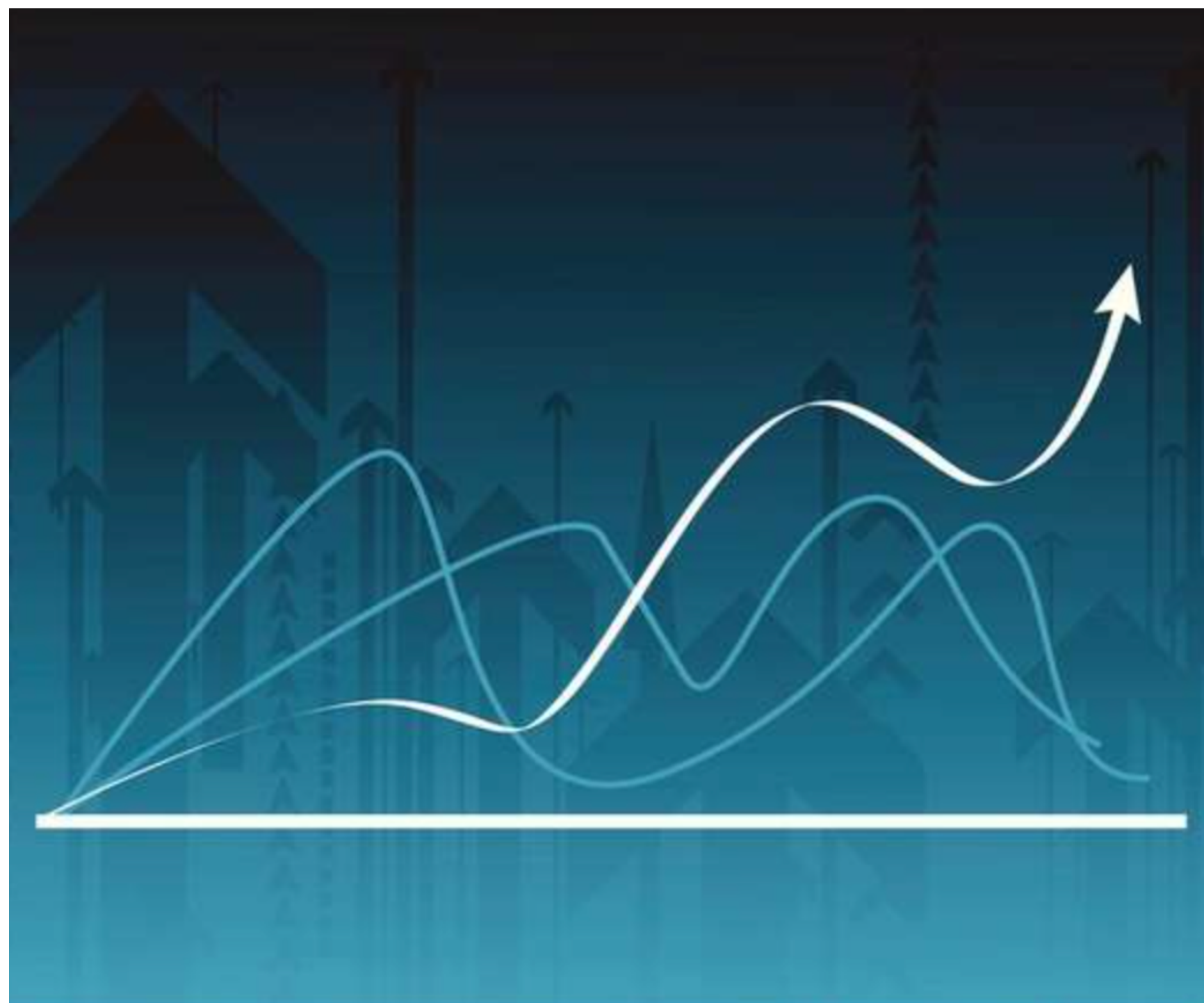




# Talent Acquisition Trends & Best Practices - 2018

*March 7, 2018*



## 2018 Trends



# #1

- According to more than [4,000 corporate talent acquisition leaders](#) across 35 countries, **TALENT** is the **No. 1 priority** for 2018.
- **56%** of leaders say hiring volumes will continue to increase in 2018 and that they're focusing on accurately measuring success and quality through: **Tenure, Hiring Manager Satisfaction, and Time-to-Fill.**



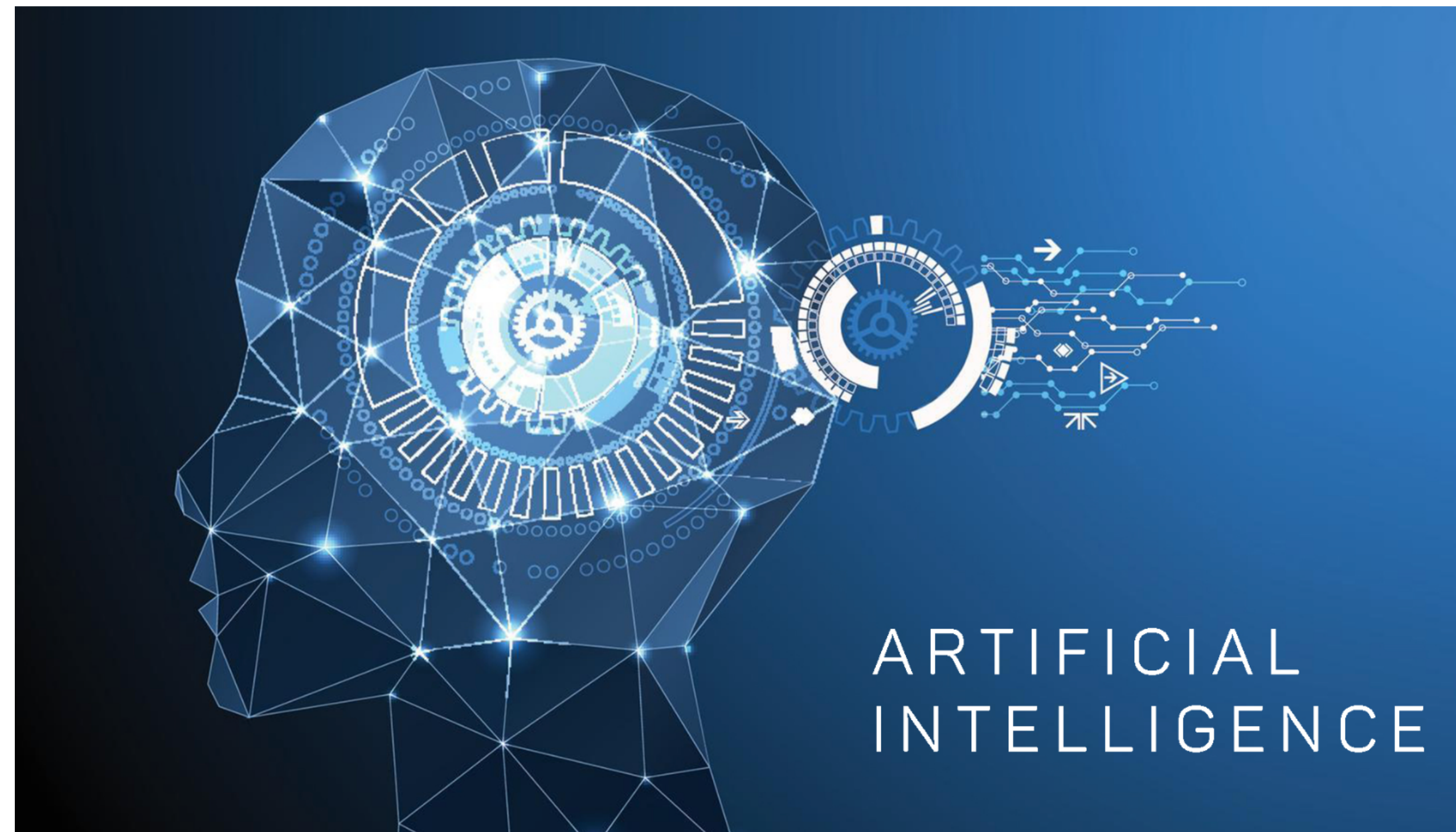
- **Talent acquisition** is also the **3rd most important challenge** companies face; just behind “**careers and learning**” and “**building the organization of the future**” – each of which pertain specifically to talent acquisition and management.
- **93%** of 400+ executives plan to make a design change in their company within the next two years to stay ahead and keep the focus on their workforces. JWT is seeing these changes primarily in the form of **Employer Branding/EVP's, Career sites / HR Tech, Social Media and the Candidate Journey & Experience.**
- **Limited resources available for talent.** Organizations are becoming leaner and wiser about where to invest limited resources.





- **Greater dependence on contingent workforces.** The popularity of hiring contingent talent (freelancers, independent contractors, temporary-to-permanent and non-permanent workers) has catapulted, in large part due to economic uncertainty and the need to adapt to major market changes at moment's notice. In fact, [83 percent of executives report](#) they are increasing contingent workers within their organizations.
- **The need and challenge to fill complex, niche positions.** Finding the right talent for complex roles has become increasingly competitive. By 2020, [according to McKinsey & Company](#), approximately **20 to 23 million** workers in advanced economies will lack the skills employers need.





- **Rapidly evolving technology landscape.** Technological advances such as artificial intelligence (AI) are leading to a redundancy of highly transactional roles while producing new skills to build these technologies. Of note, [also according to McKinsey & Company](#), at least **30 percent** of the activities associated with the majority of occupations could be automated.



# Workforce 2020

Building a strategic workforce for the future.



- **The on-demand economy is growing.** Workers, particularly 18-35 years olds, who will make [50 percent of the workforce by 2020](#), are expressing an increasing demand for flexible and diversified opportunities. In fact, workers in the “Gig Economy” (i.e., professionals abandoning traditional 9:00-5:00 employment) [grew by 28.8 % between 2010 and 2014](#), gaining 2.1 million more jobs over the course of just four years.



