



≡EVOLVE≡!
SUMMIT 2018

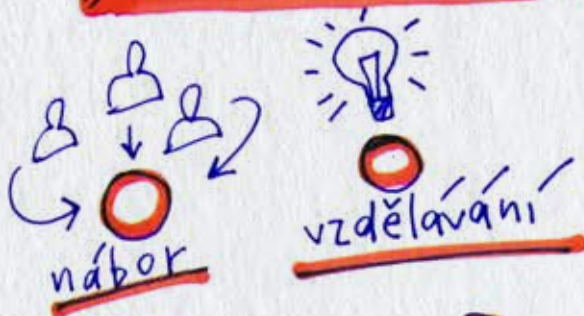
13th – 14th
NOVEMBER

november
13th

Marek Premus Šimon Kubíta

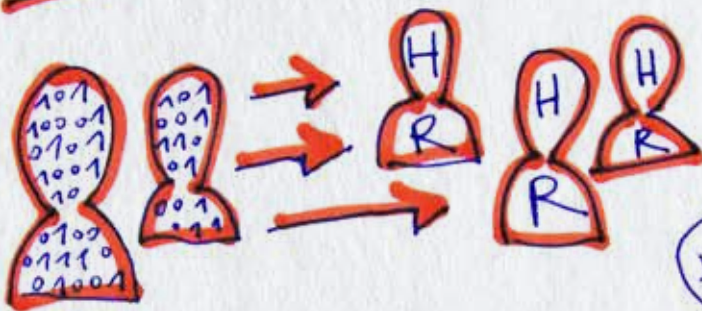
13th NOV
9⁰⁰ - 9⁴⁰

IT jako klíčová:
součást HR
oddělení



14 dní → 72 → 48

TIME TO CONTACT



POZNÁVÁNÍ
HR
DNA

$$HR = B + IT + M$$



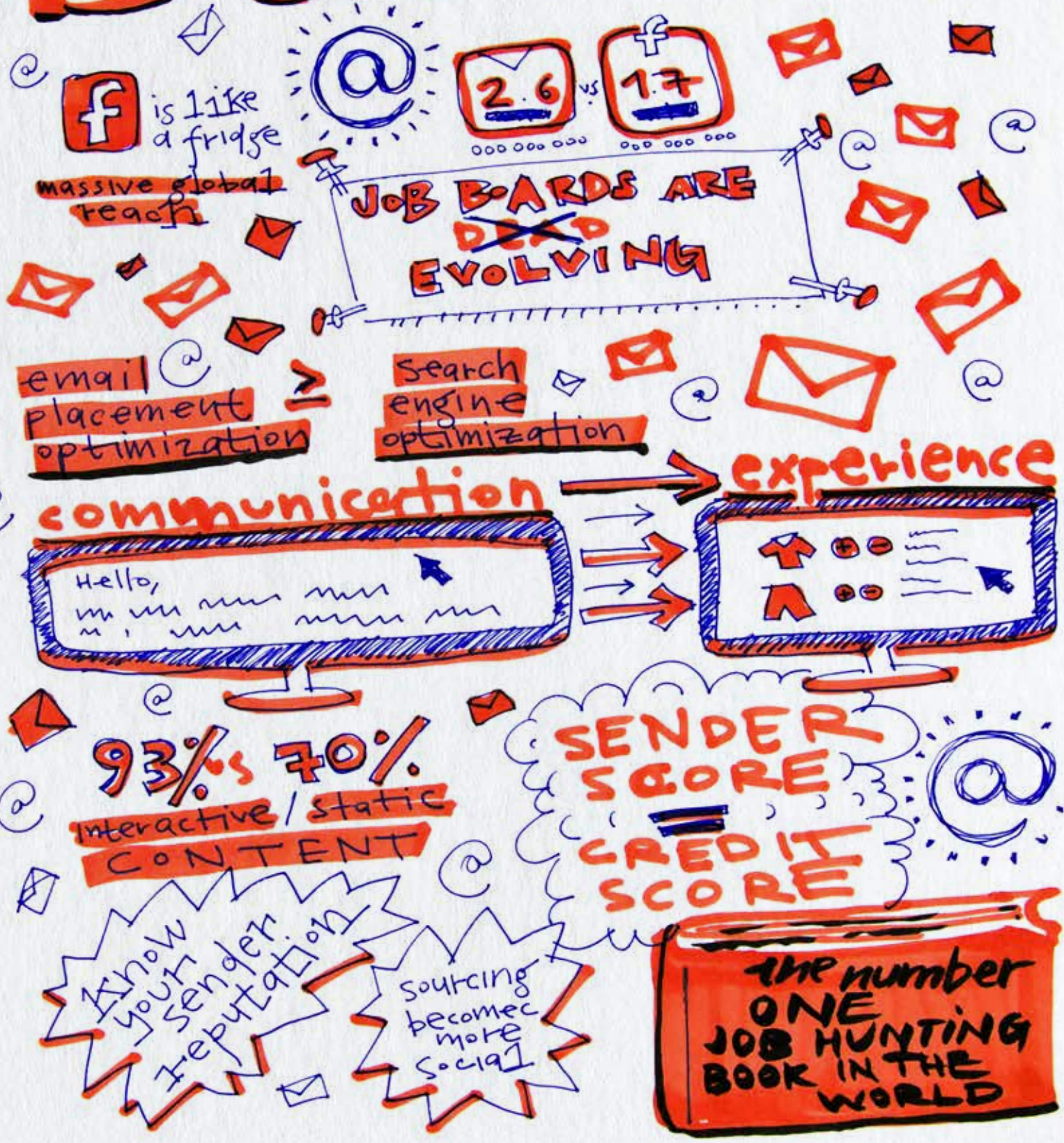
~~HR = REAKCE~~
~~PEX = AKCE~~

PEOPLE
EXPERIENCE
DEPARTMENT

alza.cz

9:40 - 10:20

Jim Stroud



10 50 - 11:30

Bill Boorman

a new kind of good

#TRV



RAGE
against
THE
MACHINE

RECRUITMENT
LIKE IN
GAME OF THRONES



RECRUITMENT
IN THE
FUTURE

~~ALGORITHM~~
~~ANARCHY~~



DONT
BLINDLY
TRUST
THE
TECHNOLOGY



Slave to TECHNOLOGY

WOMEN?
ALGORITHM
SAYS
NO!

AMAZON
MISOGYNY

! CLEAN
! DATA !

POWER TO THE PEOPLE

Kateřina Gábová

11:35-12:15

KIWI.COM

DATA DRIVEN
CANDIDATE
