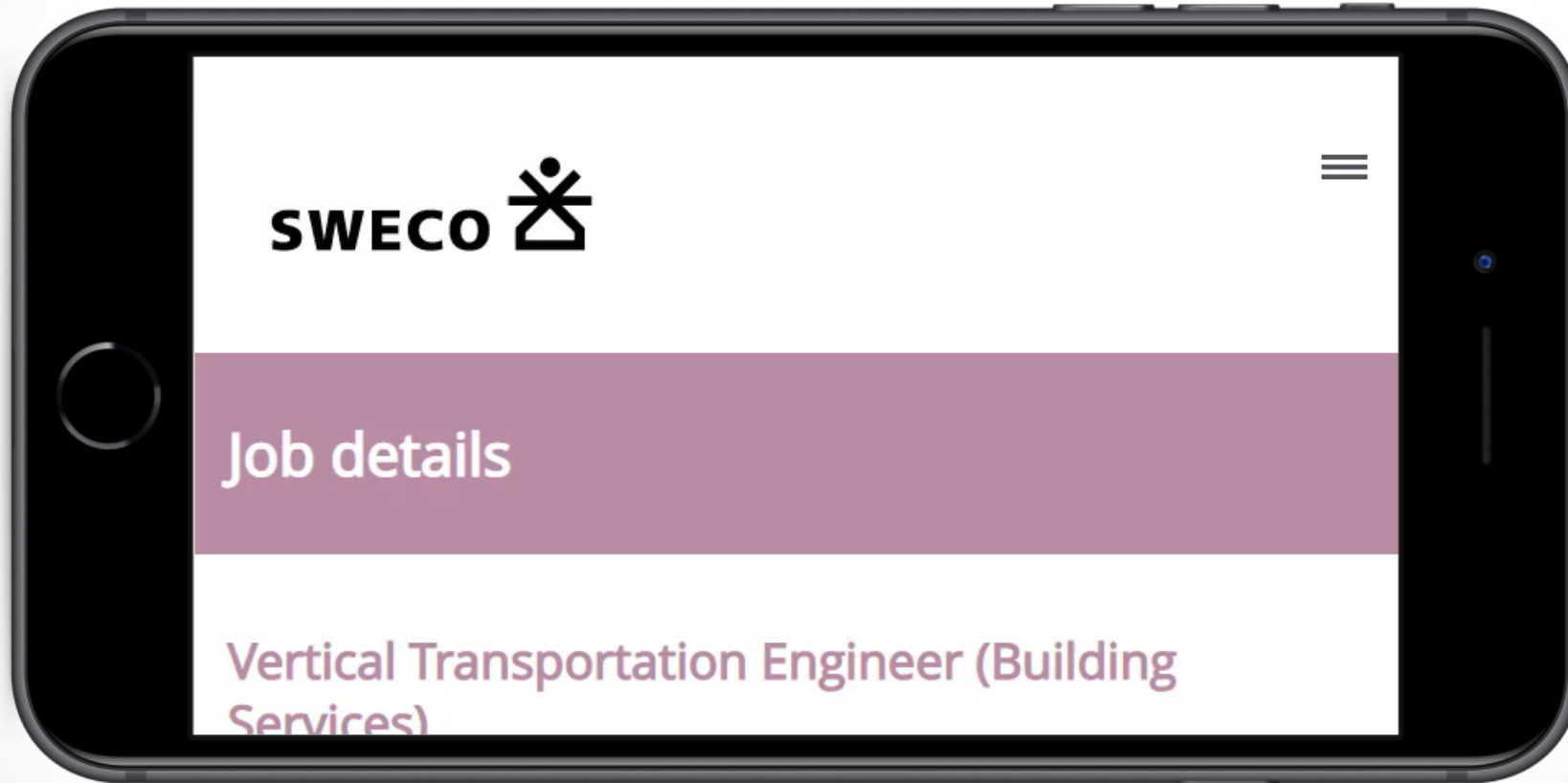
10x more effective than an HR /
recruiter video!

