



Employer Brand Inside Out

David Perry - Manager of Talent Development at International Inc.

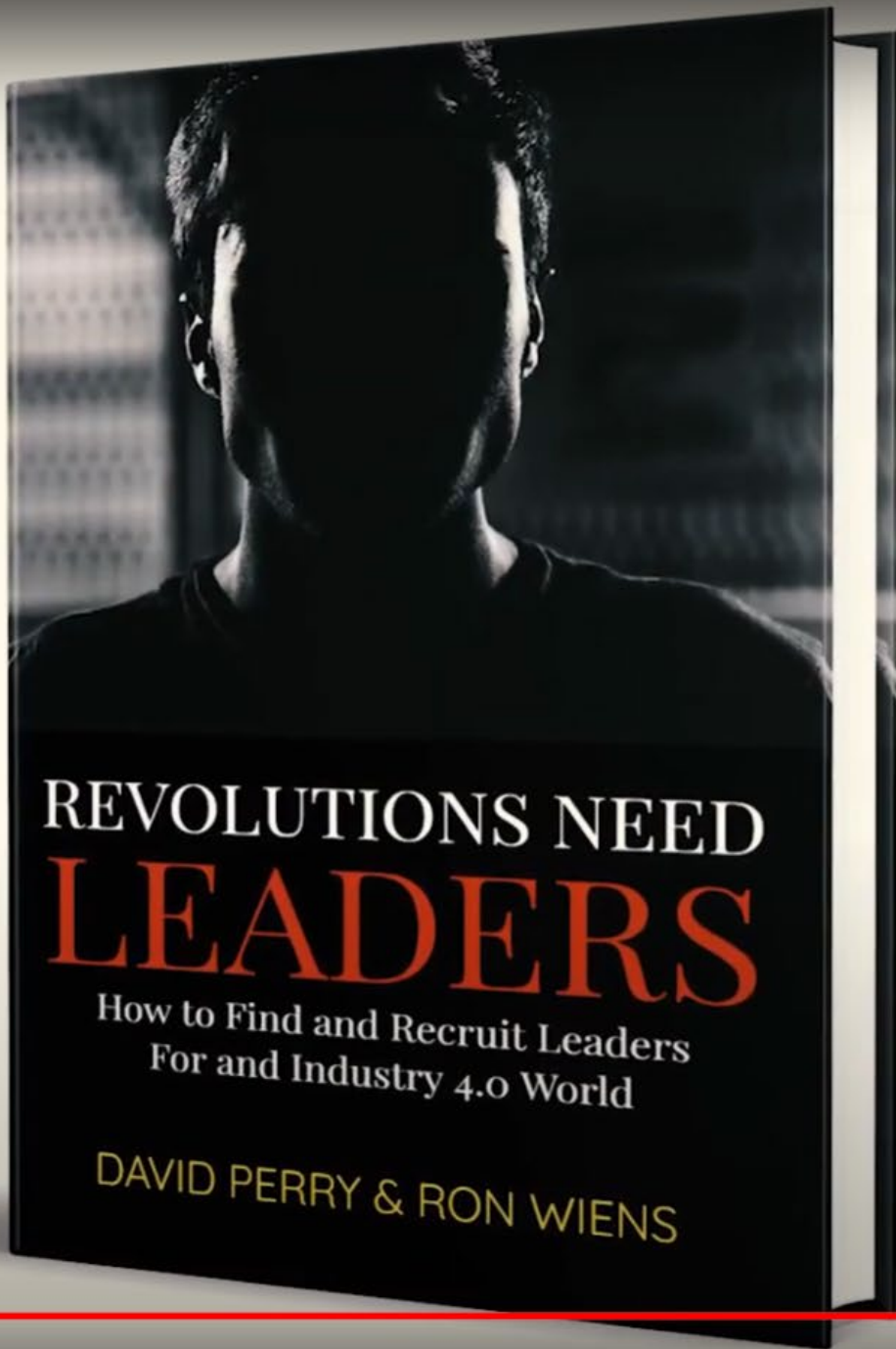




WorkInsight – Find Your Fit

David Perry - Managing Partner: Perry Martel International Inc.