# STRATEGIES IN RESPONSE TO SHIFTS



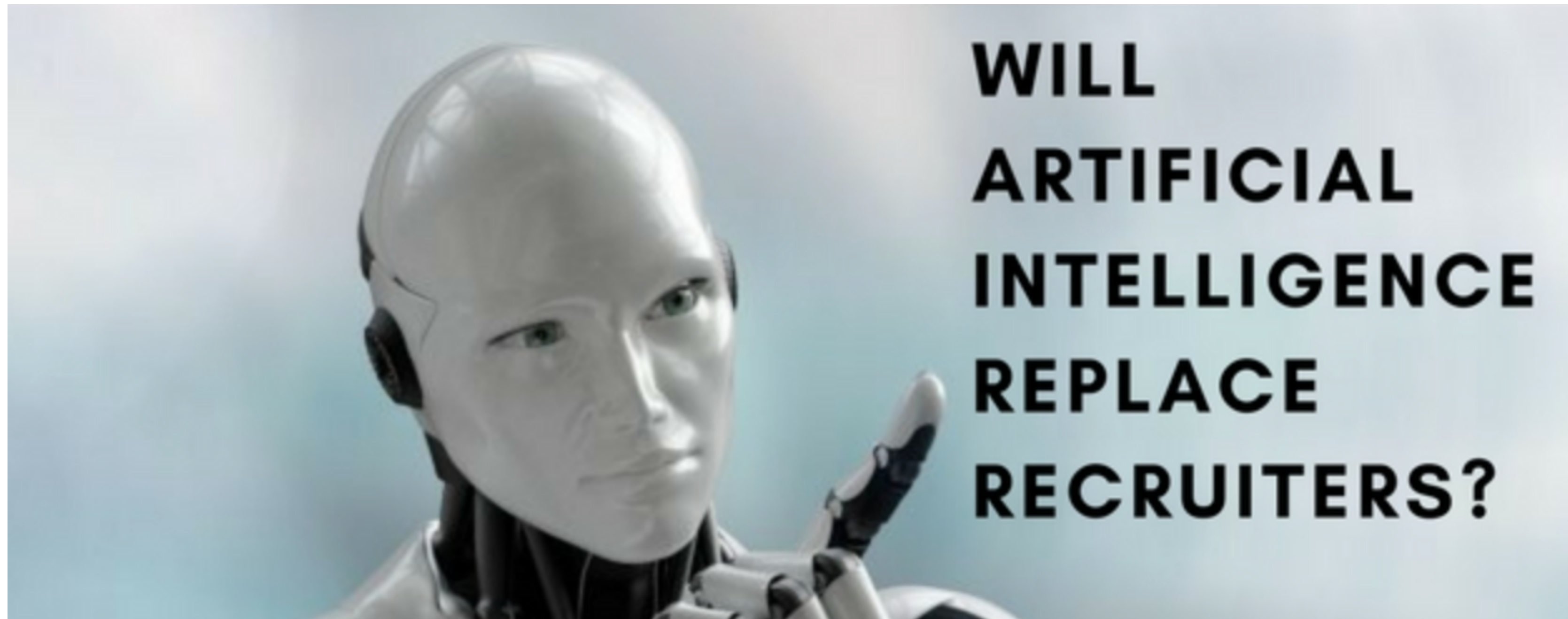


- **Optimize your use of mobile applications.** Based on what we're seeing across the talent landscape, by 2020 much of recruiting will be done via mobile. Candidates will continue to increase their use of and rely on mobile applications, career sites, job boards and outreach to uncover what they want in a career, gain insight into a company's employment brand, benefits and culture, and advance their skillsets. **Ensure you're not losing candidates or employees by making certain your websites and applications are 100 percent mobile friendly. This isn't a nice to have any longer, it's table stakes.**



- **Integrate talent management software with HR analytics.** This will soon **no longer be optional as we head into 2020** and beyond. There are various ways workforce analytics can be leveraged throughout all aspects of talent management. Compared to applicant tracking systems, **workforce analytics have more comprehensive and relevant data**, keywords and algorithms, and are therefore able to return more relevant results. Within talent management lies talent acquisition, talent nurturing and retention.
- **Evolve recruitment strategies to attract the highest performers.** Through the combined use of AI, analytics and continuously evolving recruiter skillsets, the strategies organizations use to attract the highest performers will likewise continue evolve.





- **Create a more efficient and expedited recruitment process.** Technology is revolutionizing what it means to be competitive, and organizations need to find the right balance. JWT INSIDE believes finding comfort and proficiency specific to AI and process automation revolves around open dialogue. **Organizations can't be fearful.** We believe it comes down to [balancing technology and human support](#) in a way that is fluid, candidate- and client-specific.

# Case Studies







## SITUATION

1,400 open RN positions.

Cleveland Clinic challenged their staff to hire 500 RNs within 60 days.

## OPPORTUNITY

Our opportunity was to leverage senior leadership's commitment to hiring 500 RNs.

We needed to develop a strategic recruitment marketing plan aimed at attracting top nursing talent to Cleveland Clinic and come up with a solution to expedite the hiring process so positions could be filled quickly in order to meet their goals.



Average RN time-to-fill in 2015: **Approx. 80 days**



**Change lives.**  
Beginning with **yours.**

**#NursesRightNow**



[Online Services](#) | [Health Information](#) | [Find a Doctor](#) | [Appointments](#) | [Patients & Visitors](#) | [Locations & Directions](#) | [Institutes & Services](#)

# Change lives.

Beginning with yours.

## #NursesRightNow

### Discover the power of you at our upcoming hiring events

#### East Side opportunities:

(Euclid, Hillcrest, Marymount, Medina, South Pointe)

Friday, Aug. 21, 8 a.m. to 6 p.m.

Executive Cafeteria at Lunderhaven Mayfield Heights, OH

[Apply Now](#)

#### West Side opportunities:

(Fairview, Lakewood, Luthersen)

Thursday, Sept. 3, 8 a.m. to 6 p.m.

LaCentre Conference & Banquet Facility, Westlake, OH

[Apply Now](#)

#### Main campus and Cleveland Clinic Children's opportunities:

Friday, Sept. 18, 8 a.m. to 6 p.m.

Executive Cafeteria at Lunderhaven Mayfield Heights, OH

[Apply Now](#)

#### We want you on our nursing team

If you're a registered nurse with a desire to grow your career and work with some of the best in your field, Cleveland Clinic is the place to be. Discover what it's like to practice in a dynamic setting using the latest technologies to provide compassionate, leading-edge care.

We're excited to be hosting #NursesRightNow hiring events in August and September where you can interview directly with our nurse managers.

As Cleveland Clinic expands to meet the needs of our community, we are offering numerous nursing opportunities at our main campus, East Side and West Side hospitals. And we're making the job search and hiring process easy for you!

#### EAST LOCATIONS

- Euclid
- Hillcrest
- Marymount
- Medina
- South Pointe

#### WEST LOCATIONS

- Fairview
- Lakewood
- Luthersen

#### CLEVELAND CLINIC

- Main campus
- Cleveland Clinic Children's

# #nursesrightnow

[Accounts](#) | [Photos](#) | [Videos](#) | [More options](#)

Favorited 16 times

**Cleveland Clinic** @ClevelandClinic · 3h

You're hired! Smiles and handshakes abound at our 1st of 3 #NursesRightNow hiring events. Welcome to our team!

Who's ready to hire some nurses?! Who!! Who!!

#NursesRightNow...Lisa Linc O'Brien

15 Likes 4 Comments

**Cleveland Clinic MD** @CleClinicMD · 5h

Our 1st of 3 #NursesRightNow hiring events is happening NOW! East Side opportunities here: [cle.clinic/NursesRightNow](#)

## Change lives.

Beginning with yours.

### #NursesRightNow

### Nurses Right Now Job Recruitment Events

Our upcoming nurse recruitment events let applicants interview directly with Cleveland Clinic nurse managers for openings at our Northeast Ohio facilities.

[SEE CLEVELANDCLINIC.ORG](#)

**Cleveland Clinic** @ClevelandClinic · 9 Sep 2015

#Nurses, we want you on our team! Learn about our upcoming #NursesRightNow hiring event [cle.clinic/NursesRightNow](#)

## Change lives.

Beginning with yours.

**Cleveland Clinic MD** @CleClinicMD · Aug 14

Nurses: We want you on our #Nursing team! Attend one of our upcoming #NursesRightNow event [cle.clinic/NursesRightNow](#)

## Change lives.

Beginning with yours.

### #NursesRightNow

**Cleveland Clinic** @ClevelandClinic · Sep 4

The best feeling heading into #LaborDay? Accomplishment for getting the job! Congrats, Melinda. #NursesRightNow

**Cleveland Clinic**  
The Stanley Shalom Zeilony Institute for Nursing Excellence

### #NursesRightNow

J. WALTER THOMPSON INSIDE



Nurses, come and change lives

Nurses, come and change lives  
beginning with your own.

#NursesRightNow Hiring Event

Every life deserves world class care.

Cleveland Browns training camp:  
Day 17 updates from Berea

Buck Dynasty: Can OSU lose

#NursesRightNow  
Hiring Events

Nurses, come and change lives  
beginning with your own.

Apply Now

Every life deserves world class care.

SEPTEMBER 1, 2015

# Health Care Report

CRAIN'S CLEVELAND BUSINESS

CRAIN'S CLEVELAND BUSINESS

University Hospitals to assume sole ownership of St. John Medical Center in Westlake

UH has co-owned the 204-bed, full-service Catholic hospital with the Sisters of Charity Health System since 1999. Financial terms of the deal were not disclosed, but the agreement is expected to be finalized within 60 days, pending regulatory approval.

CRAIN'S CLEVELAND BUSINESS

Cleveland Clinic to take on full ownership of Akron General Health System

Last year, the regional health care giant purchased a minority stake in Akron General — a deal that infused \$100 million into the Summit County-based hospital system that now boasts operating revenue of close to \$700 million. The Clinic could exercise the option to take on full ownership at any point during the six-year affiliation agreement.

MODERN HEALTHCARE

Cleveland Clinic continues to improve financials with cost-cutting initiatives

University Hospitals of Cleveland  
www.uhhospitals.org

131 Reviews

232 Salaries

35 Interviews

Follow

+ Add Review

University Hospitals of Cleveland Photos

Have you worked here?

Share a Photo

University Hospitals of Cleveland Reviews

3.7

71% Recommend to a friend

98% Approve of CEO

Bob Zentil II  
51 Ratings

Aug 12, 2015

"medical secretary I"

5

Former Employee - Secretary in Westlake, OH

I worked at University Hospitals of Cleveland (More than 8 years)

Pros

Well known and well thought of hospital

Cons

Just like anywhere else there is good, bad and outstanding

Jobs You May Like

Retail Branch Manager - ...  
Cleveland, OH

Uber's Driver Partner (Full Time Independent Contractor)  
Uber - Cleveland, OH

RN Clinical Nurse - Cardiac Intervention & EP - Days  
WestStar Health System - Marietta, GA

Industrial Sales Engineer  
Phoenix Contact USA - Cleveland, OH

Associate Technology Consultant  
DuCharme, Mollen & Associates - Cleveland, OH

Nurses, come and change lives  
beginning with your own.

Every life deserves world class care.



# Expedited Hiring Process



# Metrics of Success

**Over 10,000 visits to landing page**

200 interviews and 100 offers at first event

**Over 600 hires by end of initiative**

***Surpassed goal of hiring 500 RNs***



## SITUATION

Cleveland Clinic is setting the global standard for transforming healthcare. With continued expansion across North America and overseas, Cleveland Clinic needed to extend the special attention paid to the patient experience to those searching and applying for positions at locations worldwide.

