

Your Speaker



Ira S Wolfe

“Millennial Trapped in a Baby Boomer Body”

President, Success Performance Solutions

TEDx Speaker – Author - Blogger

from DisruptHR



IRA WOLFE

RECRUITING IN THE AGE OF GOOGLIZATION

KEITH CAMPAGNA

EMPLOYERS NEED TO STOP PRETENDING THEY ARE HELPLESS
AND BEGIN NURTURING THEIR EMPLOYEES OUTSIDE OF WORK



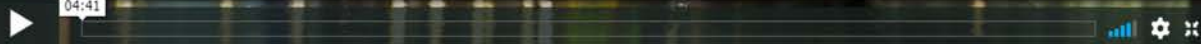
DISRUPT

THE REBELLIOUS FUTURE OF HR

Keith Campagna

Regional Sales Manager, Jobvite

Growing Your Business with a Reactive Recruitment Model
[Yinz Can't Get There from Here!]



Labor: Adapt to Attract & Retain



Three things we've learned.

2007 - 2018

1



Millennials (1980-1996) aren't aliens.



**Life is how you
look at it.....**

**...and so is
recruiting.**

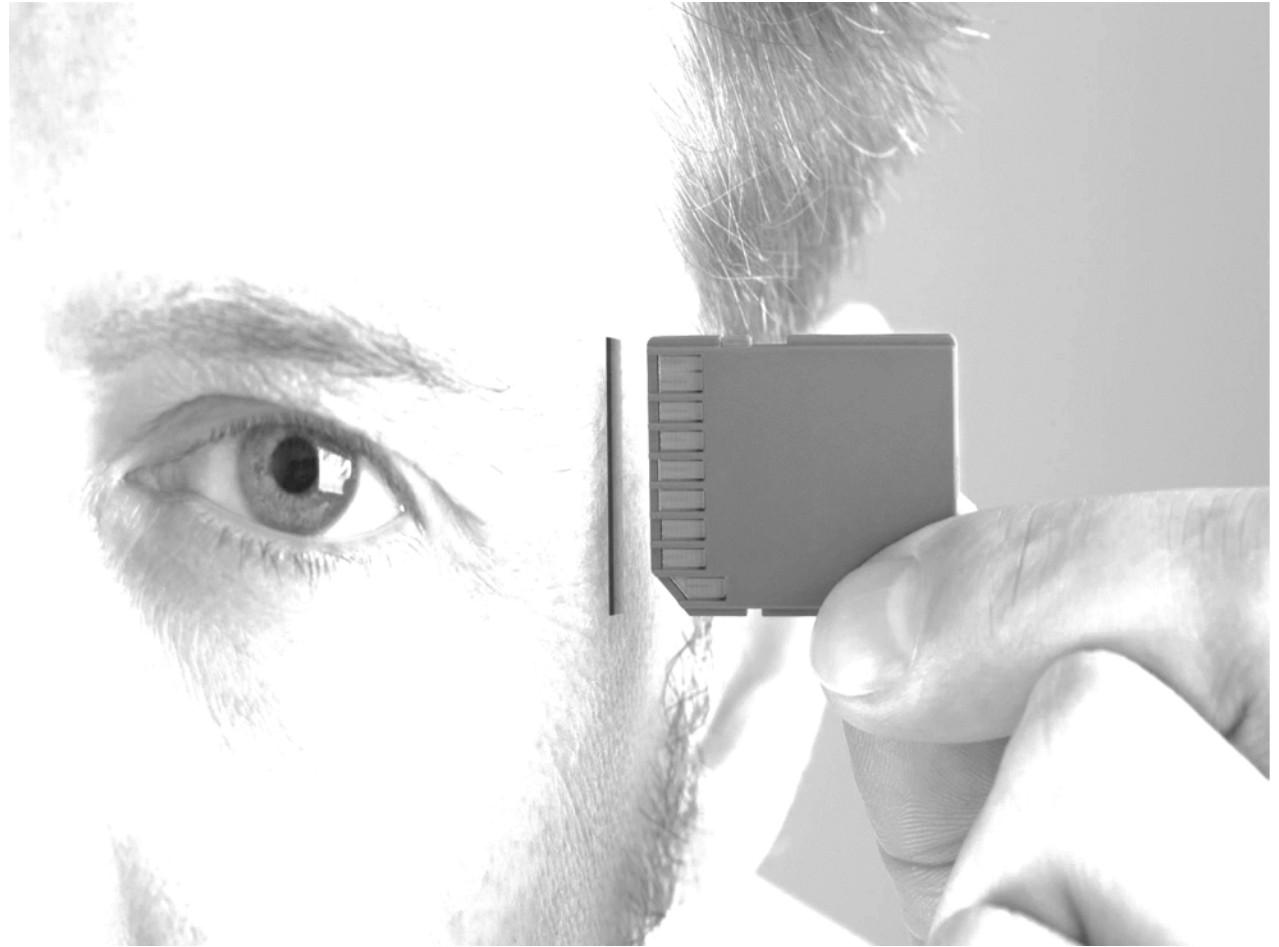
But it is not the answer

2



Automation is inevitable.

The Future isn't coming, It's here!