Source: Lighthouse Research & Advisory



Videos in action

<https://careers.sweco.co.uk/>





Watch the video: <https://www.youtube.com/watch?v=0iLUrkS9CUM>

Reaching an audience with people power

A close-up photograph of a hand with pink nail polish tapping a smartphone screen. The background is blurred, showing a person's arm and a patterned surface.

55% of candidates say employee generated content is more trustworthy

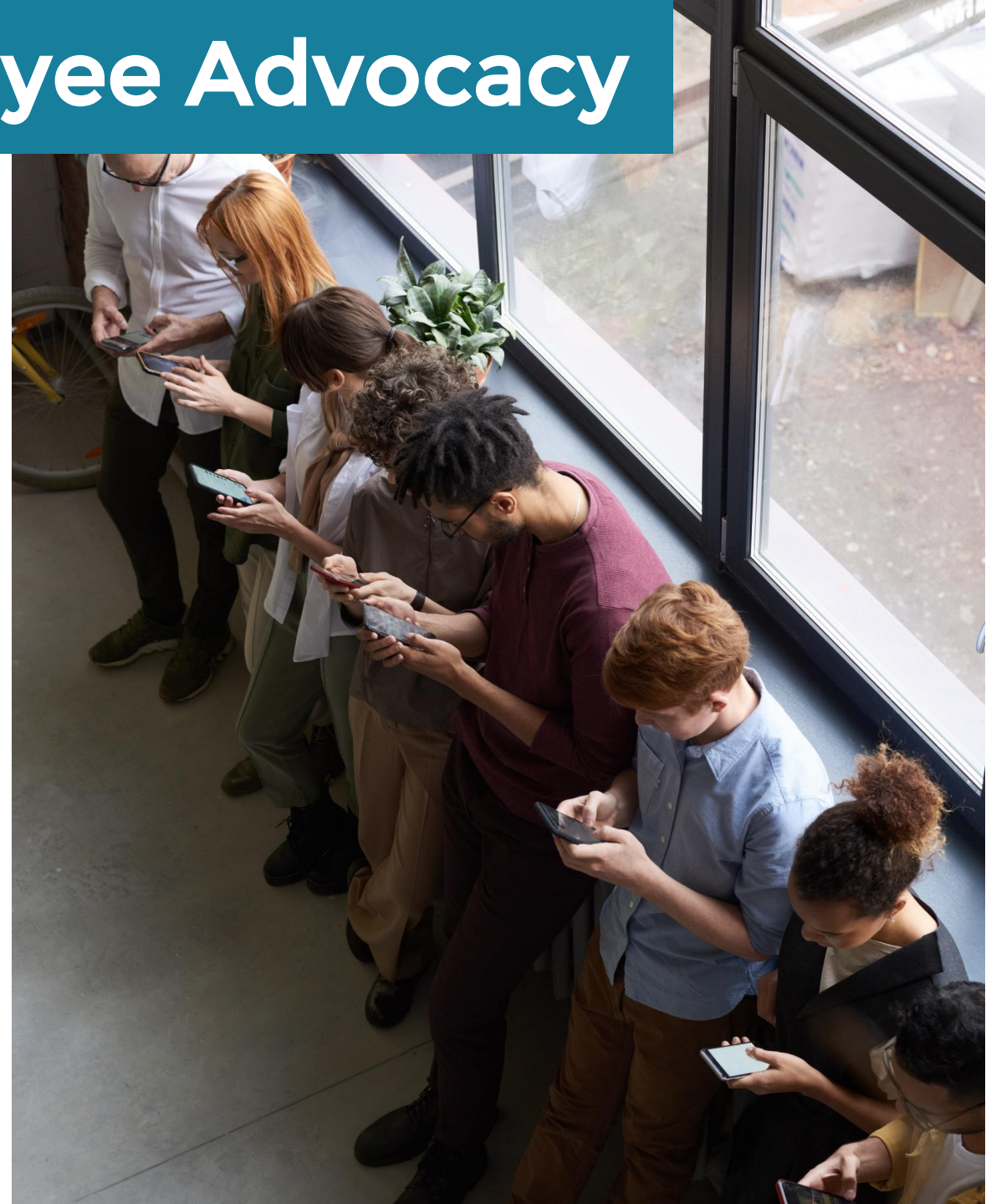
Employee generated content achieves 8x more engagement (likes and shares)