## OPPORTUNITY

Our opportunity was to build a career site that took into account the motivators, aspirations, needs and even hesitations of all potential caregivers regardless of geography or discipline. We needed a single destination that reflects Cleveland Clinic's global footprint, reinforces their unique culture and inspires the right candidates to join.

Cleveland Clinic

SEARCH JOBS

Q

CLEVELANDCLINIC.ORG

CHECK APPLICATION STATUS

JOB ALERTS

Cleveland Clinic Experience

Why Join?

Professional Areas

Locations

All Openings

ALL OPENINGS

SEARCH JOBS

Q

+ Advanced Filters

SHOWING 1 TO 25 OF 1,669 ENTRIES

Quick Filter of Displayed Results

JOB TITLE	DEPARTMENT	FACILITY	LOCATION
RN Ambulatory II NE	Spine	Cleveland Clinic Main Campus	Cleveland, OH
RN Experienced Emergency Services	Emergency Services	Marymount Hospital	Garfield Hts, OH
RN Experienced Subacute Care	Subacute Care Center Snf	Euclid Hospital	
RN Ambulatory I NE	OB/GYN	Cleveland Clinic Main Campus	
Pediatric Surgeon	Surgery - Pediatric	Children's Hospital Rehabilitation Center	
Care Coordinator NE	Pediatrics-Pulmonology	Cleveland Clinic Main Campus	
Physician Assistant - Main Campus Internal Medicine 2846	N/A	Cleveland Clinic Main Campus	

# An Easy & Intuitive Job Search With Customized Advanced Search Features

Cleveland Clinic

SEARCH JOBS

Q

CLEVELANDCLINIC.ORG

CHECK APPLICATION STATUS

JOB ALERTS

Cleveland Clinic Experience

Why Join?

Professional Areas

Locations

All Openings

RESPONSIBILITIES:

- Provides direct nursing care in accordance with established policies, procedures and protocols of the healthcare organization. Implements and monitors patient care plans.
- Monitors, records and communicates patient condition as appropriate.
- Monitors and documents patient's condition and effectiveness and timeliness of care and/or interventions.
- Evaluates, updates and revises plan of care to facilitate achievement of planned and expected outcomes.
- Serves as a primary coordinator of all disciplines for well-coordinated patient care.
- Administers prescribed medications and treatments in accordance with approved nursing protocol.
- Notes and carries out physician and nursing orders.
- Assesses and coordinates patient's discharge planning needs with members of the healthcare team.
- Assesses educational needs of the patient and significant others considering cultural issues and other special concerns.
- Provides teaching and educational material as appropriate.
- Validates and documents patient and family understanding of teaching.
- Maintains professional growth and development through ongoing formal and informal education and clinical nursing study.
- Other duties as assigned.

EDUCATION:

- Graduate from an accredited school of professional nursing. BSN preferred.


APPLY NOW

NEED HELP? READ OUR FAQs

VIEW FAQs



# Automated Job Alerts Drive 25% of Career Site Traffic



SEARCH JOBS

CLEVELANDCLINIC.ORG

CHECK APPLICATION STATUS

JOB ALERTS

Cleveland Clinic Experience

Why Join?

Professional Areas

Locations

All Openings

MODIFY YOUR JOB ALERTS

Enter Your Email Address

email\_address@example.com

SUBMIT

SIGN UP FOR JOB ALERTS

Sign up now to receive periodic notifications of new jobs that are of interest to you! If you already receive job alerts, you can modify your job alert here.

Fill in at least one of these fields: keyword, location, or professional area. You can choose to select 1, 2, or all 3 fields.

CONTACT INFORMATION

FIRST NAME

LAST NAME

EMAIL

MOBILE NUMBER

ADD AN ALERT

KEYWORD

PROFESSIONAL AREA

LOCATIONS

FREQUENCY


+ add an additional alert

☐ Yes, Cleveland Clinic has my permission to contact me via SMS & Email about jobs that I may be interested in.

PREVIEW YOUR SEARCH RESULTS

SIGN ME UP

## New jobs at Cleveland Clinic

Cleveland Clinic Careers Job Alerts  
Thursday, November 24, 2016 at 7:31 PM  
To:  Megan Osdoby

This Job Agent searched for:

- Keywords: ---
- Location(s): **USA - Ohio**
- Professional Areas: **Allied Health/Clinical Professional**
- Frequency: Every 7 days

(If you don't have a value set for one of the above fields, --- is shown instead.)

The following jobs matched your search agent at Cleveland Clinic and can be found at [jobs.clevelandclinic.org](https://jobs.clevelandclinic.org) (click any job title to view the job)

- [Physical Therapist PRN-Main Campus](#)
- [Case Management Social Worker PRN](#)
- [Clinical Speech Pathologist PRN](#)
- [Certified Ophthalmic Technician](#)
- [MRI Technologist](#)
- [Occupational Therapist PRN - Lutheran Hospital](#)
- [Registered Dietitian](#)
- [Radiology Technologist Surgery- PRN- Fairview Hospital](#)
- [MRI Technologist- PRN-Hillcrest](#)
- [Donor Procurement Coordinator](#)
- [Behav Hlth Inpt Social Worker](#)
- [Behavioral Health Inpatient Social Worker](#)
- [MRI Technologist](#)
- [RRT PRN Float](#)
- [Diagnostic Medical Sonographer](#)
- [Case Management Social Worker NE](#)
- [Nuclear Medicine Technologist I](#)
- [Referral Coordinator Social Worker](#)
- [CT Technologist](#)
- [MRI Technologist](#)

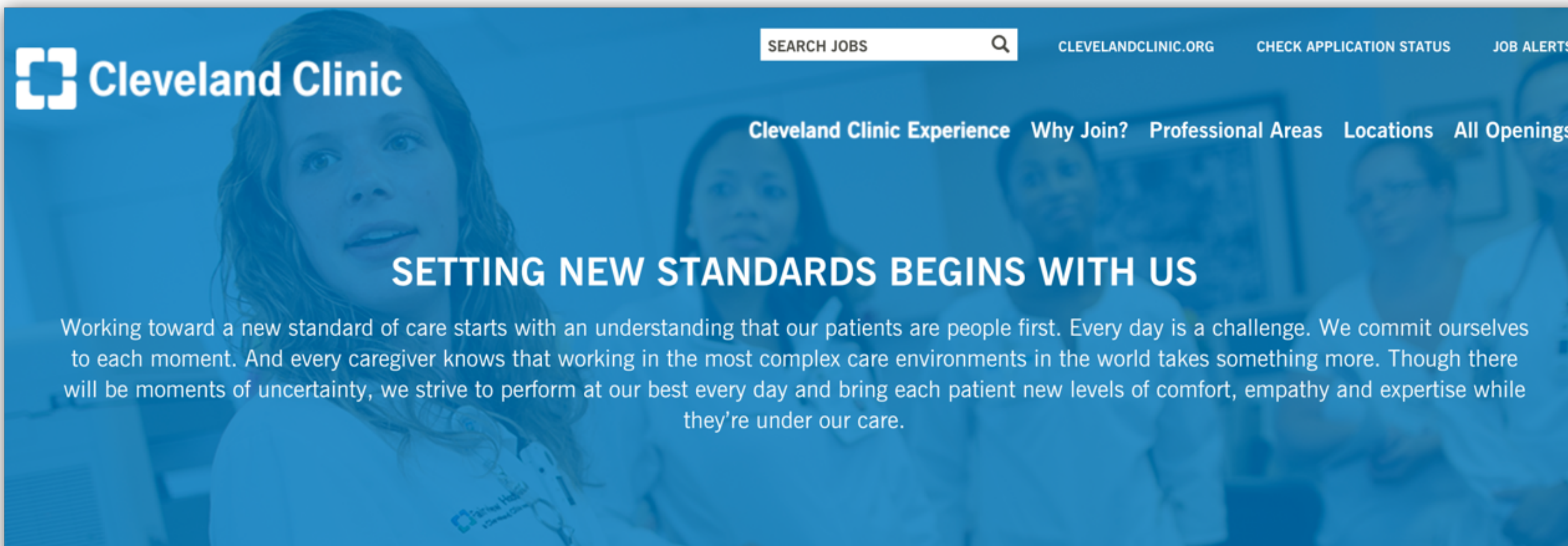
Remember to forward these jobs to any of your friends who might have interest in any of these positions.

Stay Connected:

Getting these notifications too often?  
On our job alerts page, you can modify frequency, search terms, add agents, discontinue agents.

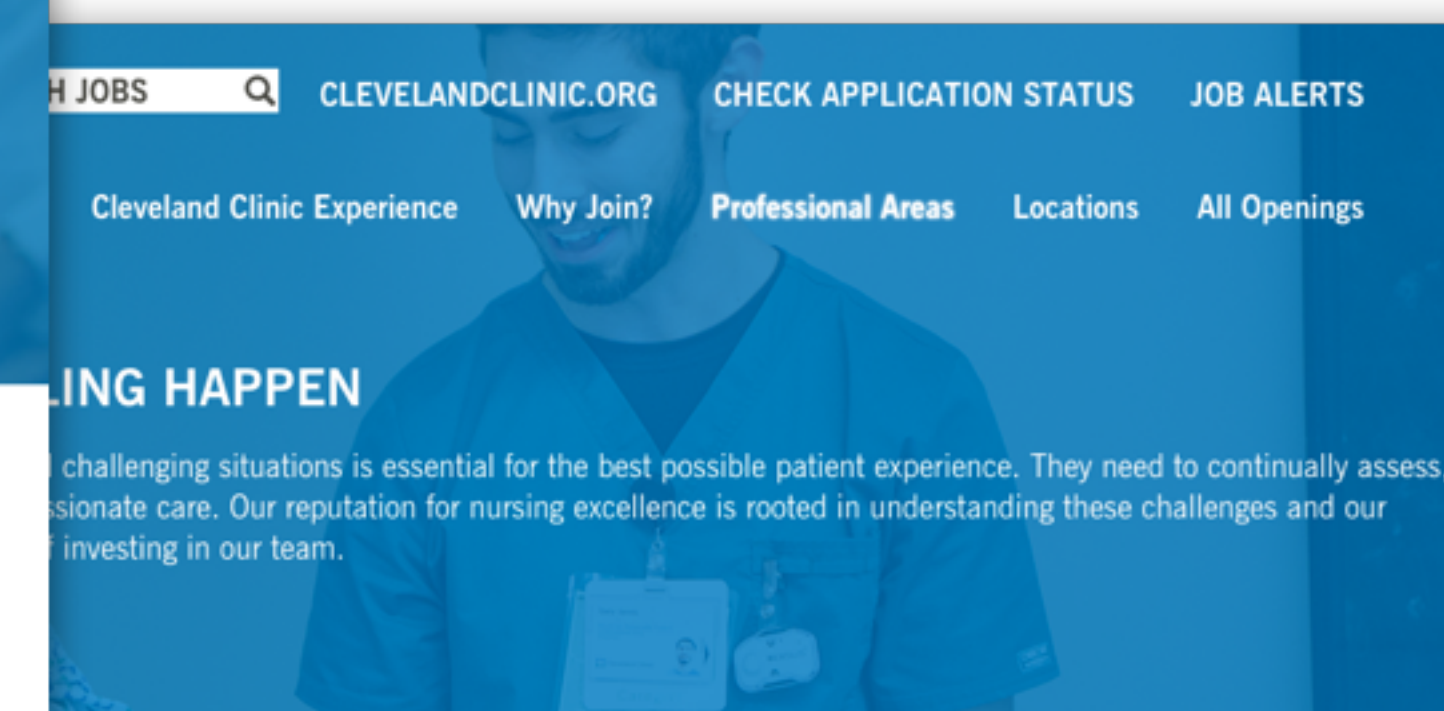
[- Click here to modify your job alerts](#)