MORE VIDEOS

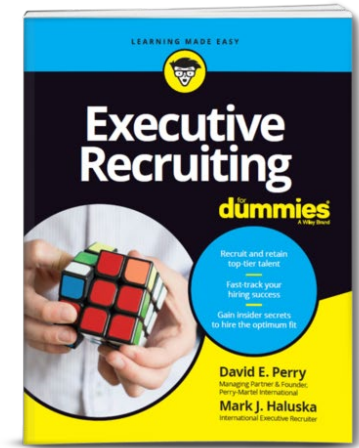
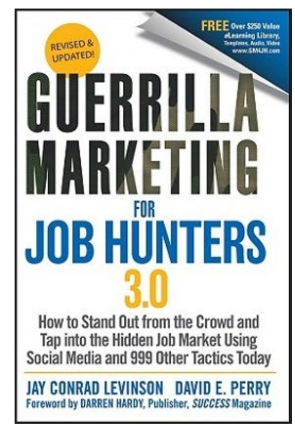




Why Should You Listen to Me?

**David E Perry - Managing Partner
Perry-Martel International Inc.**

- 35 Years Experience in Recruiting & Executive Search
- Negotiated +\$400Million in Deals
- Completed 1500+ projects of 5 Continents
- Founder: MyNew.bbHunt & WorkInsight.io
- Author: *Guerilla Marketing 4 Job Hunters*, *Hiring Greatness* and *Executive Recruiting for Dummies*



AGENDA

The Hiring World has Changed

Demographic and technological shifts are here to stay.

Old Tactics Don't Work Anymore

Old Spray and Pray / Numbers Game tactics won't work in the new market.

Talent Assessment 4.0

Leveraging the 4th Industrial Revolution



The New World: A Candidate Driven Marketplace

Demographic and technological shifts are here to stay.



**There are Less
Candidates
Available**



**Candidate Skill
Requirements have
Become More Specialized**



**Inflation has
Shifted Candidate
Priorities**

There are Less Candidates Available

COVID- 19

- **+6M Deaths Globally.**

Aging Populations

- **Global Median Age went from 23.6 (1950) to 31.0 (2020).**

Geographic/ Logistic Restrictions

- **Climate Change/War.**

You have less freedom to reject / burn bridges with candidates.



