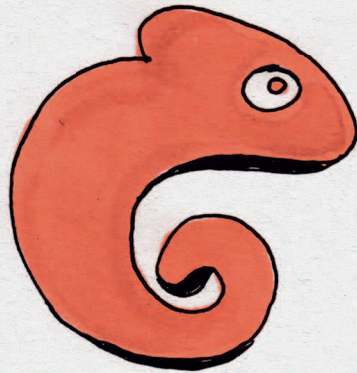
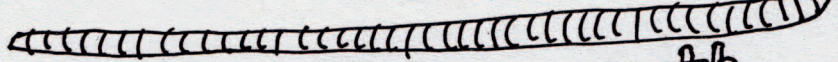




EVOLVE!

summit 2017

Wednesday



8th november

Petr
Skondrojanis

START OF EVOLVE!
SUMMIT 2017

moderator



Dave Hazlehurst

recruitment marketing Ph. Creative

9-9:45

LEARN ABOUT
— THE —
IMPORTANCE
— OF —
STORYTELLING
— IN —
MODERN
RECRUITMENT

GETTING GOOSEBUMPS
THROUGH THE POWER
OF STORYTELLING

FEEL

1ST

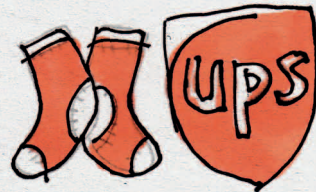
THINK

2ND

HOMOPHILY | FEELINGS

TOP GUN

STAR WARS



• magic can happen •

PERCEPTION
VS
REALITY

EVP + PVP
= PEOPLE
CONNECTIONS

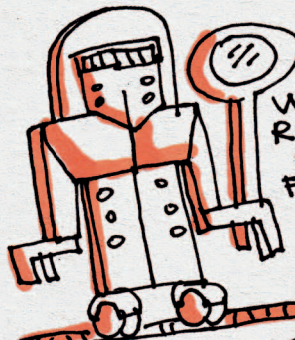


Katrina Collier

@katrina
McCollier

CAN WE
AUTOMATE
HUMAN
BEING?

9:45-10:30



WHAT
ROBOTS
CAN
FIND
?

WHAT
ROBOTS
WON'T
FIND
?



DON'T
TO BE
CREATIVE
!!!

EMOTIONS

RANDOM
INVITES
LINKEDIN

highly
personalized
messages

FTW!

CREATE
EASE

USE THE
RIGHT
CHANNEL

USE THE
RIGHT
LANGUAGE

I WANT
YOU
TO BE
A
HUMAN
NEAREST
RECRUITING
STATION

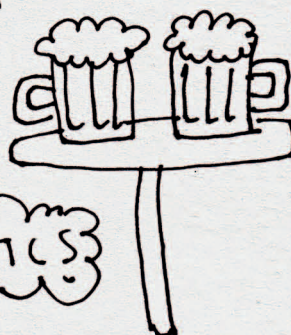
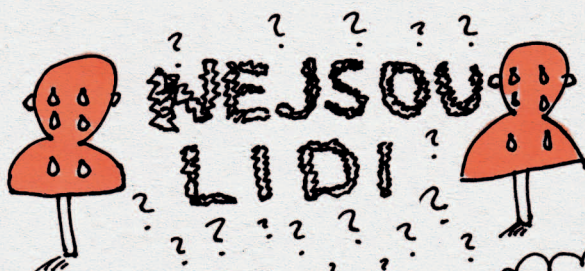
oh, and I like
Arctic Monkeys
too.

Matej Matolin



#SOCIAL
RECRUITMENT

CANDIDATE
DRIVEN?
MARKET?
LEARN HOW
TO HIRE IN OTHER
COUNTRIES



LOGISTICS

STORY

COOL CLIENTS
NEW LIFESTYLE
GREAT PLACE
...