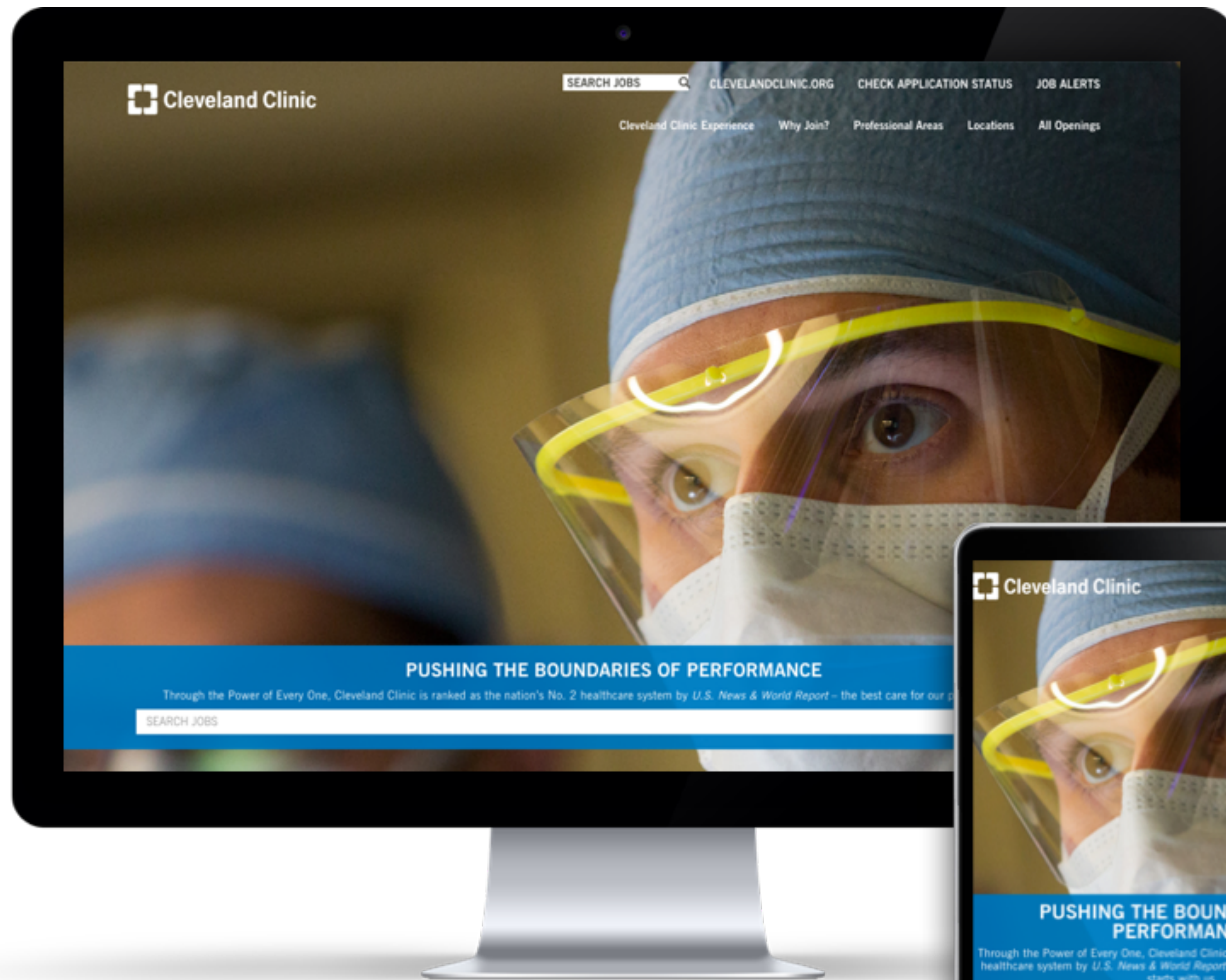


More than 6 million patients come to us for care every year — that's more than 10 patients every minute of every day.

Simplified & Streamlined  
Experience with Fewer  
Clicks to Content and  
Modern Approach to UX

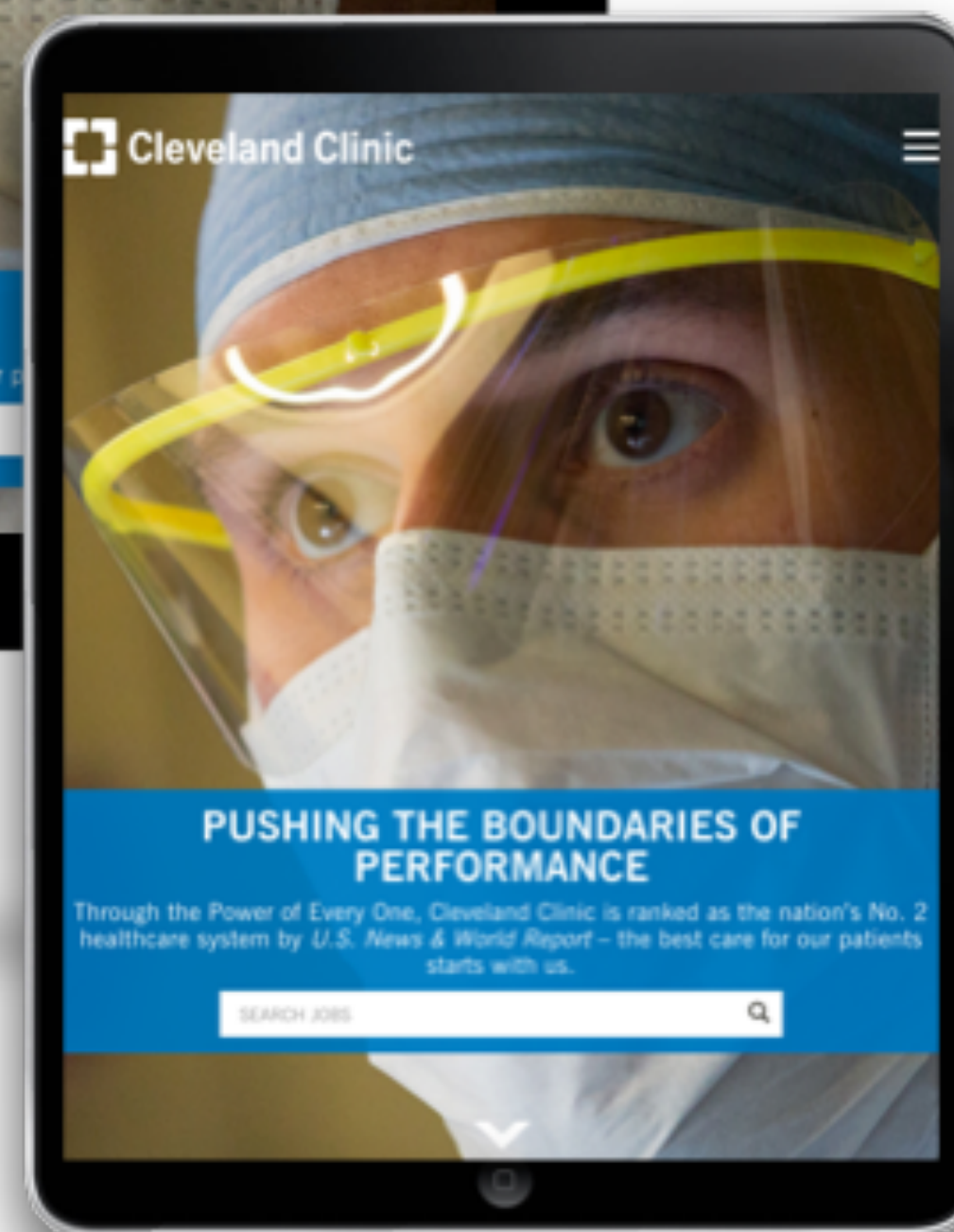







# A Mobile-First Approach

Nearly 15%  
increase in  
mobile traffic  
post-launch







[SEARCH JOBS](#)
[CLEVELANDCLINIC.ORG](#)
[CHECK APPLICATION STATUS](#)

[Cleveland Clinic Experience](#)
[Why Join?](#)
[Professional Areas](#)
[Locations](#)

## ADVANCING COLLABORATION, INNOVATION AND EDUCATION

Our culture is built around working together to provide the best possible care to our patients. That's why everyone who works at Cleveland Clinic is a caregiver because no matter how big or small our operation as a healthcare leader relates back to the patient and their experience.



**CLEVELAND CLINIC CULTURE**

Creating a healthier world means emphasizing new efficiencies to improve patient care. Our focus is on providing each member of our team with the space to grow, thrive and strive to be the best in their field and in any position and level. We provide a wealth of resources and empower our caregivers to work toward shaping the future of healthcare every day.