3



WHAT IF I TOLD YOU

**YOU DON'T NEED TO BE COLLEGE
EDUCATED TO BE SUCCESSFUL**

VIA 9GAG.COM



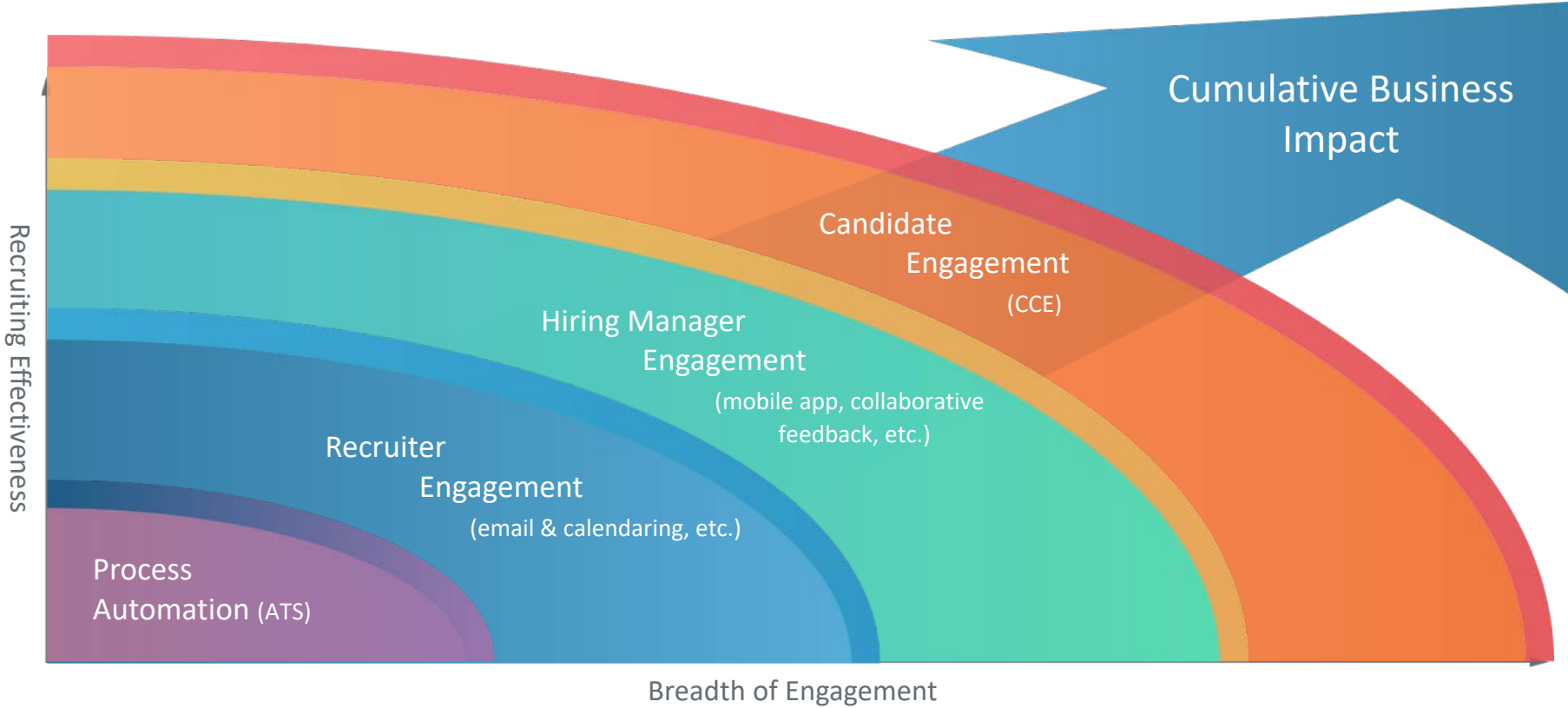
Change is happening 10 times faster and at 300 times the scale than it did just a century ago [causing] roughly 3,000 times the impact.

McKinsey & Company

Labor: Adapt to Attract & Retain



Recruiting Evolves into Continuous Candidate Engagement



5 Recruitment Metrics You Need to Know

4

UNEMPLOYMENT

The unemployment rate has fallen to 4% or below in the U.S.– and less than 2% for some jobs in many industries and regions.

87

HIRING

Nearly 9 out of 10 business owners (87%) who are hiring report they are getting too few or no qualified applicants.

31

VACANCY

The mean vacancy duration has risen to 31+ business days, more than 6 weeks. It's even higher for skilled jobs in many companies.

17

QUIT RATES

Workers are choosing to leave their jobs at the fastest rate since the Internet boom 17 years ago.

90

ABANDONMENT

Many companies experience candidate abandonment rates as high as 90% due to long and non-mobile friendly applications.

As of July 2018

Candidates are rejecting companies with outdated systems and practices.