(Nielsen)

People power and Employee Advocacy

- The promotion of a company's message and brand using its employees = Brand Ambassadors
- People are your single biggest marketing asset
- 40% of people spend 1-5 hours per week on business social media activities*
- Empower and incentivise and this increases to 60% spending 5 hours each week!*

*Hinge & Social Media Today, 2016.
Understanding Employee Advocacy in Social Media



Brand ambassadors are out there already!



20 September at 09:23 · 🌐

It's a get the rats out the loft and clean there shit up kind of day 🤢👉💩



Emma Heckstall-Smith and 45 others · 18 comments



25 September at 09:38 · 🌐

Bon Pan Asian restaurant in Liverpool i opened the access panel to clean the aircon units and someone left us a Peking duck 🤣🤣🤣

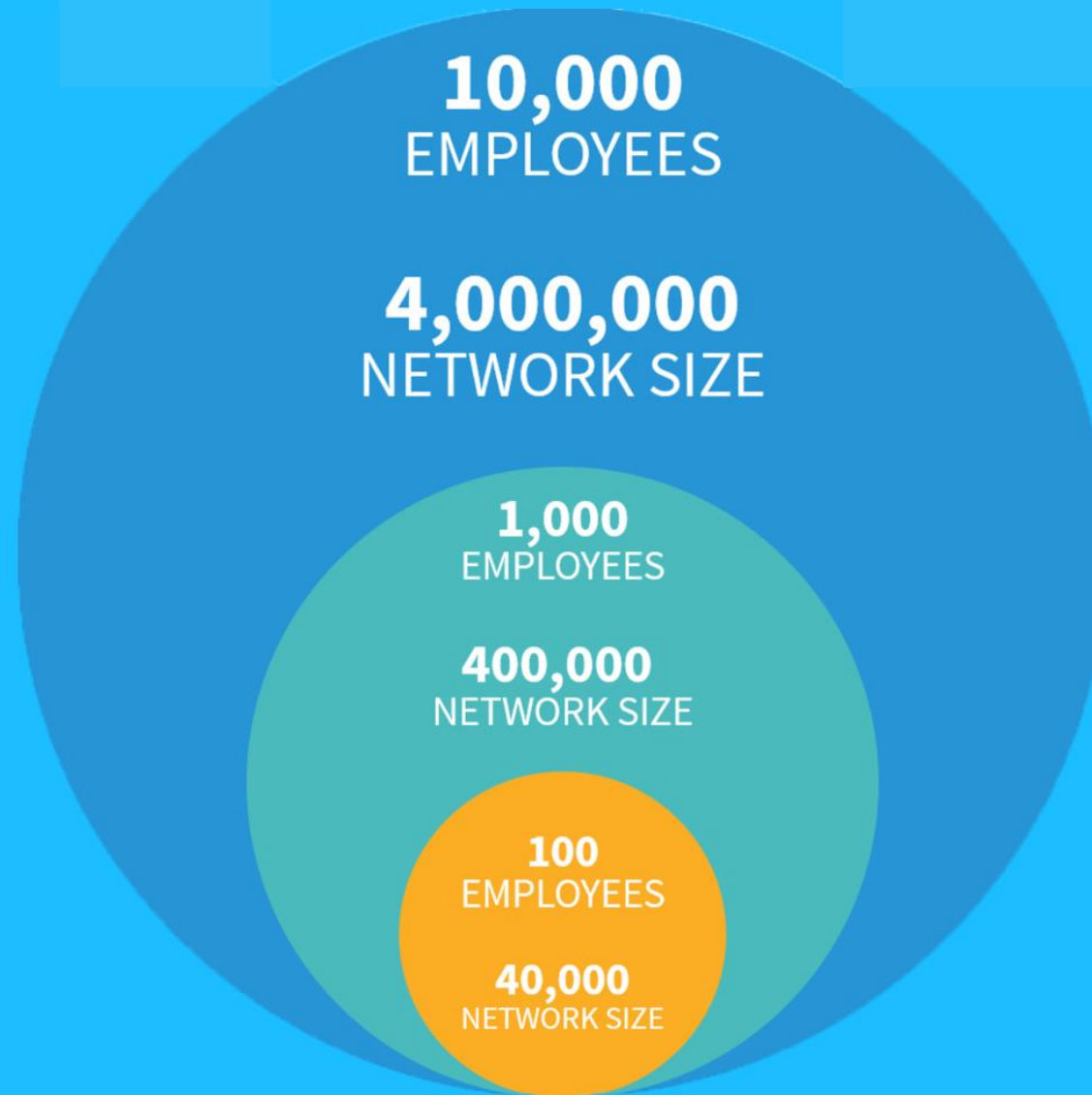