HIGHEST STANDARDS



BEST PRACTICES



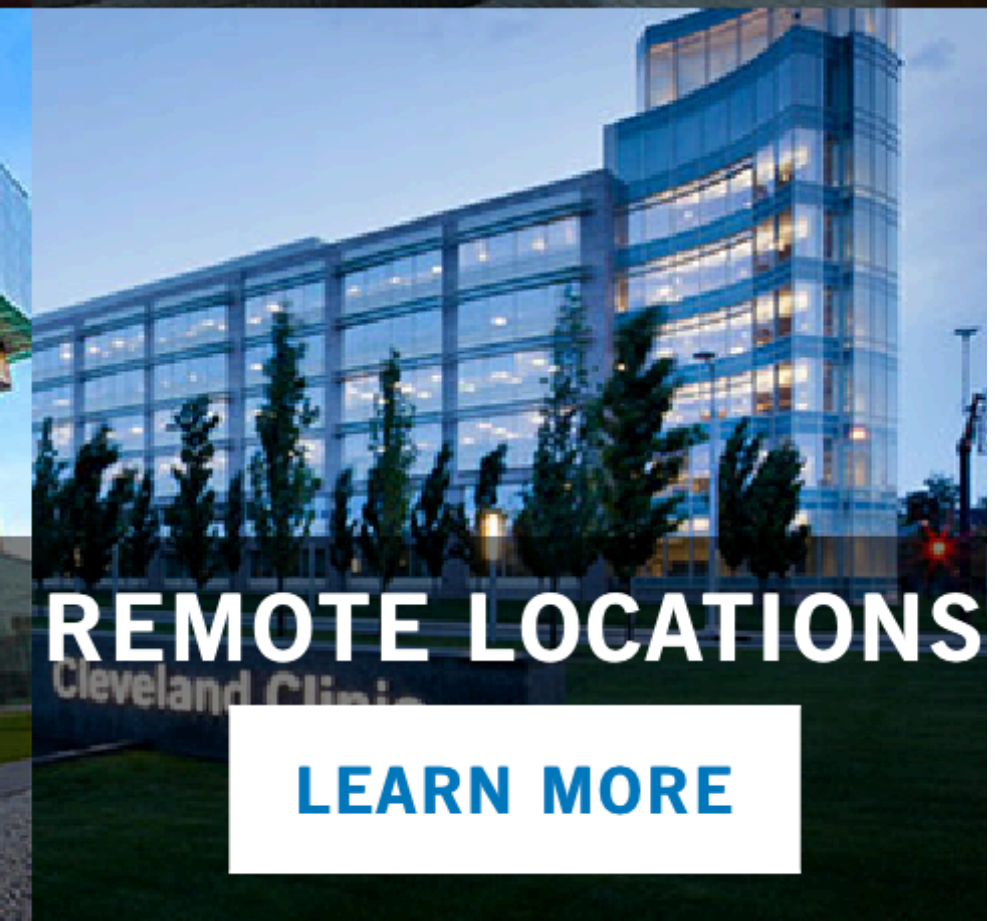
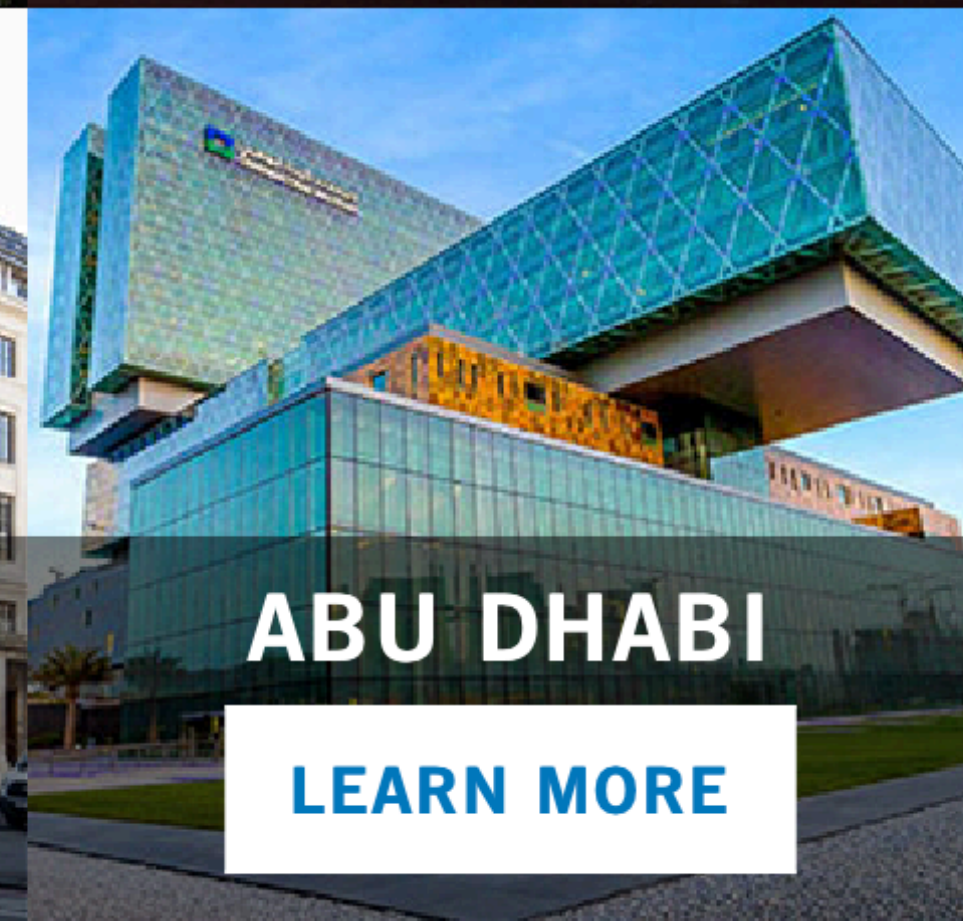
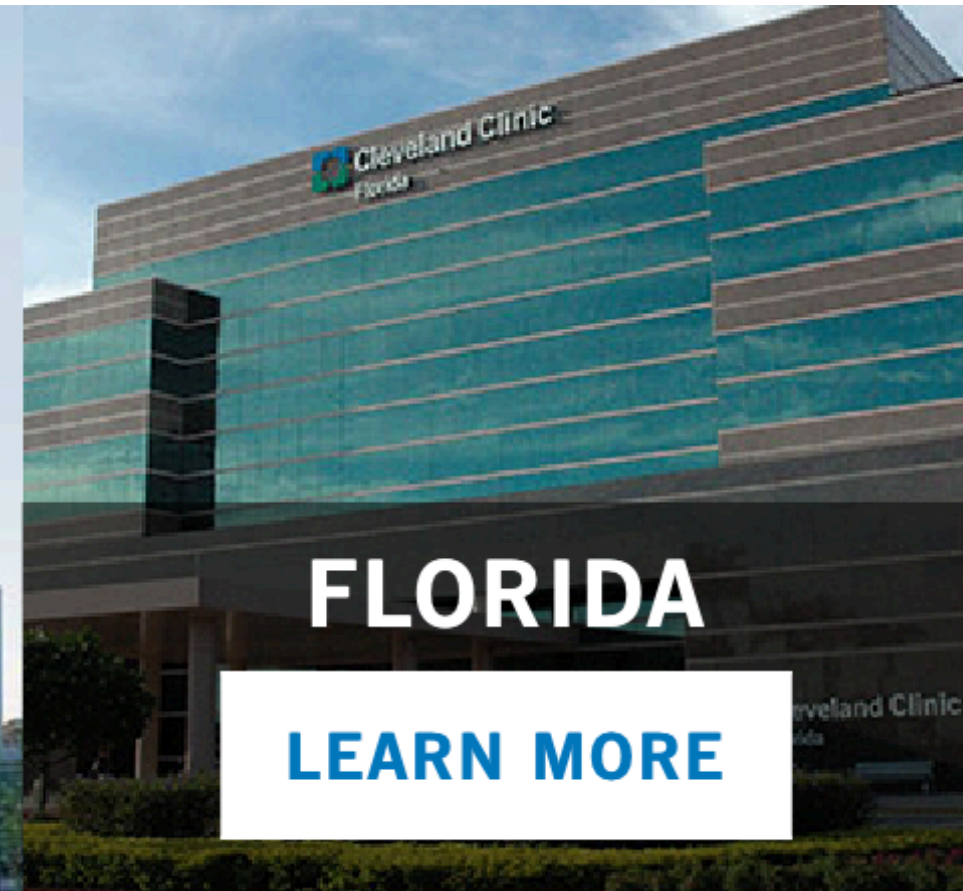
CULTURE OF EXCELLENCE

Custom Content to  
Inspire ‘Right Fit’ vs.  
‘Every Fit’





# Global Perspective to Elevate Cleveland Clinic's Mission





# ANN INC.

ANN TAYLOR | LOFT | LOU & GREY

Relevance to Mary Kay

## A Brand with Purpose



## Challenge

ANN Inc. had no trouble with quantity, but the quality of candidates applying to jobs indicated a lack of differentiation and led to the high turnover common in the retail industry. They needed a unique value proposition that told their story and appealed to the right candidates – those who recognized ANN's legacy of accessible fashion but had a clear sense of purpose to take the company beyond retail.

---

## Opportunity

To transform ANN Inc. from retail brand to purpose-driven fashion powerhouse, giving it a hint of luxury while retaining its approachability. ANN is a brand built uniquely *for* women, and the people who were going to be successful had to *understand* the modern woman, their lifestyles, and their aspirations. Help ANN Inc. stand out in the industry by understanding how the brand fit with women and using that knowledge to help them live their best selves.



# ANN INC.'s INSIDE Story...



# MANIFESTO

---

The modern woman needs us. She has it all, but it's easy to lose sight of her self as she keeps it all together.

We're more than trendsetters and stylists. We are believers in the timeless beauty of a boldly confident, strongly supported woman.

We applaud her style, her choices, her instincts. We recognize her potential. We mirror her versatility.  
And we find deep fulfillment in supplying the defining finishing touch.

We put it all together. We make it fit.

Fit happens when you look and feel exactly like who you are: a true original.  
We covet those rare individuals who can deliver that feeling.