PROMOTION

COMMUNITY

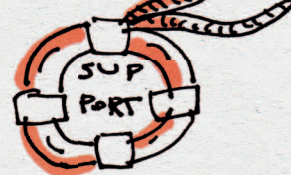
STAF



INTERVIEWS

! CANDIDATE!
! EXPERIANCE!

DAILY CONTACT



CODE IN EUROPE
LISBOA, BRAZIL

GLASSDOOR
PROFILE

Get together
improve
Czech visibility
abroad

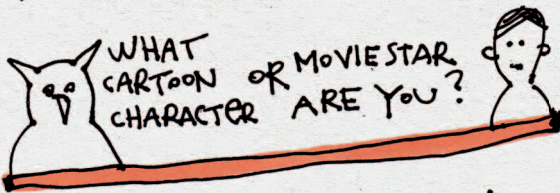
Bill Boorman

@BillBoorman



HOW TO FIND
THE UNTAPPED
TALENT POOL
USING
BIG DATA

Trump, Brexit, May & All That



Profiles
& Personas
CAMBRIDGE ANALYTICA

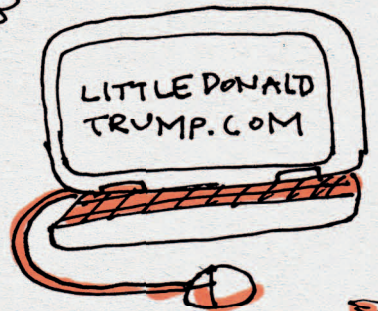


SINGLE MESSAGE
• MEME
• VIDEO

SHORT FORM



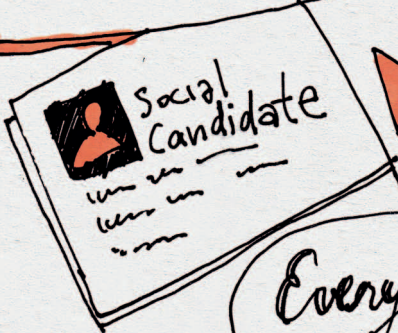
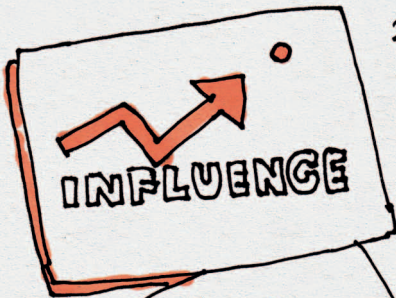
every email, which is longer
than 6 lines is a ...



ads, images
videos, stories



LinkedIn → Personal stuff



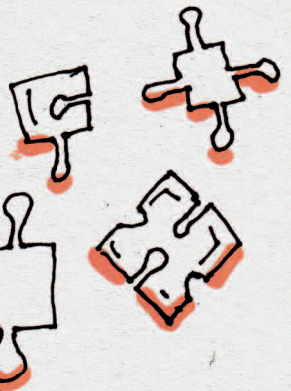
twitter

PEOPLE WHO TALK
A LOT ABOUT THE
WORK ARE EXTREMISTS

Every channel has
to be different

Jan Tegeze

GAMIFICATION
IN SOURCING



APPS

STALKSCAN

STALKFACE

Linked in

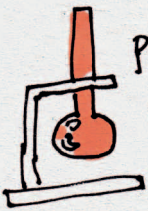
Be allstar

MOTIVATION
CHALLENGE
TEAMWORK

running app

78% SOURCERS
ARE NOT GOING
TO PASS THIS LEVEL

SOURCING.GAMES



Peeling back
method



it helps
think
outside
the
box

& cooperate

GATEKEEPER.AUDIO

coffeeshop bus
airport traffic
construction ...

baby
6x better
than anything
else

PEOPLE WANT TO LEARN,
BUT THEY WOULD RATHER BE
ENTERTAINED.