60%

abandon complex
online applications

72%

share bad experiences
via social media and
personal networks

85%

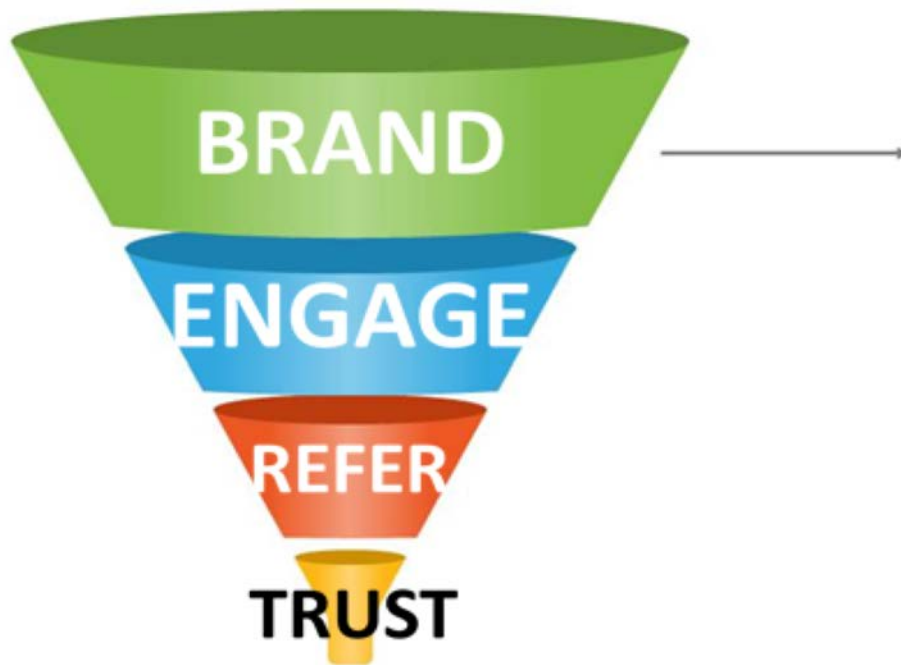
won't consider your
company again after a
bad experience

“ You’ve got to start with the
CUSTOMER EXPERIENCE and
work back toward the technology. ”

- Steve Jobs



Straight Talk about the Future of Work



Like YOU, everyone is super busy. You will lose them if you're over persistent or if you are not nice.

So be nice.



“I advise Fortune 500 executives to treat talent as they would customers: Understand their behavior, and design recruiting strategies that **meet them where they are.**”

Erica Dhawan, Harvard Business Review

Top 5 Signs of Reactive Recruiting

1. Lack sourcing and marketing strategy
2. Expect to hire just-in-time
3. Poor employment branding
4. Bad candidate experience
5. Lack evidence for decisions





Post-and-pray is not a strategy!

Candidate Experience Starts Well Before A Candidate Applies





Search Google or type URL



- 100 billion searches a month
- 40,000 search queries every second
- 91.5% of all Internet searches
- 60% of Google's searches come from mobile devices

<https://blog.statusbrew.com/social-media-statistics-2018-for-business>

37,665 Searches since opening this page
0:00:01 seconds ago

Everyone knows how to “Google” something



... and “Googling” for jobs is no exception!



retail jobs in grand rapids mi

All Images Shopping Maps News More

About 1,310,000 results (0.55 seconds)

Jobs

Near Grand Rapids, MI

Sales & Retail Past 3 days Full-time Management Customer



Retail Management - Grand Rapids and Surrounding

GameStop

Grand Rapids, MI

via GameStop Careers

🕒 6 days ago 📅 Full-time



Retail Sales Associate - Kentwood

Sprint Store by Universal Wireless

Grand Rapids, MI

via ZipRecruiter

🕒 1 day ago 💰 \$ 14-15 an hour 📅 Full-time



Retail Sales Associate

Burlington Stores

Grand Rapids, MI

via Glassdoor

🕒 16 hours ago 📅 Full-time

→ 100+ more jobs

73

Seventy-three percent of job searches start on Google.

300

That amounts to over 300 million job related searches each month.

0

When you post a job only on Indeed, **zero percent** of your job listings now show up in Google for Jobs!

Employment Branding

3.00

05.Dec.2017 • Employee

It is very low paying and not really any room to advance

"Poor salary - no vacation or sick time"

★☆☆☆☆ Former Employee - Anonymous Employee

indeed

2.5 ★★☆☆☆ 17 reviews

- Reputation matters
- First impressions matter



Finance and Accounting

We are problem solvers at heart. We take our responsibilities very seriously, but we meet new challenges with a creative, innovative spirit. We provide reports, pay the bills and teams, watch our cash, and meet stringent compliance standards - but we also develop solutions that fuel Airbnb's rapid growth and underpin its success. We're building the company's international financial infrastructure from scratch, creating effective solutions while maintaining our spirit of fun, energy, and passion. Above all, we're team players. Are you one of us?

Open Positions

Position ▾

Location ▾

2019, Finance Summer Intern

 San Francisco, California

Analyst, Platform

 San Francisco, United States

Director Tax Accounting

 San Francisco, United States

Careers

We are a growing company that's looking for driven people who value quality work and client relationships as much as we do.

Our [team members](#) receive competitive pay and benefits, and they have the opportunity to move up within the company. We love what we do, and we are looking for others who feel the same way.

Apply below for one of our landscape maintenance jobs, and we will be in contact with you soon.



Current Job Openings at Landscaping

Branch Manager

As a Branch Manager, you will apply your skills and experience in the Green Industry and be responsible for a \$4-6 million branch based landscape maintenance business. Oversee all branch operations to ensure safety, production efficiency, quality, service, and cost-effective management of resources. Responsibilities include full



CALL: [REDACTED]

Apply Now

About [REDACTED]

We are a growing company that's looking for driven people who value quality work and client relationships as much as we do. We love what we do, and we are looking for others who feel the same way.