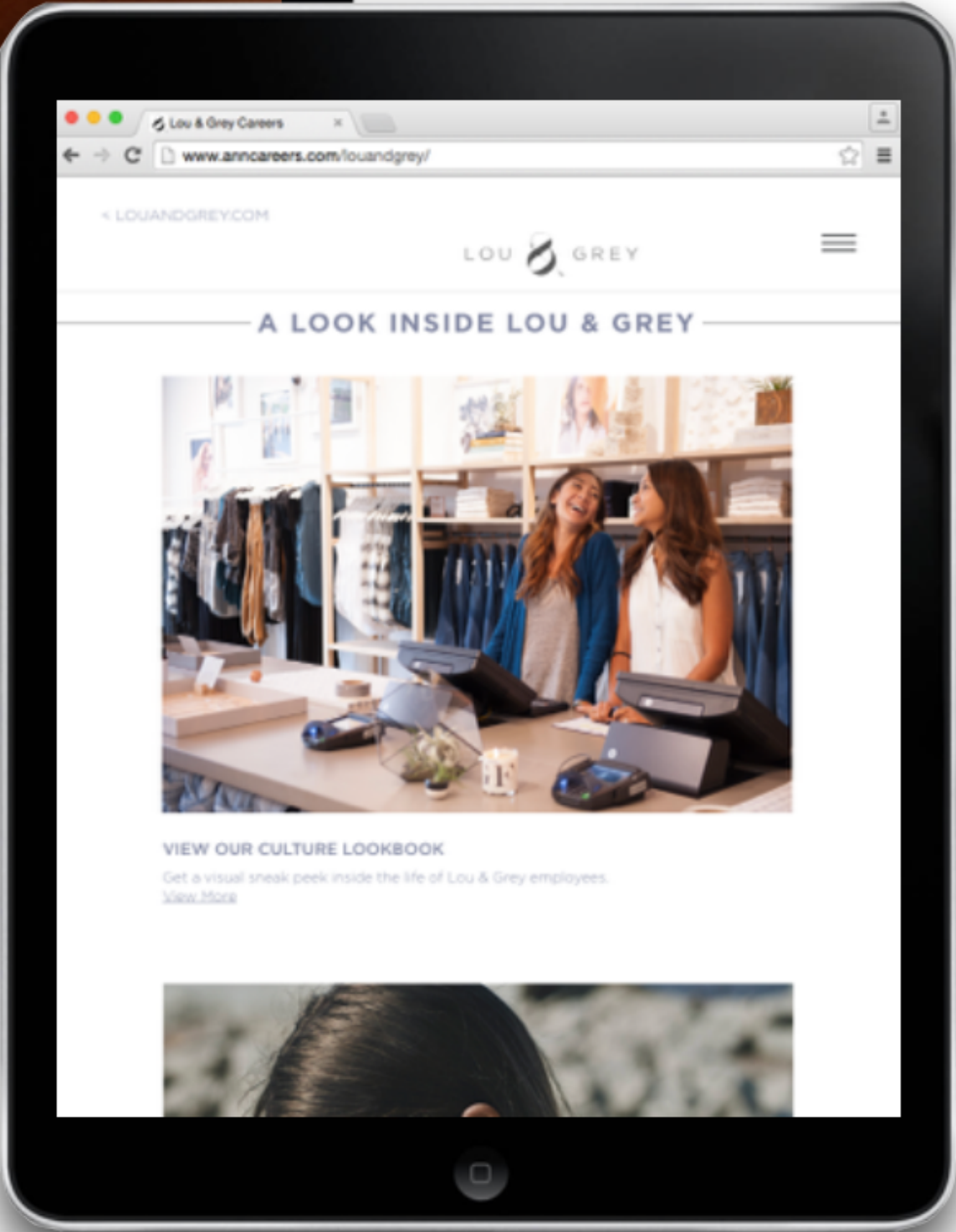
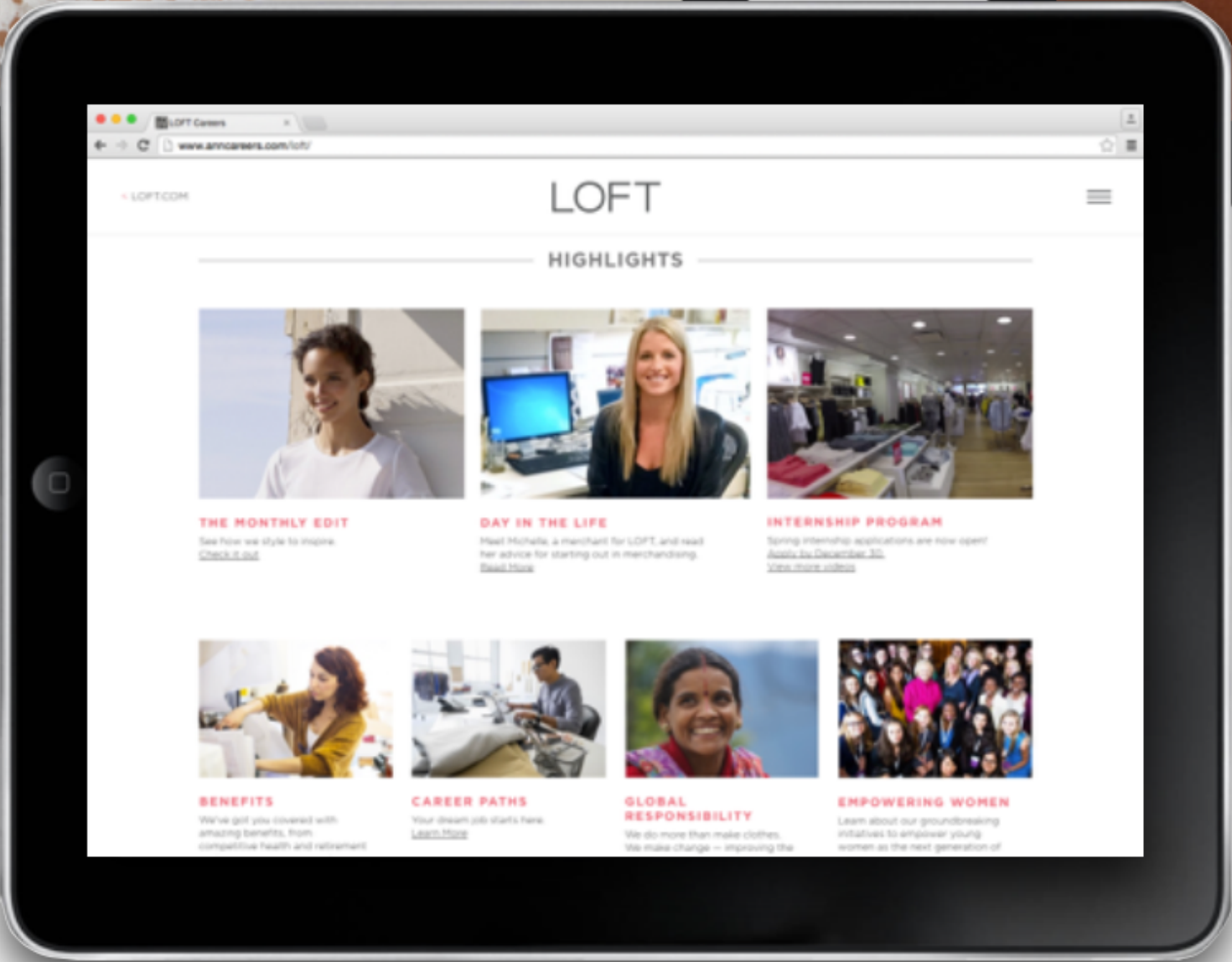
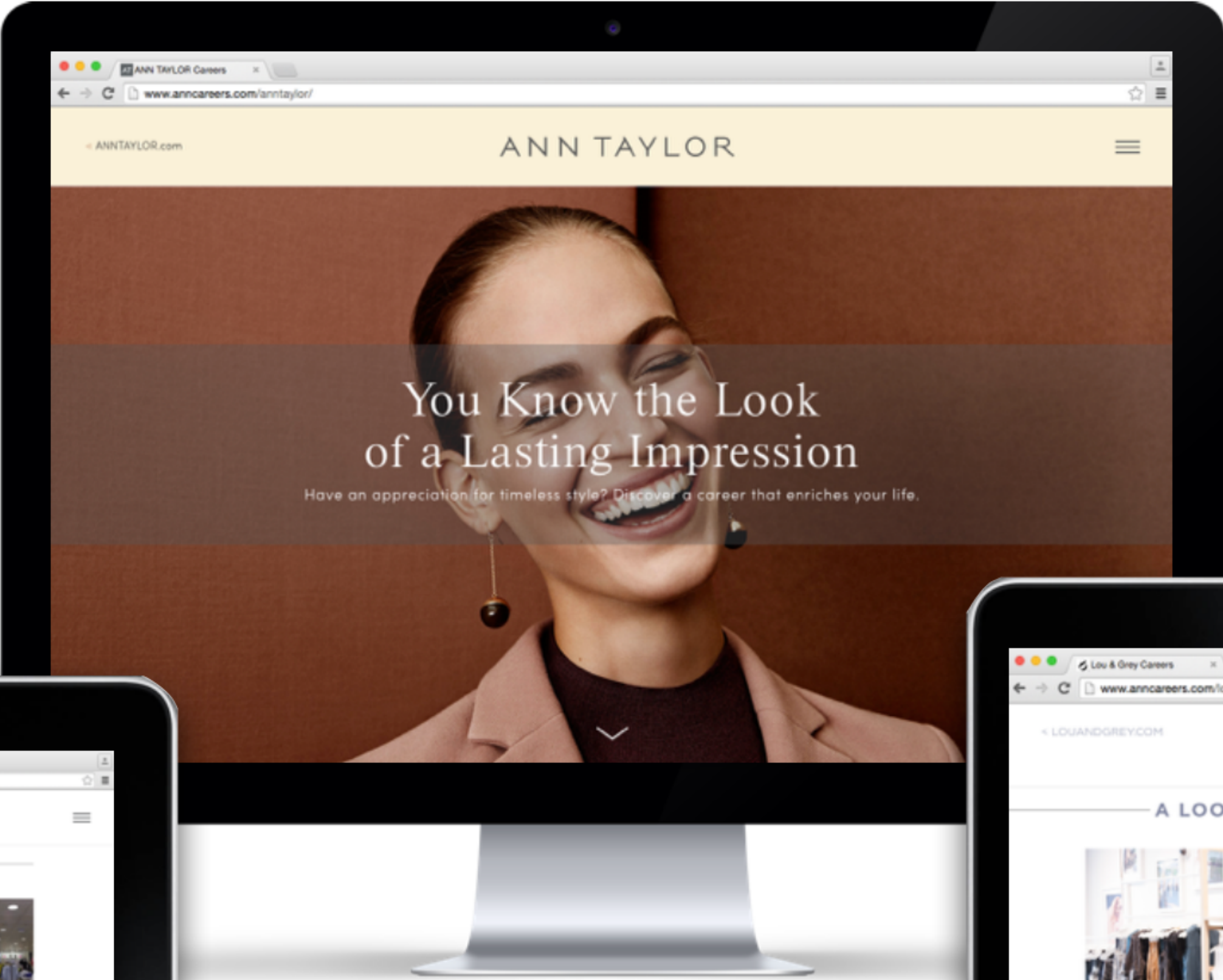
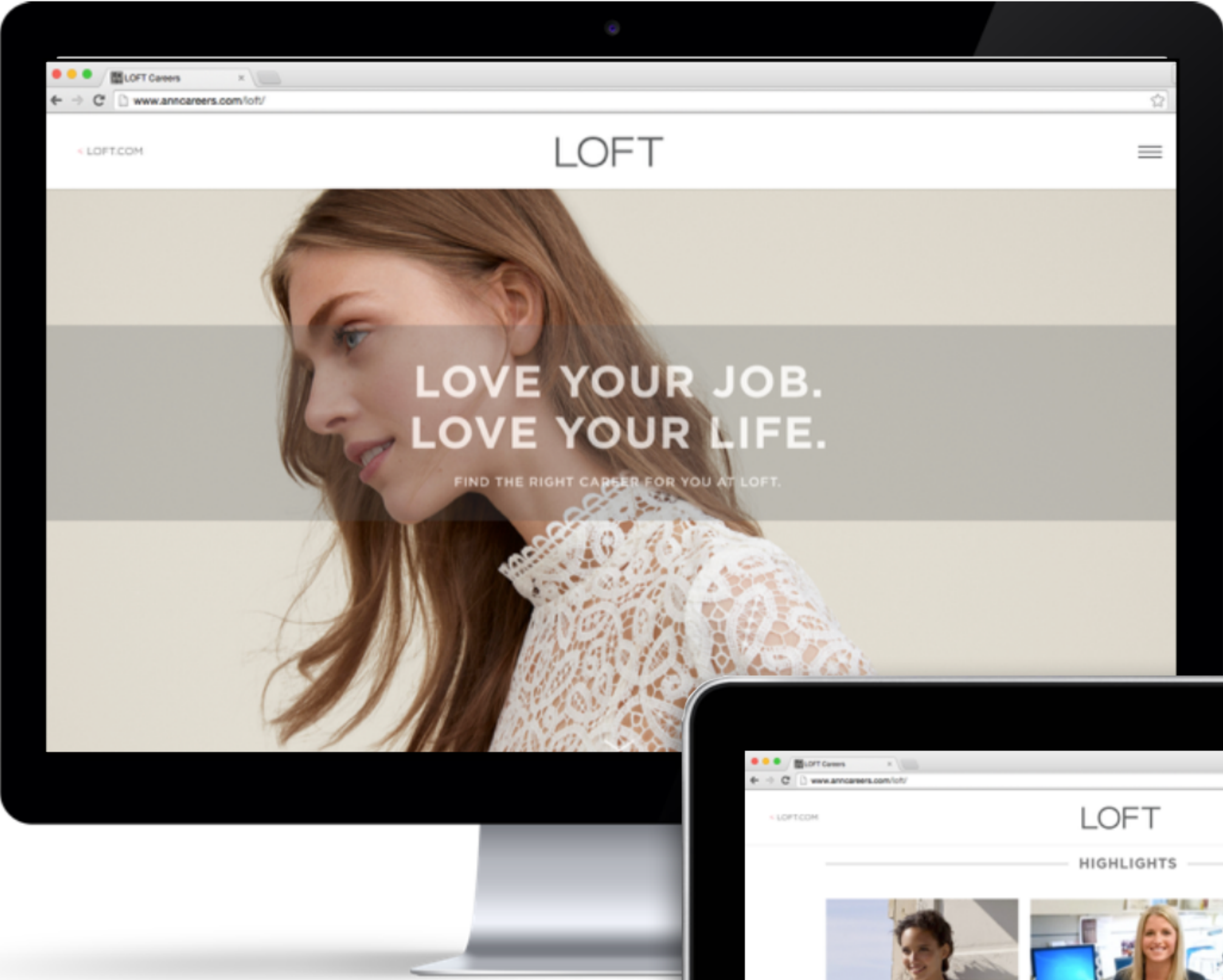
Fit is so much more than clothing. It's that ability to walk in free-flowing, ever-moving confidence – in yourself, your work, your future.  
It's the uniquely crafted experience you deliver to clients, and the inspiring career you deserve.