Balazs



P



Paroczay

workshop

build your own
boolean builder

google.com/alerts



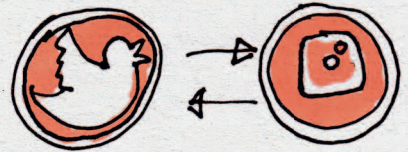
RSS feed
reader

Google custom
search engine
(CSE)

Blockspring
(automated)
search

foursquare
meetup

Zapier
app workflow
automation



All keywords
& Hashtags

one spreadsheet

m	m	m	m	m	m
m	m	m	m	m	m
m	m	m	m	m	m
m	m	m	m	m	m

import.io

Hollie



Delaney

17-18:30

LEARN
THE ZAPPOS
WAY TO HIRE
FOR COMPANY
CULTURE
FIT

delivering happiness

Zappos!

.com

WOW FUN POSITIVITY
CREATIVE

focus on
culture
& service

4 week
training

HIRE SLOWLY
FIRE QUICKLY

WE WILL
PAY YOU
TO QUIT

ENTER
HOLOCRACY

COMMUNITY
CHARITY
EVENTS

**NO
MONKEY
BUSINESS**

PROGRAMS

wellness
GYM/endurance prog.
CO-WORKER BONUS
Zollar Store
Wishes



KNOW
YOUR
TEAM

COMMITMENT
IN
ACTION

thursday

9th november

Tyler Golden

BUILDING
A SUCCESSFUL
EMPLOYEE REFERRAL
PROGRAM:
THE RED HAT AMBASSADOR
STORY

9:00-9:45

Global TA operations manager



CHALLENGES

EASE
OF
USE

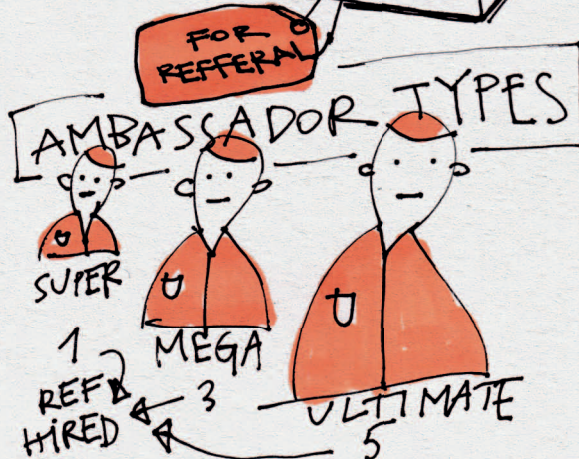
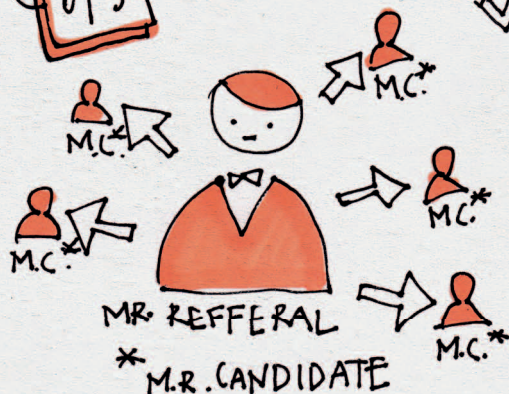
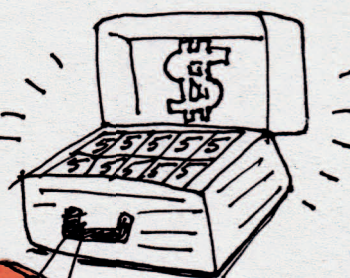
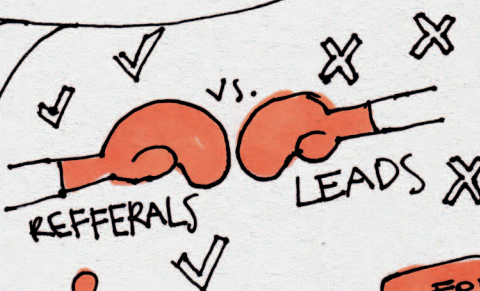
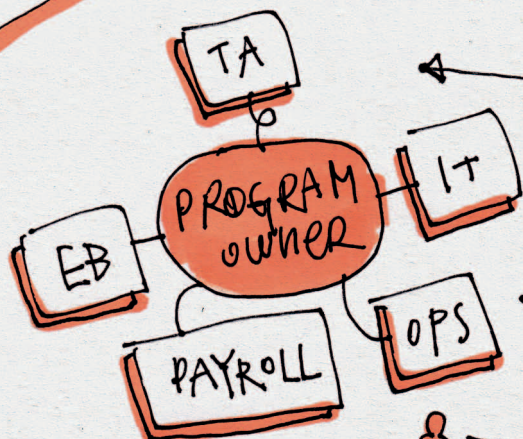
OWNERSHIP

