

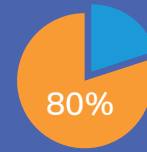
## RECRUITMENT IN TIMES OF THE WAR FOR TALENT



In 2030, there will be a worldwide shortage of **> 85m** skilled employees



of skilled workers are **passive job seekers**



of leaders acknowledge that **employer branding** has a significant impact on their ability to hire talent

### TRADITIONAL RECRUITMENT METHODS ARE LOSING EFFECTIVENESS

#### JOB PORTALS

**-26%**

loss of reach in 2017

#### HEADHUNTER

**-64%**

of companies planning to reduce headhunter costs

#### SALARY

**+10%**

companies with a weaker employer brand pay higher salary per employee

## THERE ARE BETTER WAYS OF RECRUITING

Use your employees' social networks to fuel recruitment through digital referral and employee advocacy

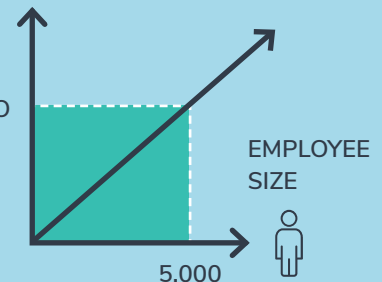


FACT: EVERY EMPLOYEE HAS 341 CONTACTS IN 2.4 NETWORKS

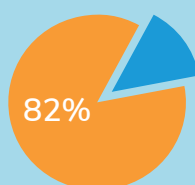


SOCIAL REACH FROM EMPLOYEE NETWORK

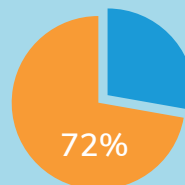
~1.7 MIO



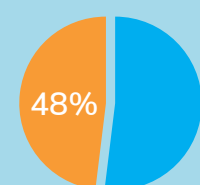
IMPACT: A COMPANY WITH 5,000 EMPLOYEES HAS A POTENTIAL NETWORK OF 1.7 M TALENTS



of employers rated employee referrals above all other sources for generating the best return on investment



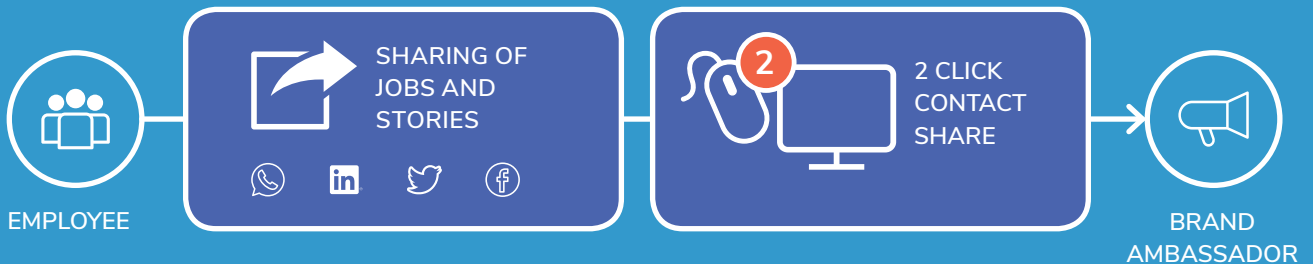
of applicants have more trust in content and information shared by their personal network.



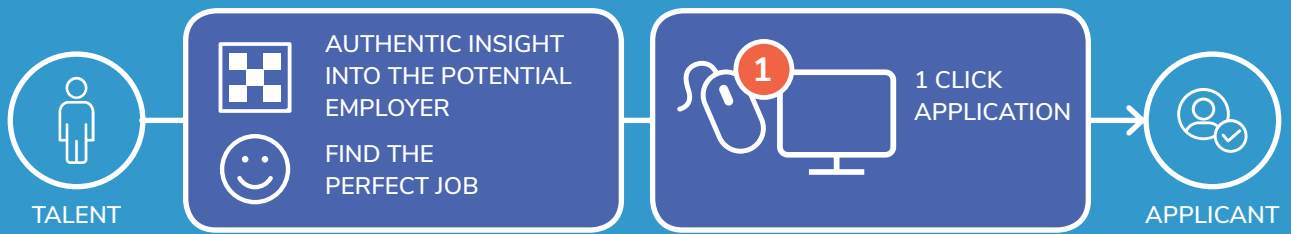
of companies rate employee referrals their top channel for quality hires

## HOW TALENTRY'S EMPLOYEE REFERRAL AND EMPLOYEE ADVOCACY APPROACH WORKS

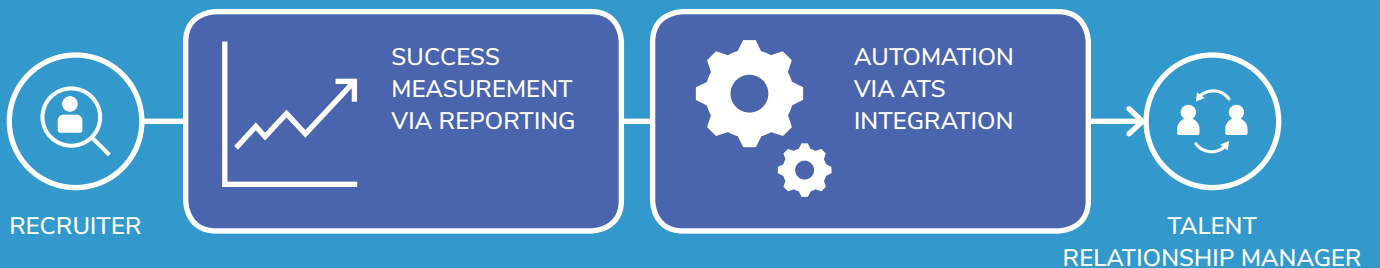
### EMPLOYEES BECOME BRAND AMBASSADORS



### TALENTS BECOME APPLICANTS



### RECRUITERS GAIN ACCESS TO NEW TALENT POOLS AND BECOME TALENT RELATIONSHIP MANAGERS



## BENEFITS



COST PER HIRE



TIME TO HIRE



QUALITY OF APPLICANTS



EMPLOYER BRAND



REACH



CANDIDATE EXPERIENCE