Candidate Skill Requirements Have Become More Specialized

Specialized Software/Tools

- **Micro-Credentialism.**

Increased Depth of Knowledge

- **Bio-Medical Engineer vs. Bio-Pharmaceutical Engineer.**

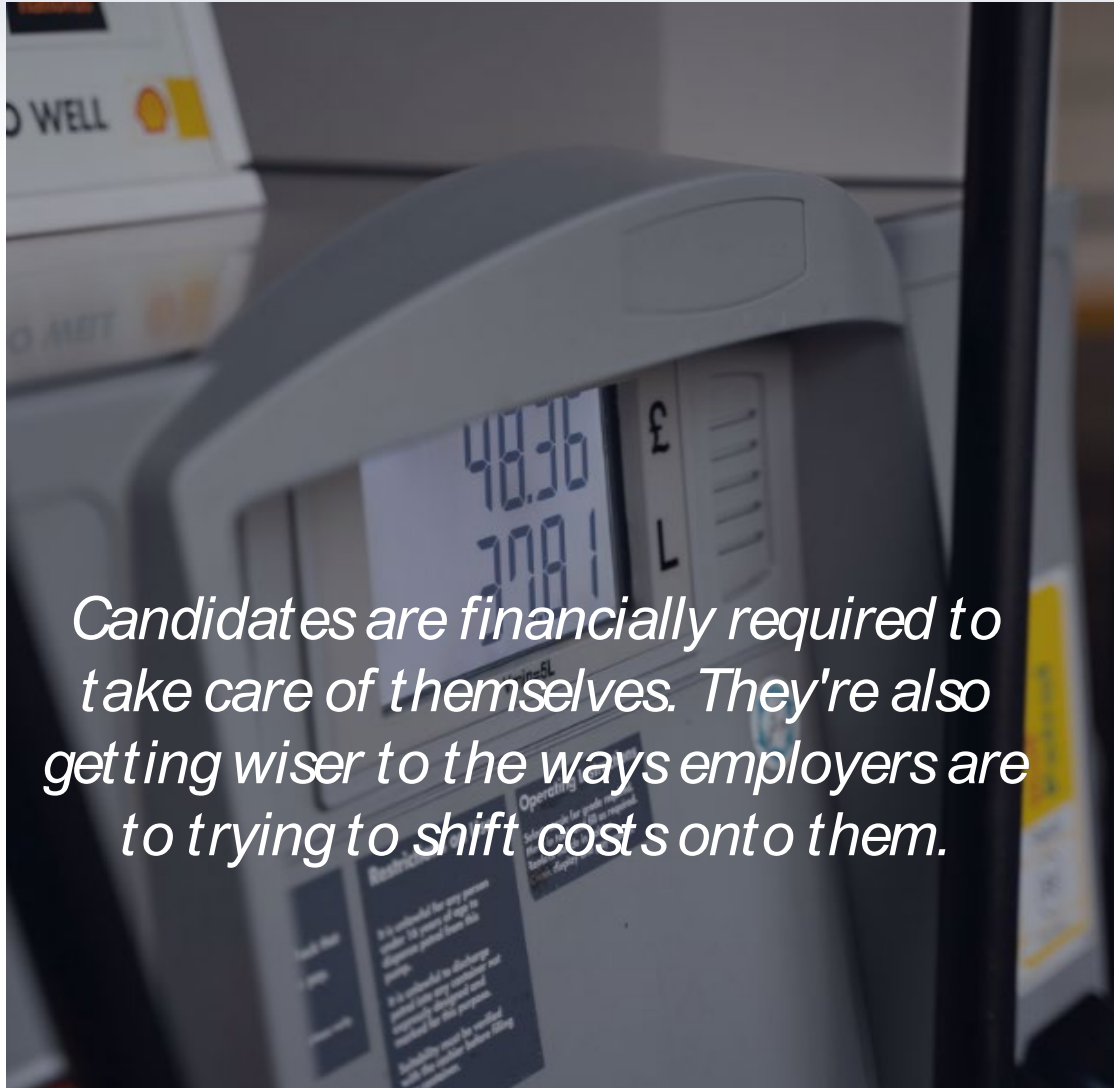
Streamlined Workflows

- **Generalized Tasks are automated/outsourced.**



The skillsets for roles are becoming increasingly specialized and the candidates capable of filling them, rarer.





Candidates are financially required to take care of themselves. They're also getting wiser to the ways employers are to trying to shift costs onto them.

Inflation Has Shifted Candidate Priorities

Less Wiggle Room on Salary

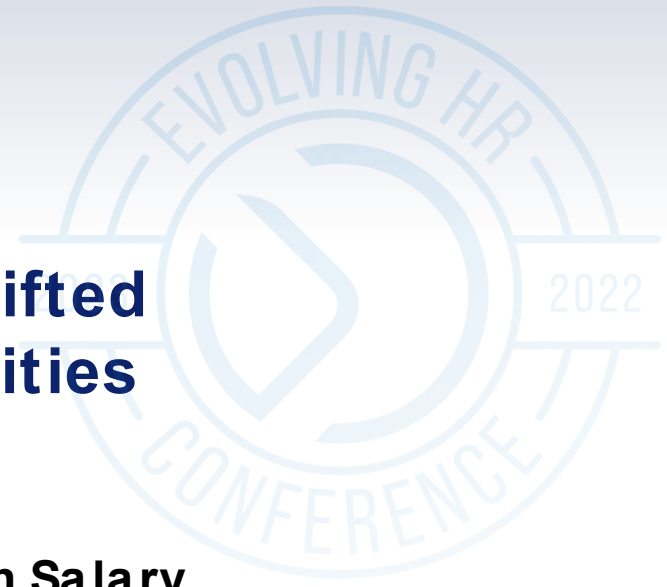
Cost of Living has risen Dramatically.