Fit is effortless. It is embracing, all-encompassing, and therefore quite simple. Fit is *everything*.

---



Brand-Specific Landing Pages





ANN LOFT Careers (ANN INC., Ann Taylor, LOFT)

Emily
Home

ANN INC.  
ANN TAYLOR | LOFT | LOU & GREY

ANN LOFT Careers (ANN INC., Ann Taylor, LOFT)  
@ANNLOFTCareers

Home  
About  
Photos  
Events  
What is "Fit"?  
Videos  
Careers

BRING YOUR PASSIONATE ENTHUSIASM TO ANN INC.

Like Message Save More

ANN INC.

Like
 Message
 Save
 More

Use App

Status
 Photo / Video

Write something on this Page...

ANN LOFT Careers (ANN INC., Ann Taylor, LOFT) added 4 new photos.

Search for posts on this Page

45,325 people like this  
Jwtdave invited you to like this Page

Invite friends to like this Page

Home
 Moments
 Notifications
 Messages

Search Twitter

Tweet

BRING YOUR PASSIONATE ENTHUSIASM TO ANN INC.

ANN INC.

TWEETS 6,685
FOLLOWING 937
FOLLOWERS 37.7K
LIKES 1,327
LISTS 5

Follow

ANN INC.

Careers at ANN INC. @ANNLOFTCareers

Discover a fashionable career with @AnnTaylor, @LOFT, and @louandgrey today!

New York, NY  
anncareers.com  
Joined January 2010

Tweet to Careers at ANN INC.

Tweets
Tweets & replies
Media

ANN INC.

Careers at ANN INC. @ANNLOFTCareers · 6h

Set goals and stay focused on what you're doing. #DailyInspiration

ANN INC.

Careers at ANN INC. @ANNLOFTCareers · 21h

We're hiring a Stylist - Ann Taylor Visual Merchandising! #FashionJob #Stylist ow.ly /Msk23051Dn6

Who to follow · Refresh · View all

Quote Catalog @qgc

Kate Upton @KateUpton

Zac Efron @ZacEfron

Find friends

Search for people, jobs, companies, and more...

Advanced

14
3

Home Profile My Network Learning Jobs Interests Business Services Try Premium for free

ANN INC.

ANN INC. (parent company of Ann Taylor, LOFT & Lou & Grey)

Retail  
10,001+ employees

Home Careers

80,902 followers
Follow

A CAREER DESIGNED FOR YOU.

ANN TAYLOR | LOFT | LOU & GREY

For more than half a century, we have evolved with the needs of real women who live full, active lives. Our values are her values. We get that a woman expresses herself through what she wears – at work, at home and at play.

How You're Connected

2nd

2nd

2nd

3rd

399 second-degree connections  
4,788 Employees on LinkedIn

See all

ANN INC.

Interested in ANN INC. (parent company of Ann Taylor, LOFT & Lou & Grey)?

Search for people, jobs, companies, and more...

Advanced

14
3

Home Profile My Network Learning Jobs Interests Business Services Try Premium for free

ANN INC.

ANN INC. (parent company of Ann Taylor, LOFT & Lou & Grey)

Retail  
10,001+ employees

Home Careers

80,904 followers
Follow

BRING YOUR PASSIONATE ENTHUSIASM

Discover your career fit with us

"Fit" might not come across on a job description, but candidates who fit feel strongly connected with all the things a woman values, believes in, supports, defends, embraces, loves.