SCALABILITY

TRANSPARENCY
FOR
EMPLOYEES
&
CANDIDATES

ambassador
program

CONNECTION
REFERRAL



@Karen.Azulay
289

KAREN AZULAY



WE ARE
ON A
JOURNEY

WILL SMART
CHATBOTS REPLACE
RECRUITERS
?

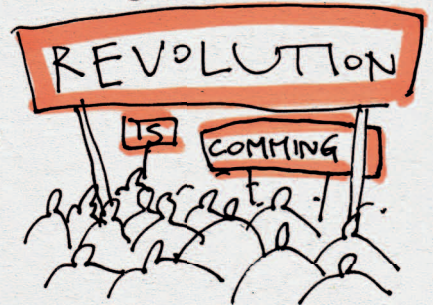
Anyone
can do
sourcing



you
can not
automate
EMPATHY

SPECIES
ARE
EVOLVING

VERVOE
ARYA
POCKETRECRUITER
INTERVYO
SKILLSCAN



chatbots

CYBORGS

HUMANIDS
QEMANIDS
ANDROIDS

NEVER
GET
TIRED

CHATBOTS

MYA

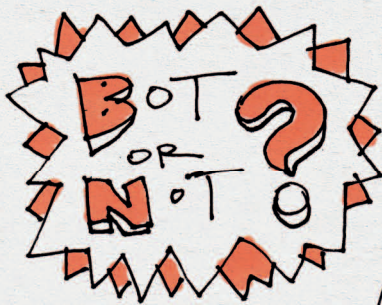
VERA

XOR

KELLYOCH

JOBPAL

000



you
have
to be
prepared

SEARCH

MATCH

ENGAGE

SCREEN

SIMULATION

CONNECT

Dave Farlehurst

2nd ROUND "P"
P.h. Creative

BUILD UNIQUE
CANDIDATE
EXPERIENCE
IN YOUR
HIRING

MINDSET
TECHNOLOGY
RESOURCE

ZMOT

happiness
is a
journey
not a
desti-
nation

SEE
THINK
DO
DELIGHT

PERSONAS
MAPPING
CX

18%
OF OUR
REJECTED
CANDIDATES
WE'RE
CUSTOMERS

JUST
ASK

CON
TENT

VALUE
FIRST

www.jobpagegrader.com

UNDERSTAND
MEASURE
STORYTELLING
...



Katrina Collier



2nd ROUND

WHAT WOULD YOU DO
IF LINKEDIN DIDN'T
EXIST?