EXPERIENCE

2015
100 EMPL.

2018
2400 EMPL.



How
CANDIDATES
USE YOUR
SITE

How
FAST IS
YOUR REPLY

WHAT'S THE
CONVERSION
RATIO

GOOGLE ANALYTICS
HEAT MAPS



HACKS
CALENDLY
CODILITY
JOBVITE
MAILCHIMP



Richard Collins

14¹⁵ / 14⁵⁵



Clickla

The recruitment media landscape is changing rapidly



HUNG LEE

15:00 - 15:40



SCALABILITY



WHAT RECRUITERS CAN LEARN FROM THE SW ENGINEERS (THEY HIRE)



THOUGHT MACHINE



PRINCIPLES:

- modular design
- parallel processing
- find subroutines
- contract of interoperability
- elastic

accenture



Workshape.io

Jiří Boudal

16¹⁰ 16⁵⁰

jak zrekonstruovat?
podvědomí!



BEHAVIORÁLNÍ
EKONOMIE

Google.

CHYTRÍ LIDÉ

HUPACÍ
SÍŤ



ASOCIACE



BENEFIT



JEN POPRVÉ
SYMBOLY
EFEKT KONTRASTU
DISTINCTIVE
ASSETS

EFEKT
SNADNEHO
ZPRACOVÁNÍ

JEDNODUŠE
KRAŤCE
MÉNĚ
OPAKOVANĚ
...