Work From Home

Reduced Transit Cost/Time, Work-Life Balance.

Recognition that They're in a Candidate's Market

More negotiating leverage.



Old Tactics Don't Work Anymore

Spray and Pray / Numbers Game tactics won't work in the new market.



**Candidates
Understand their
Value Better**



**Candidates have
Become Savvy to Bad
Recruiting Tactics**



**Job Seeker Trust
in Employers has
been Eroded**





Recruiters have lost a lot of the negotiating advantages they once had.

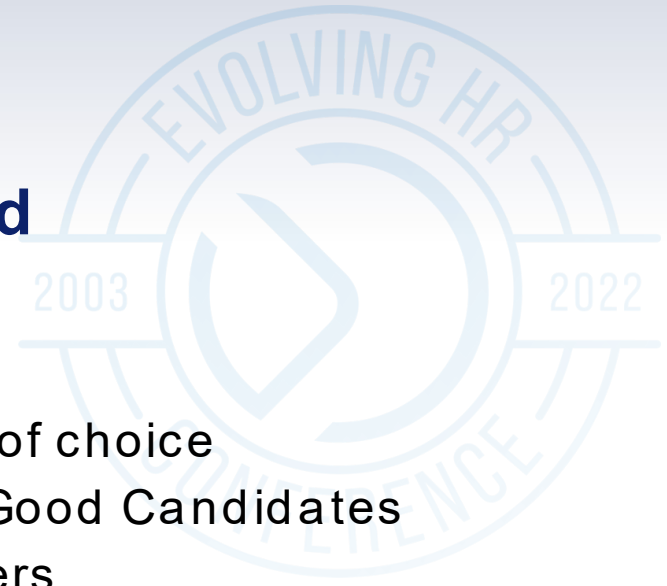
Candidates Understand Their Value Better

- They have more luxury of choice
Staff Shortages mean Good Candidates will be flooded with Offers.
- Newer Laws and Tools Empower Them
Glassdoor, Salary Transparency Laws.
- "The Great Resignation" Cultural Shift
Company Culture is more Important.

DOWNLOAD

The Inside- Out Approach:

<https://bit.ly/3wLp3w6>





Candidates can spot a bad hiring process (and thus potentially bad employer) much better than they used to be able to.

Candidates Have Become Savvy to Bad Recruiting Tactics

Candidates are Tired of Filling out Apps

- Time Consuming, Onus of Effort on the Candidate.

(Automation) Lack of Human Connection

- This is an intrinsically human field.

Poor Follow-Up / Closing Process for Rejected Candidates

- Lose the possibility of placing them in another role.



Job Seeker Trust in Employers Has Been Eroded

Candidates have Less Patience for Red Flags

- Why bother when you have options?

Candidates Vet Employers Better

- Research, References, Resources.

Candidates are Less Willing to Invest their Time

- Would you be, if you're accustomed to it being wasted?

A bad recruiting process alienates the search from good potential candidates.



Recruiting

for an

INDUSTRY

World

computerization
high-tech workgroup
PROJECT human members
service COOPERATE
IOT Device
Network automate production
ERA Technologies
exchange cloud strong
model
RELIABILITY
Safety infrastructure system integration
Maintenance Monitoring
Cyber-physical system Adaptability effectiveness CPPS
BIG DATA
Energy supply DATA Any where
Any time GATEWAY Any Device
production exchange
NETWORK Anything
NETWORK AND CLOUD
COMPUTER REDUCE Time
Storage Security
AUTOMATION
Autonomy ROBOT
CROSS FUNCTION Improving
COMPUTER CODE S
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Artificial intelligence
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TARGET MAKER WORLD custom
REDESIGN Ingenious Intelligent
3D PRINTING Supply chain TRANSFORMATION 0101010
User-Conscious ECO
RECONFIGURABILITY Digitized REMOTE SUPPORT
Business DIGITALIZATION 0101010
Technology
0101010 01010101 10101010101
Integration 01
EXPERT DATA REDUCTION Making 1010101
KEY RESEARCH ISSUE binary coded
Customer experiance INFORMATION BINARY
APPLICATION PLATFORM
Value-producing Digital Format WORLD
SOLUTION