7.524 ^{ON PLANET} BILLION
3.028 ^{ON SOCIALS}

500 MILLION
ON LINKEDIN



PEOPLE CHECK:
in 17 min/month
fb 35 min/day

CANDIDATES
GOOGLE
YOU



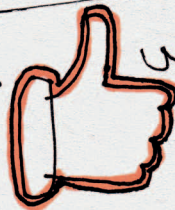
CHROME EXTENSION:
DISCOVERLY

fb search
tool
Intel Sw.com

AA Marketplace

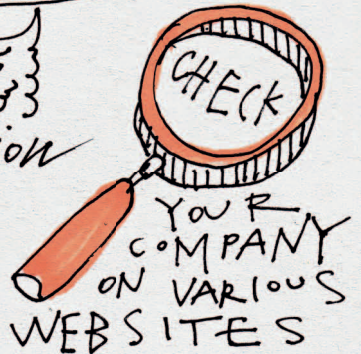
fb page Jobs
tab

Google
JOBS



Polish up
your
reputation

BE
RELEVANT



- 1 Google yourself
- 2 Google your company
3. Be a human
4. Reach beyond LinkedIn

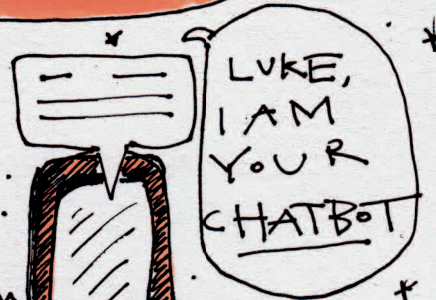
Viktor Kustein

TECHNOLOGIES THAT WILL (TRULY) CHANGE HR

ROCKAWAY

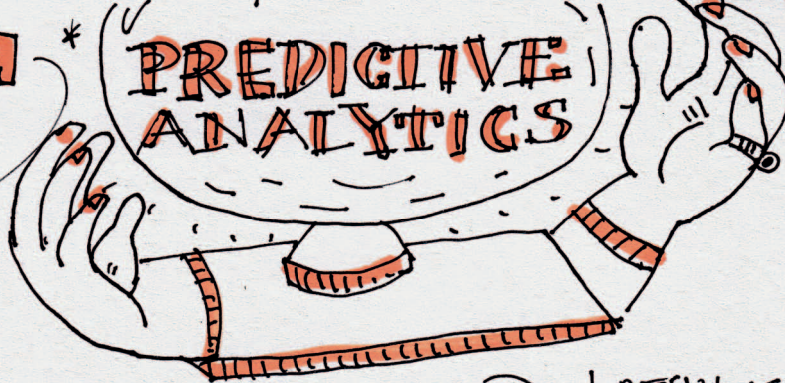


- READING OF CV 20-30 sec. (5-7?)
- 1-2 min - evidence
- 100+ yrs to decide
- only 12% use analysis



geheea
Czech SOFTWARE

identifying new paper articles



PLS ASK GOOD QUESTIONS



WORK WITH TEAMS

PURPOSEFLY



RESULTS
EXPERTISE
INSPIRATION
RELATIONSHIPS
TRUST



Balazs Paroczay Fertig

STRATEGIC SOURCING
SESSION



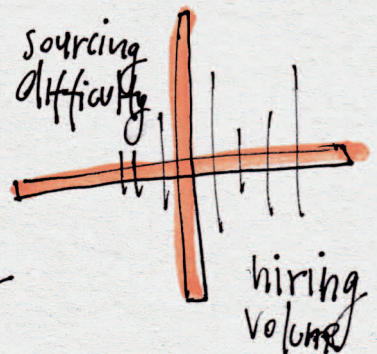
edlington

INTEGRATED
RECRUITMENT
FRAMEWORK

DEFINE
VALUE



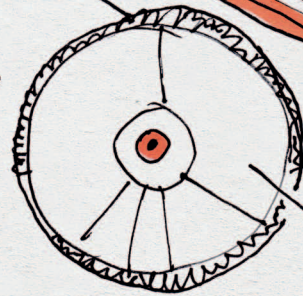
sourcing
difficulty



SLA

KPI

vs. Reality



SOURCING
STATUS

analysis



SKETCHNOTING BY:

RadEchlo

www.RADECHlo.com

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