MINIDĚJ
EFEKT PŘÍBĚHU
KDO
PROČ

EFEKT
DOBŘÉHO
POCITU

pravidlapodvedomi.cz

16⁵⁵ - 17³⁵

Kasia



Borowicz

THE ROAD LESS TRAVELLED
- CREATIVE SOURCING

THINK ABOUT THE CANDIDATE WITHOUT JUDGEMENT



GET YOUR CADDY

UNUSUAL TECHNIQUES TO LOOK FOR CANDIDATES

USE NEW PLATFORMS



SHOPPING FOR CANDIDATES

THINK OUTSIDE THE BOX



THINK ABOUT THE MESSAGE

November
14th

Andrej

14th 11.

9⁰⁰ - 9⁴⁰

SMART TOOLS
&
BOTIFICATION
OF
SOURCING

Prochazka

f LONDON

Why using
Messenger Bot?
• I HATE TALKING
TO PEOPLE
...

track
what
you
DO

- 1 LEARN messenger
- 2 Research CHALLENGES
- 3 Read THE WIKI
- 4 BUILD IT

SIM
PLI
CITY



GENDER/AGE/COUNTRY...

human added value

HIGH

REC-SOURCES

PM

HAV. LOW

Automation
program managers
Tool specialist

* MOM * DAD

facebook London



sounds great!



DUMB
IS THE NEW
SMART

Automat.
potential

9/45/025

Pethra V. Giles



ATTRACTING
EMPLOYEE REVENUE

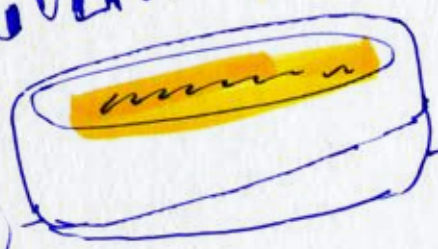


CREATE
METHODS
TO DEVELOP
TALENTS

1.
STORY



CREATE
A
CULTURE



SUCCESSION PLAN
MORE THAN MONEY



RIGHT NOW!

Hung Lee

1055 - 1135



Future of Sourcing

WEB 1.0
1991

1998

Google

WEB 2.0
2003

2008

BIG DATA

Never finish your THOUGHT

first contact is always an ambush
to a sourced candidate

ACCELERATE RELATIONSHIPS



neocortex

mammalian

reptilian

FAST THINKING

- limbic system
- emotion
- cognitive bias
- low-ll-load

SLOW THINKING

- neo cortex
- logical
- ratio
- high cogn. load

UNDERSTAND NEWSFEEDS

BUILD DISTRIBUTION CHANNEL

UNDERSTAND FAMILIARITY BIAS

FIRST CONTACT / NEUTRAL SPACE

13th - 13⁵⁰

2nd ROUND

@BillBoorman

Bill Boorman

DIGITAL PEOPLE

DON'T
BE A
DICK

Do something
DIFFERENT

IVP
NOT
EVP



CON
VERSA
TION
AGE

EVOLUTION THE GRADUAL
DEVELOPMENT
OF SOMETHING

THE ALGORITHM
IS GONNA
GET YOU!

SOURCER
RECRUITER
HYBRID



TECHNOLOGY
PEOPLE

THINKING
LIKE A R.O.B.O.T
IS THE BEGINNING
OF THE END

AUTOMATION NOW

TEXT FACE VOICE

you
can
do
better
than
a robot



13.55 - 14.35

2nd
ROUND

Jim Stroud

THE PERILS & PROGRESS
OF WORKPLACE EFFICIENCY



BRAIN
WAVE
SCAN



EXPRESIONS
MEASUREMENT

FREE
BRAIN
SCAN
DEVICES

WORKPLACE
SPIES



BRAINS
IMPLANTS
CAN BE
HACKED

15⁰⁰ — 15⁴⁰

Petr Hovorka

BUDOVÁNÍ ZNAČKY
ZAMESTNAVATELE.
BUZZWORD DNEŠNÍCH DNI

1.
CESTA
KE
ZNAČCE



2.
TVORBA
IDENTITY

3.
SBLIŽOVÁNÍ
LIDÍ
A MYŠLENÍ



RITUÁLY

4.
JAK TO
ROZDÝCHAT
KDO NEROSTE,
STÁRNE
VZTAHY POTŘEBUJÍ
HNOJIT



Sketchnoting by



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13+14 Nov 18