Hired for Skill - Fired for Fit

New-Hire Failure Rates By Job Level

Overall failure rate – What % of all new-hires fail within 18 months? **“46%”** (Source: Leadership IQ)

Hourly new-hires – What % of all hourly employees quit or are fired within their first 6 months? **“50%”** (Source: Humetrics)

Management new-hires – What % of management new-hires fail within 18 months? **“Between 40 and 60%”** (Source: Harvard Business Review)

High managerial talent – What % miss the mark on high managerial talent? **“In 82% of their hiring decisions”** (Source: Gallup)

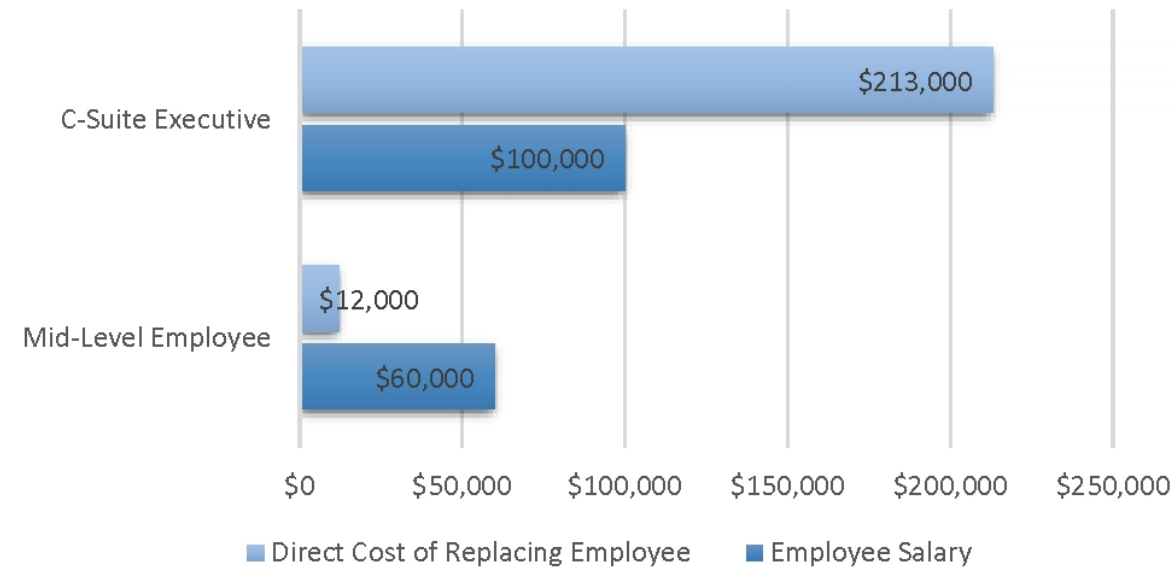
Executive new-hires – What % of executive new-hires fail within 18 months? **“Nearly 50%”** (Source: The Corporate Leadership Council)

CEO failure – What % of new CEO’s fail outright within their first 18 months? **“Nearly 40%”** (Source: Center For Creative Leadership).

Unequivocal success - What % of new-hires can be declared as an unequivocal success? **“19%”** or 1 in 5 (Source: Center for Creative Leadership).

Table by Dr John Sullivan

Direct Costs of Replacing an Employee





The Economist

Americans are quitting their jobs...