Compensation and Benefits

- Competitive Pay
- Health Benefits
- And more!

Whether you're an industry veteran or just starting out, we're excited to offer you an opportunity to grow your own rewarding career (and we'll have some fun along the way!).

Think you're ready to join our team?

Join Our Team

First Name*

Last Name*

Email*

Phone Number*

City*

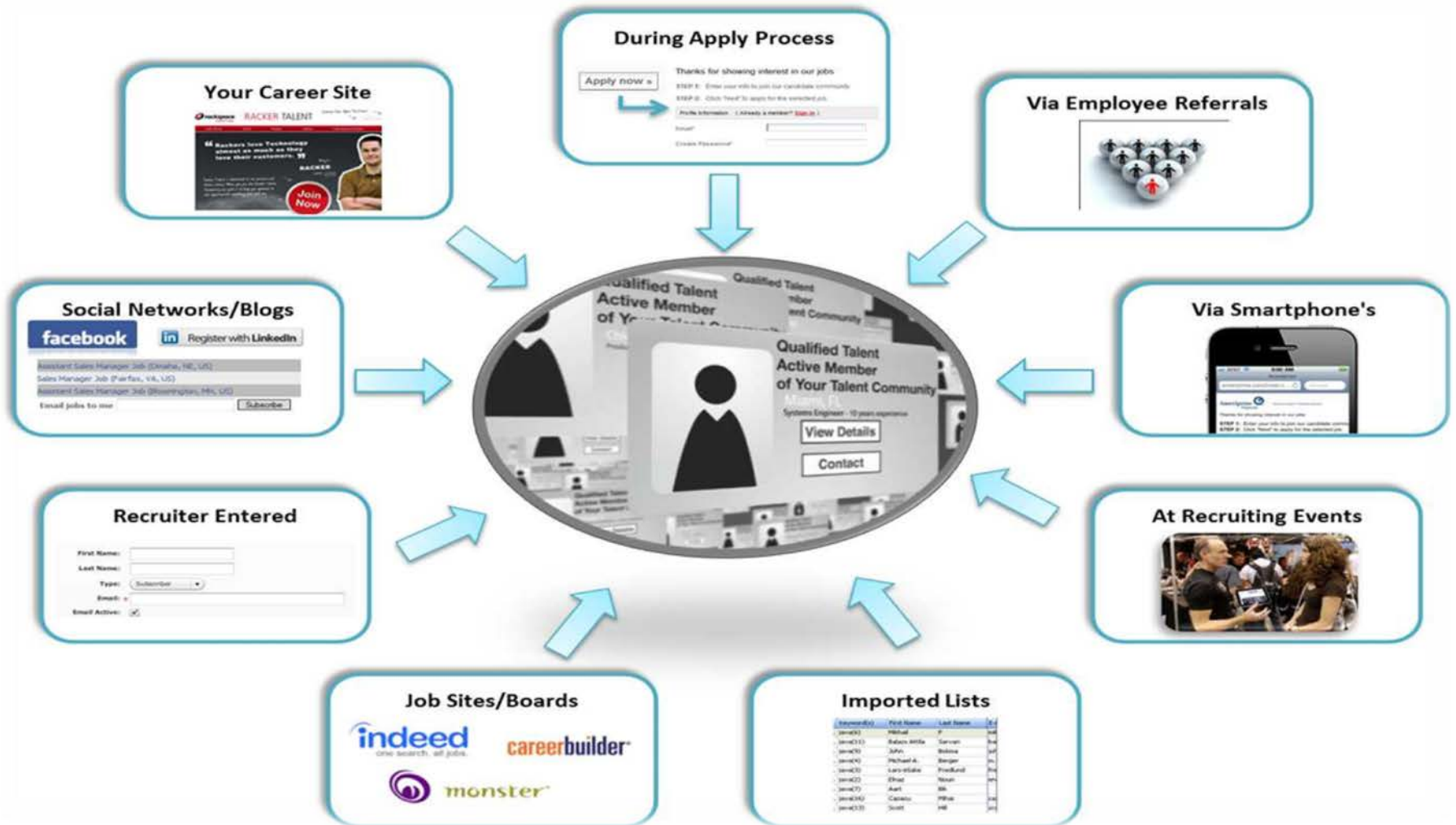
State/Region*

Are you legally eligible for employment in the US?*

- Please Select -

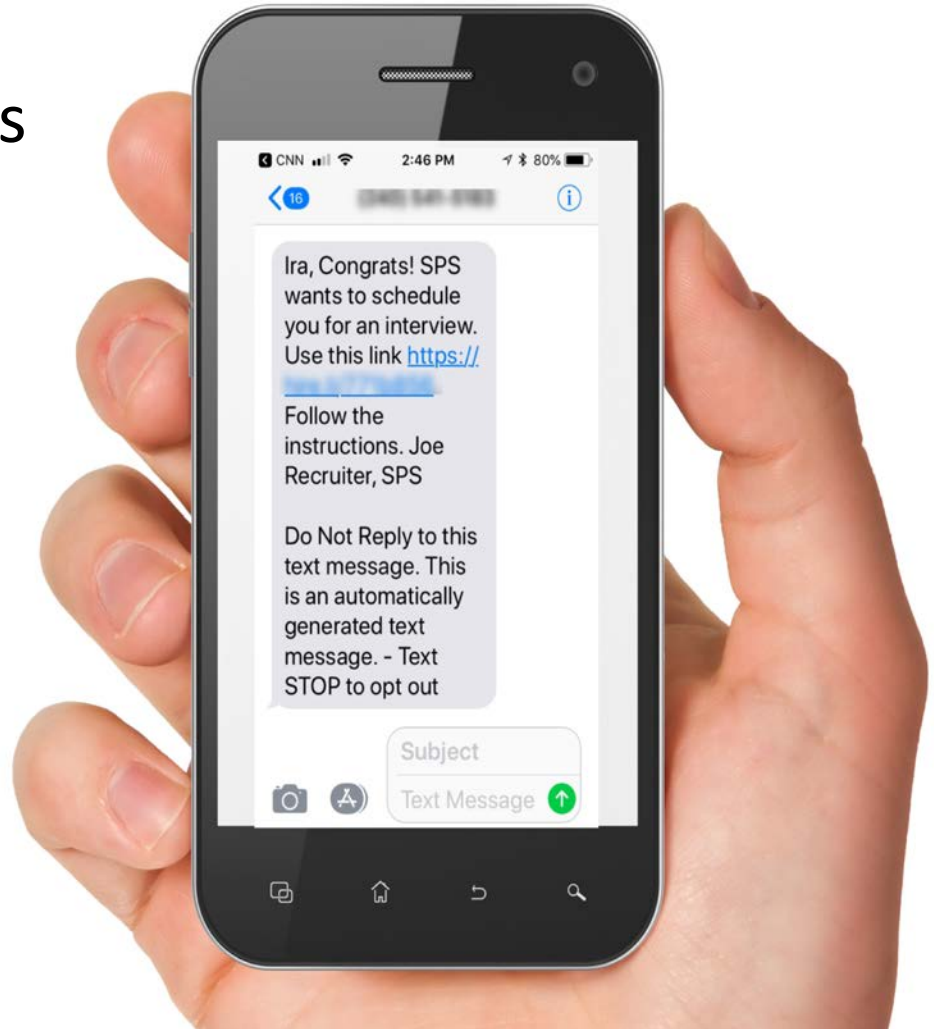