🤣👍 You and 37 others

4 comments

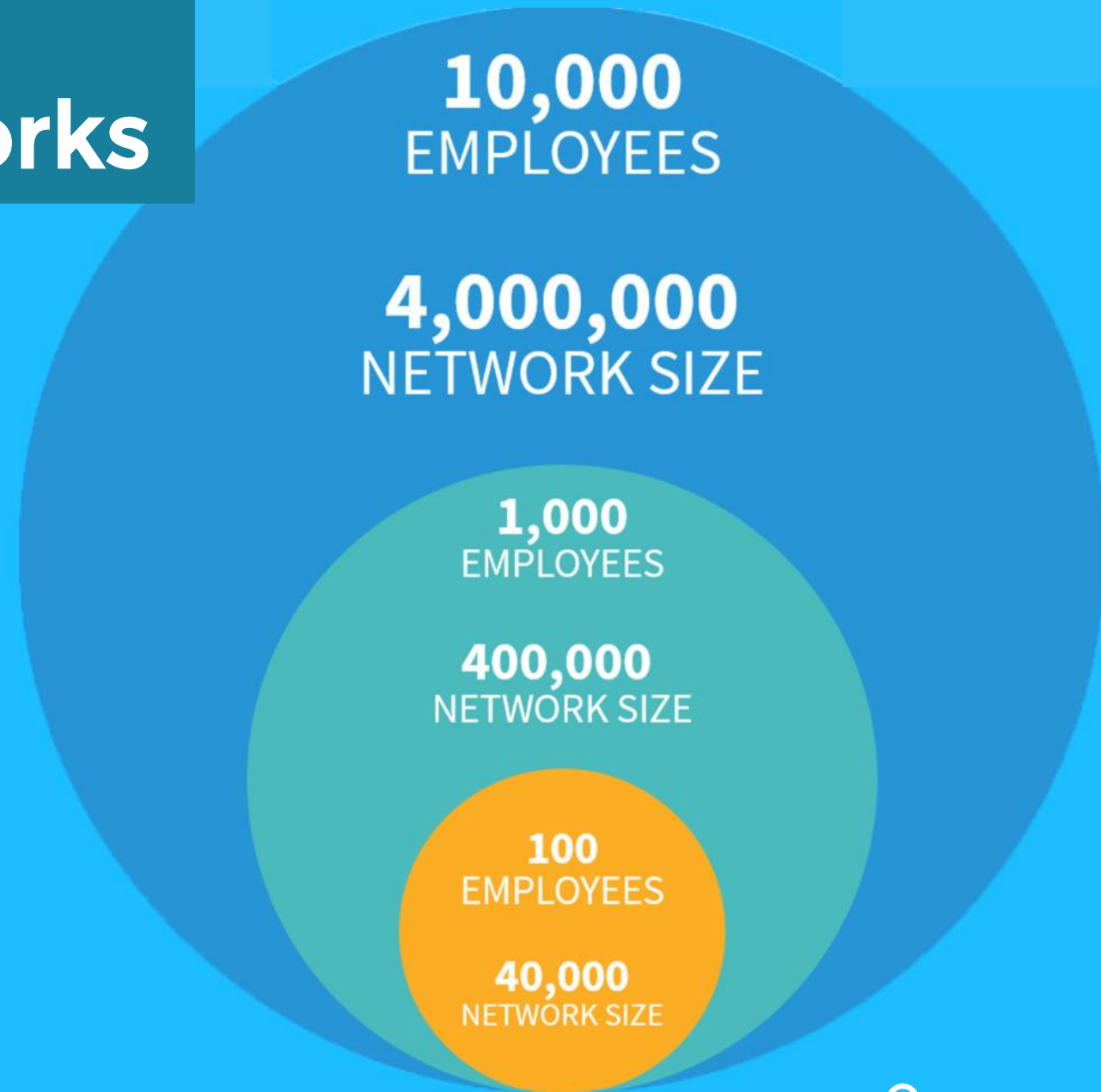


Harnessing your employees' networks



Social Reach = diverse Referral Networks

- ✓ Creating brand ambassadors
- ✓ Make content sharing easy
- ✓ Crowd source to super-charge your reach
- ✓ Reward for more than just hires



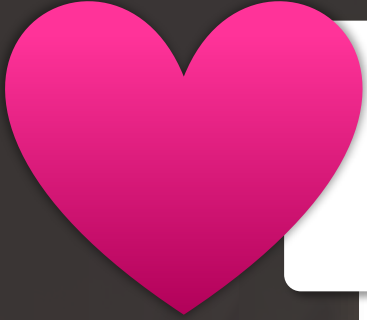
Employee Advocacy means giving your people...



- ✓ A clear reason to engage
- ✓ Relevant content to share
- ✓ Skills and confidence to share their own 'workplace stories' online
- ✓ Rewards for shares, applications and interviews (not just hires!)

**Your people are your most powerful asset on social media.
Help them find their voice!**

Talent Communities



Nurture connections – inspire, inform and create emotional engagement

Pre-apply

Candidates

Employees/Alumni

Exploring the black hole of Onboarding

30%

of new hires continue looking for new roles after they're offered...

10%

accept other jobs!

The 4 Cs of Onboarding:

Compliance (paperwork, R2W and the necessary but 'boring' stuff!)

Connection (personal relationships)

Context (setting expectations for the new role)

Culture (welcome people to the team/ethos)

Onboarding Green Room

- ✓ Congratulate, welcome, engage and inform new hires
(Connection, Context and Culture)
- ✓ Create a sense of belonging
(even before they start)
- ✓ Connect and engage
(with manager, mentor and team)
- ✓ Reduce anxiety ahead of first day
(where do I go, how do I get there, what do I wear?)
- ✓ Share critical info
(what to bring, what time to arrive, where to park!)



Onboarding Green Room

The numbers:

30%

Decrease time to settle and perform by 30%

82%

Improve new hire retention by 82%

70%

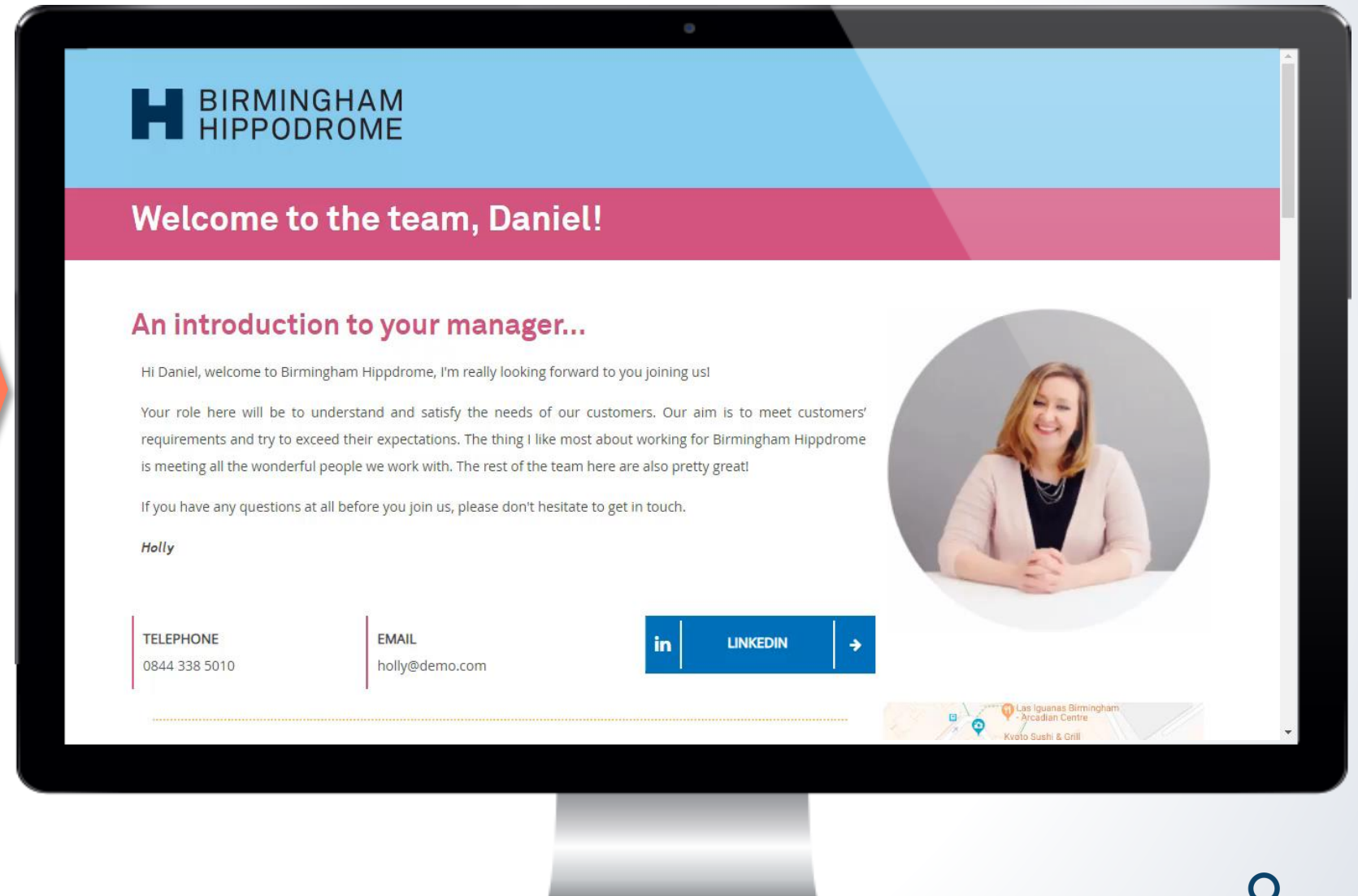
Increase productivity from day one by 70%

(Brandon Hall Group)



Onboarding Green Room

Jobtrain's Onboarding Green Room





We practice what we preach!



Final thoughts

- ✓ Embrace video, get ahead of your competition, stand out from the crowd and tell your stories to engage
- ✓ Harness the power of your employees' networks - reward them in fun and inventive ways!
- ✓ Keep the conversation going and drive emotional engagement with Talent Communities
- ✓ Don't keep new hires hanging - congratulate, welcome, inform and connect with them!



Thanks for watching!



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