Great resignation heading to Australia, reveals Gartner

One Wants To Work Behind The Great Resignation

The Harvard Gazette

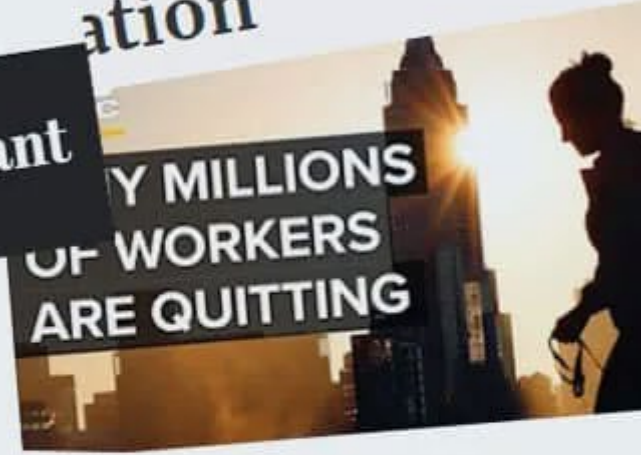
'I quit' is all the sea change?

THE WALL STREET JOURNAL

2021 Brought Us Resignation. No One Agrees What To Call It

What to Do When All Your Employees Want to Leave

FORTUNE



The Great Resignation rages on as a record 4.5 million Americans quit

60 MINUTES HIRING

Harvard Business Review

6 Strategies to Boost Retention Through the Great Resignation

U.K. Firms Brace for a Great British Resignation in 2022

BBC WORKLIFE

McKinsey & Company

Riding the resignation wave

Eight women on their lives during the Great Resignation: Here's how that's going

The Great Resignation: How employers can survive



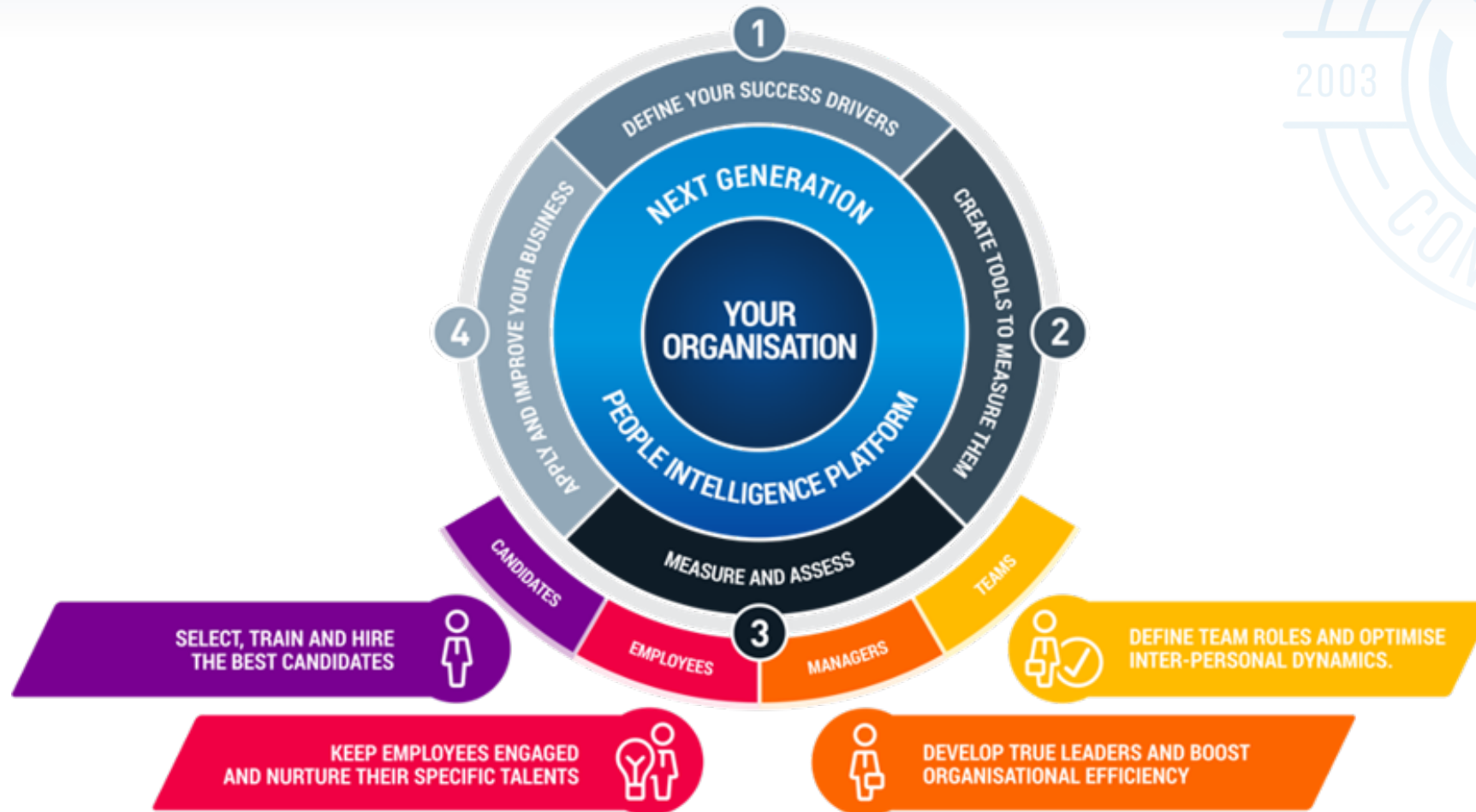
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Leverage Your Assessment Environment