Please select an option from the

Different Ways to Build Your Talent Pipeline



Why Text Messaging?

- Average person checks phone over 80-150X a day* or every 12 minutes
- Preferred medium of communication ages
- 18-44*
- Read over 95% of the time; emails are opened 20%
- 90% read within first 3 seconds**

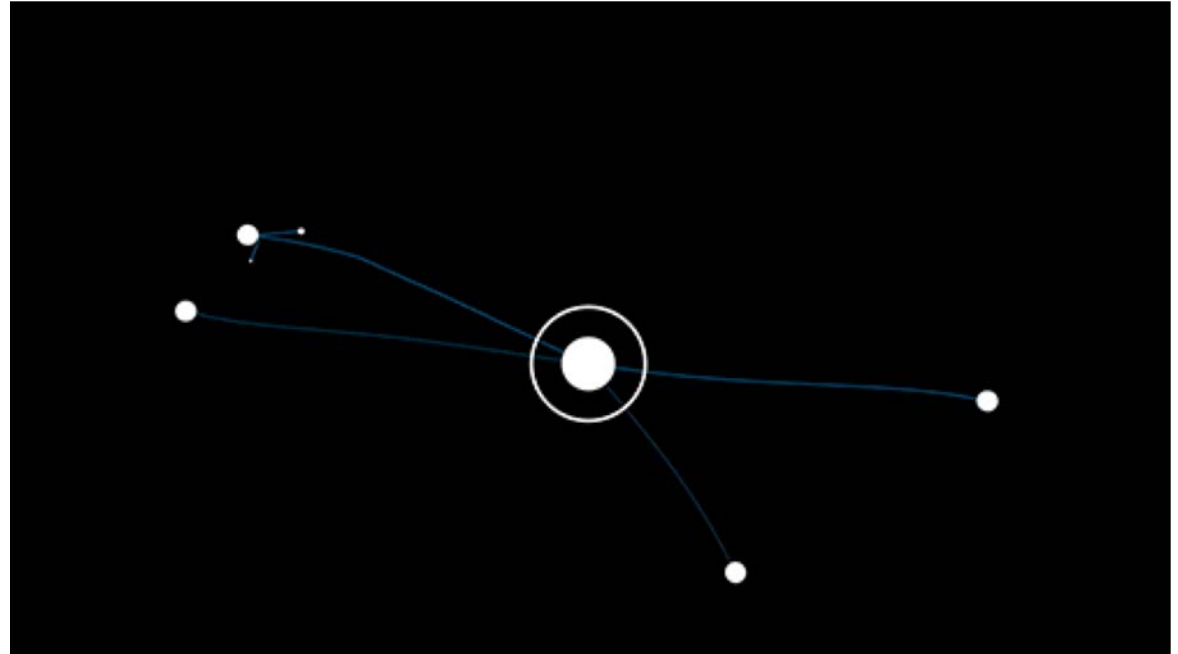


* Source: Pew Research, Asurion

**http://info.dynmark.com/hs-fs/hub/307137/file-650880813-pdf/whitepapers/Intelligence_Review_Edition2.pdf

We are all marketers now!

- It's not the good-old-boy-network anymore
- Content is consumed anytime, anywhere, on any device.
- 5.1 Billion unique mobile users; 55% are active social media user.
- Social recruiting is easier said than done!



**Reminder: It is very
smart to pay
someone to do this**

“People are our biggest differentiator.”

Where is your data to back this statement?

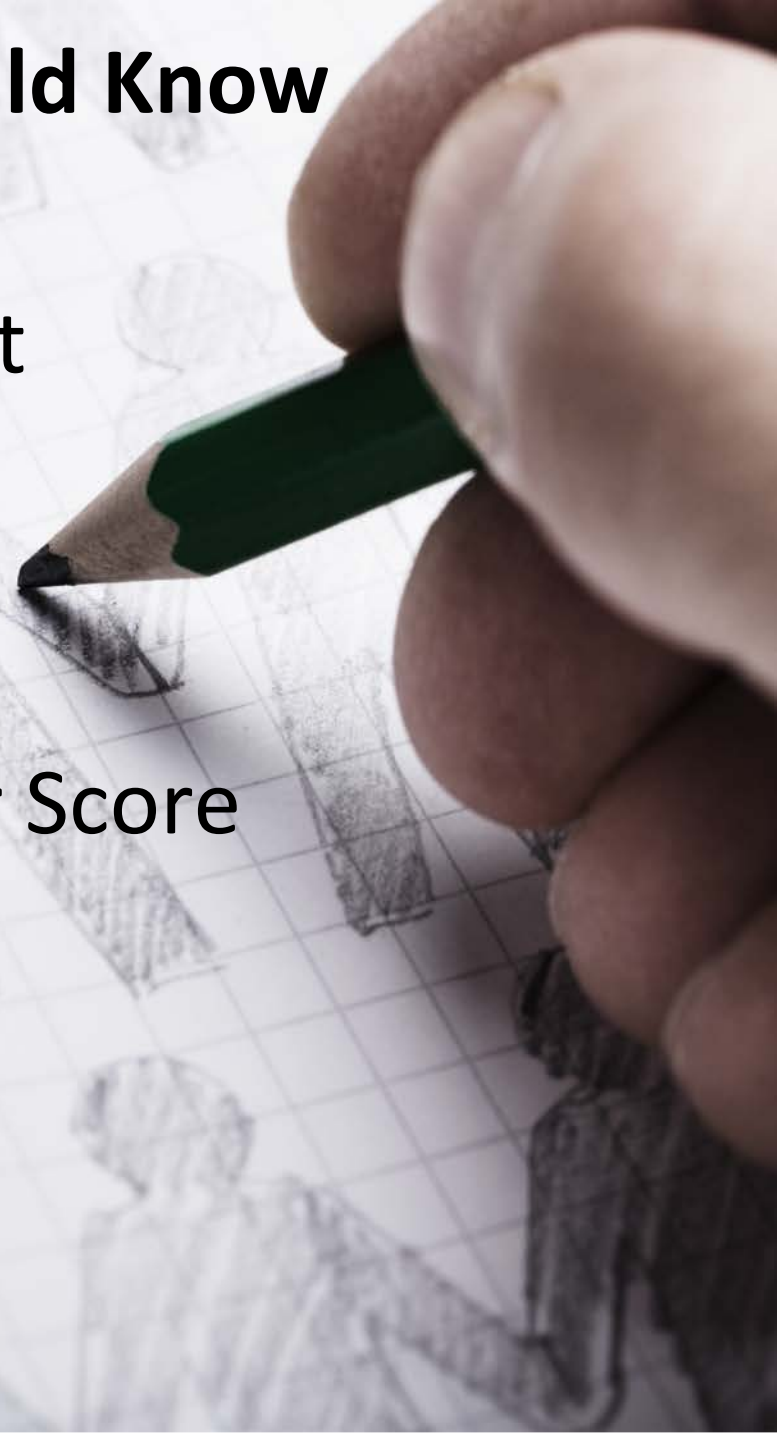


*“In God we trust, all others bring **data.**”*

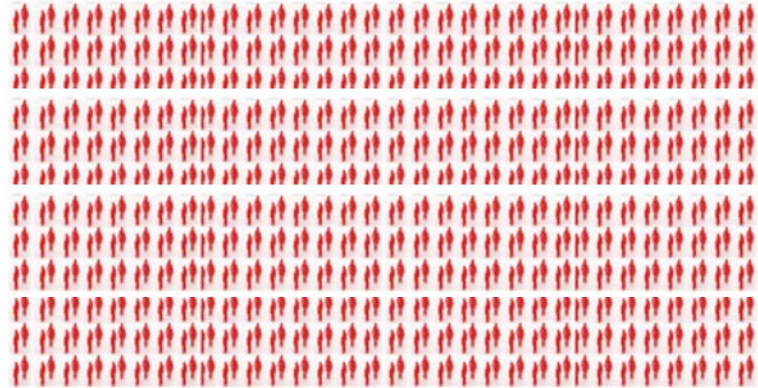
W. Edwards Deming

Recruiting Metrics You Should Know

- Candidate Abandonment
- Time to Fill
- Cost to Acquire
- Quality of Hire
- Candidate Net Promoter Score
- Flight Risk