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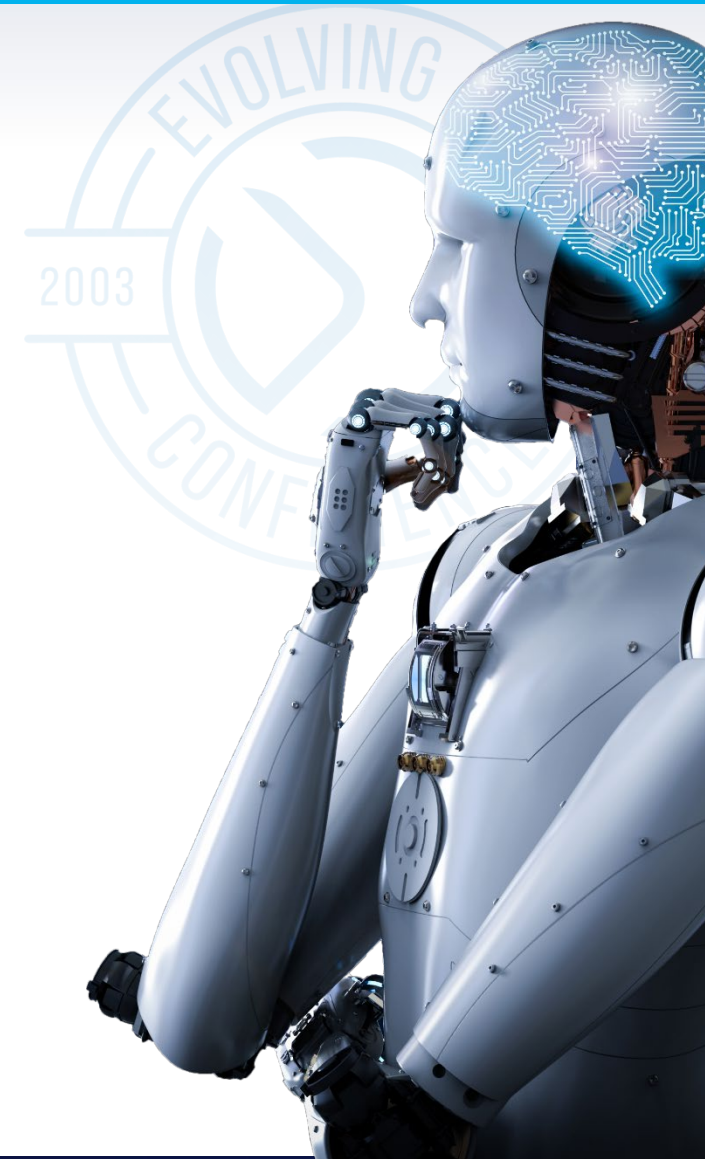


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The Future is Up For Grabs

'Fit' Will be the *Differentiator* For Winning Organizations!



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...Find Your Fit

THANK YOU!



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