432 Visitors



48 Applications



6 Interviews



1 Job Offer



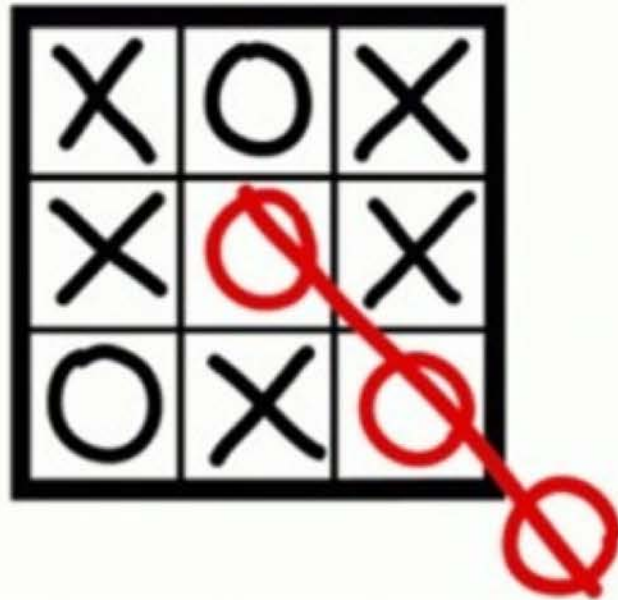
1 New Hire

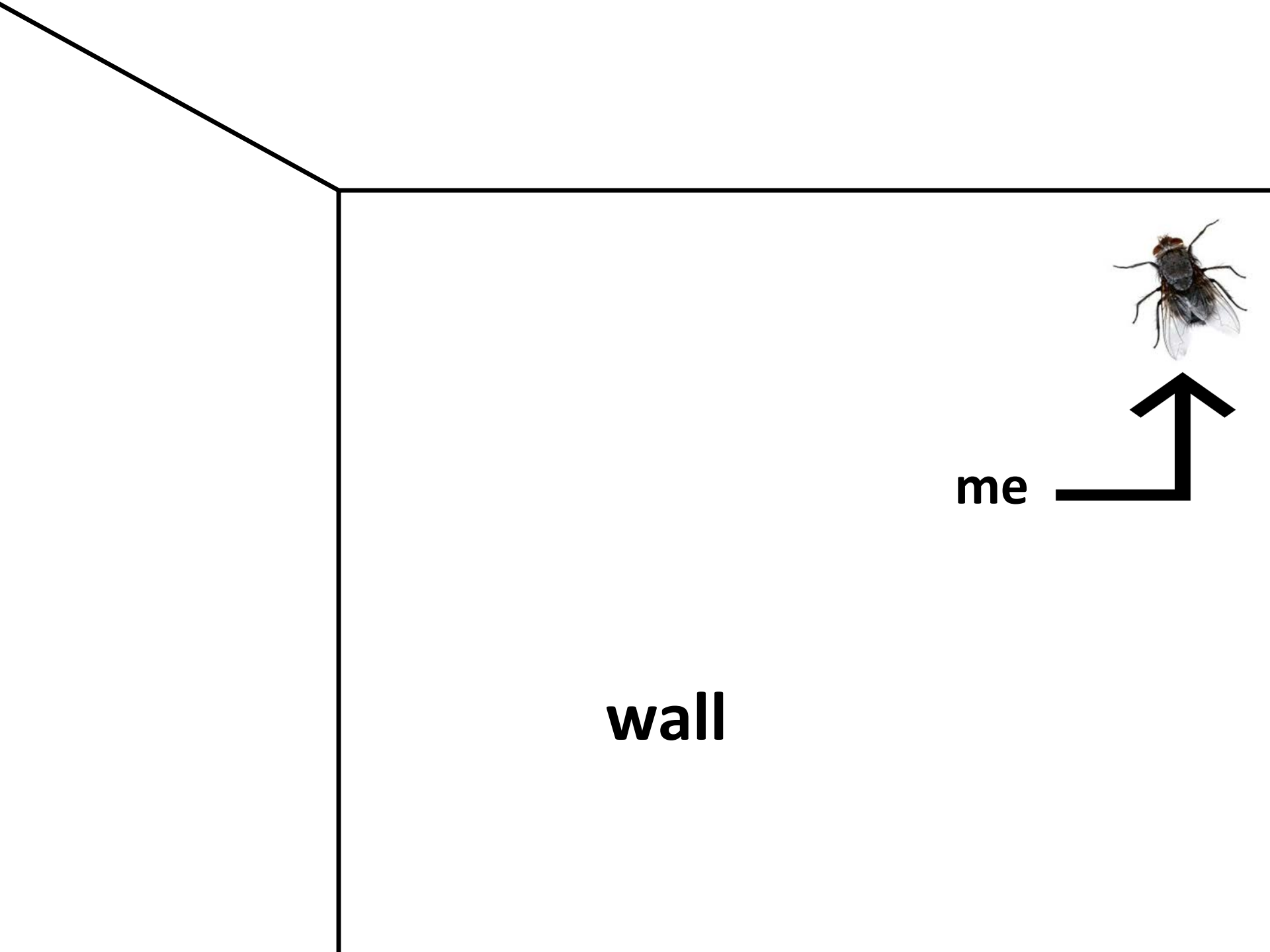


0.28%

Source: JobVite, Based on 50 million job seekers and 10 million applications

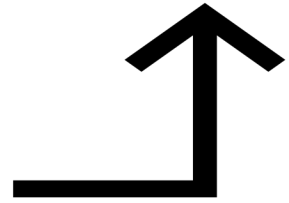
THINK OUTSIDE THE BOX





wall

me



THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
BUT NO THANK YOU
THANK YOU
THANK YOU
THANK YOU

FOXADHD.COM

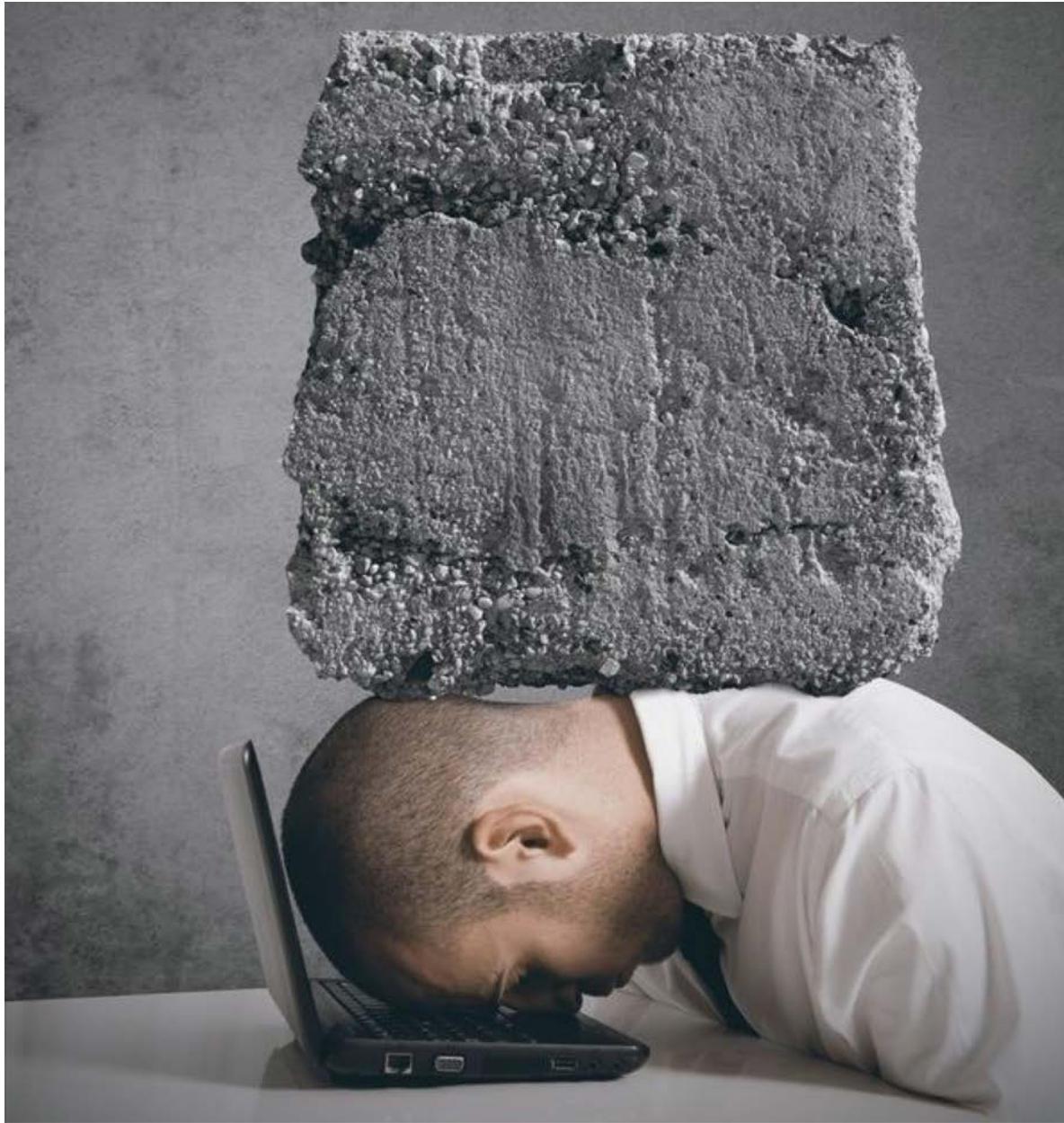
Work - Life balance

WORK

LIFE












TO DO LiST



- Put the Candidate's Experience **in front of** your job requisition!
 - Saying nothing is saying something
 - Be mobile friendly
 - Outsource is your best resource

Consider your employee's experience
Revamp a company **belief** system
Help them set personal goals
Introduce Technology Management
Understand what makes them happy

Your Speaker



Thank you!

610-844-7953

Keith Campagna

#1 Global DisruptHR Presenter

Jobvite Evangelist

lifework integration practitioner / consultant

1998

2018