How You're Connected

2nd

2nd

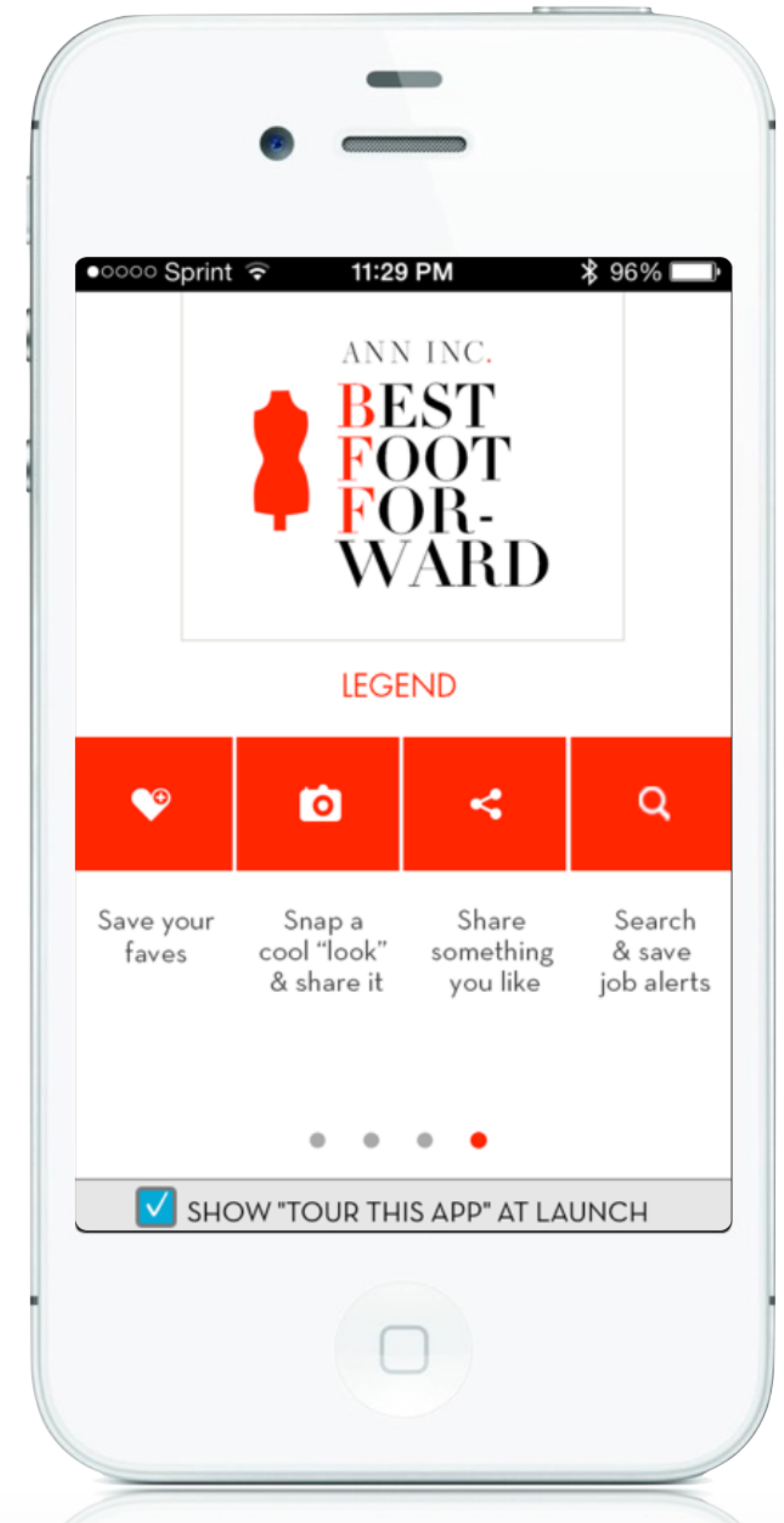
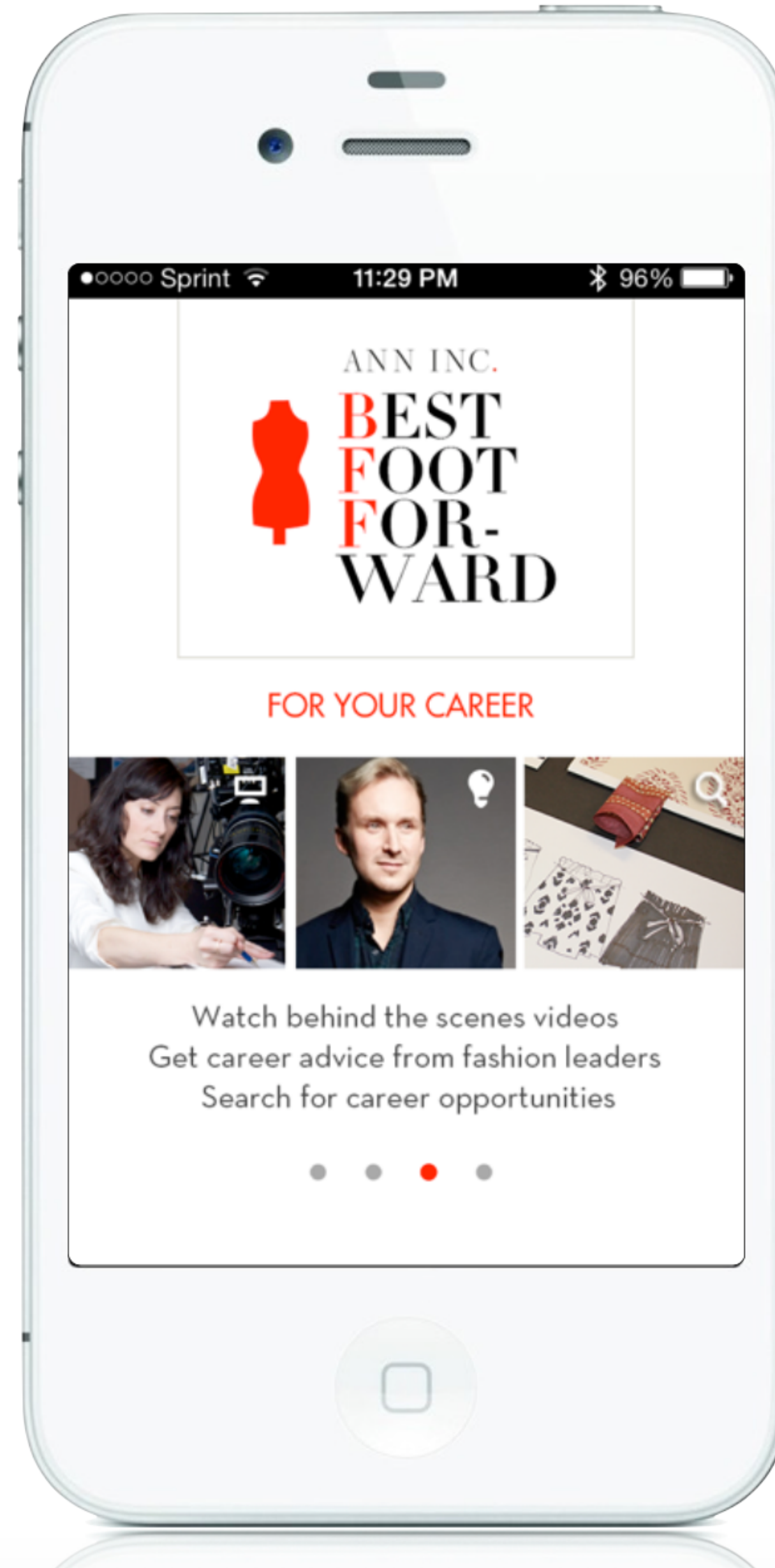
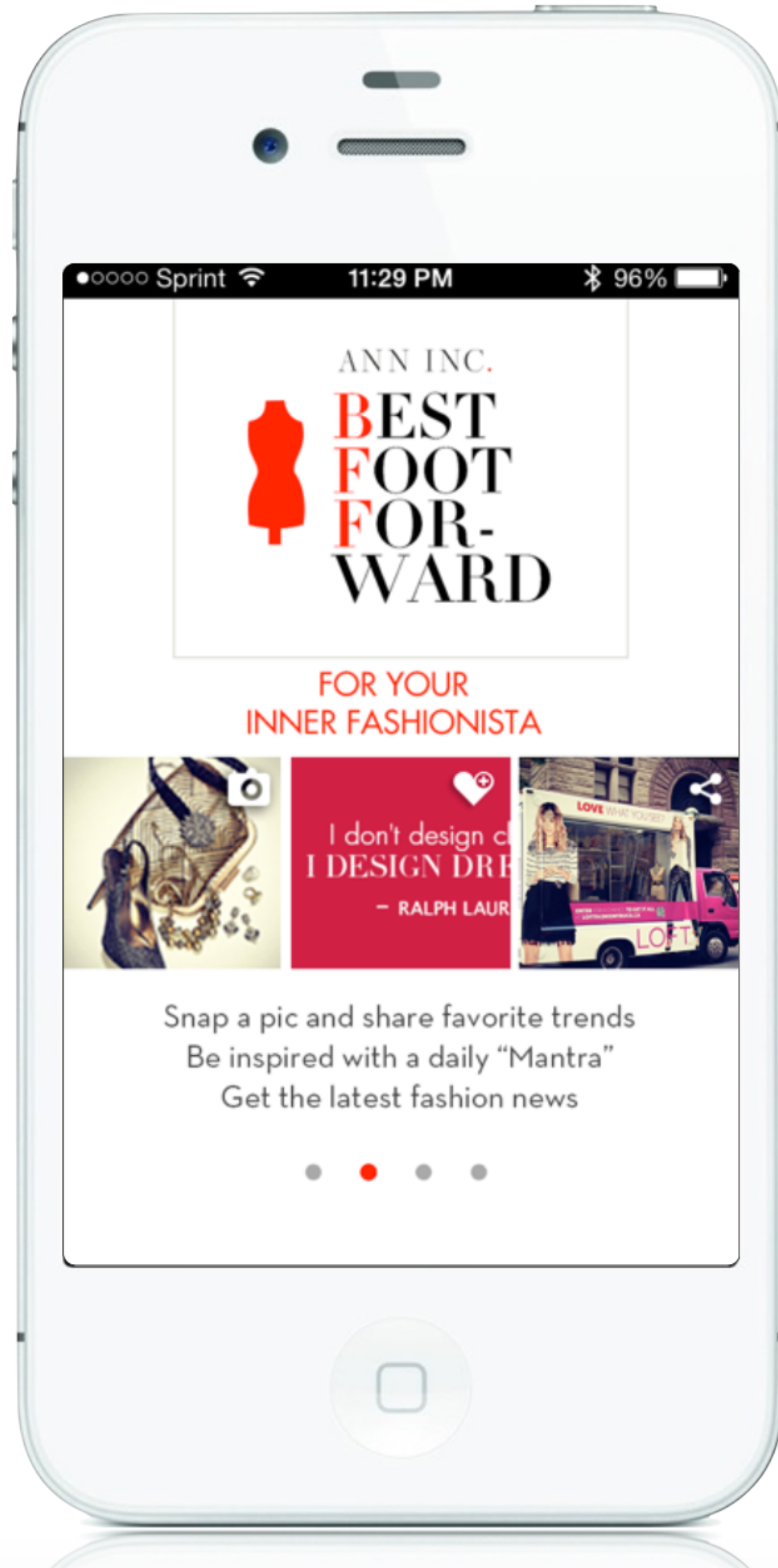
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3rd

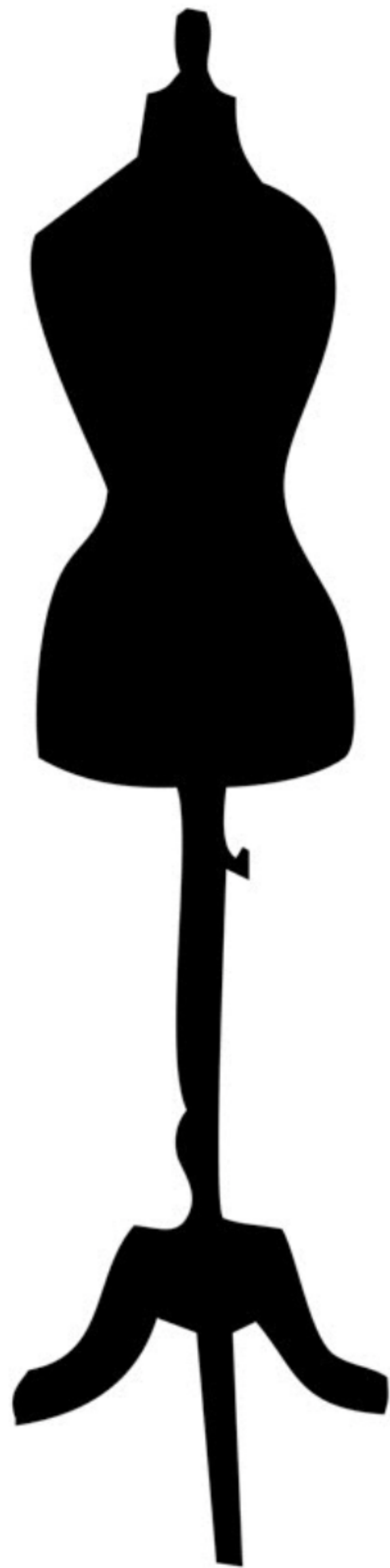
399 second-degree connections  
4,788 Employees on LinkedIn

See all









## AWARENESS

We could be best friends.  
We just haven't met yet.



## PARTICIPATION

This feels like the right fit for me.



## ADVOCACY

Let me tell the world.



**EVP & Creative Expression**  
Threaded concepts of values & culture throughout campaign.

**Careers Site**  
Responsively designed for mobile, tablet, web.

**Recruiter Toolkit**  
Print ads, banners, interview room posters, email blasts.



**Careers Site**  
Job opportunities via mobile GPS-location.

**Social Media**  
Scavenger hunt via internal communications.

**BFF app**  
Brand awareness through learning & love of fashion.



**BFF app**  
Your voice heard. Sharing of ideas, influencing content, share & rate this app.

**BFF app**  
Share personal vision about Fashion Trends as an ANN INC Trendspotter. Upload, comment.

**BFF app**  
ANN recognizes it Associates as industry Leaders. Comment, ask a question.



**Facebook**  
Content strategy to content creation.

**YouTube**  
Branded channel

**Pinterest & Instagram**  
Branded pages



**Facebook**  
Like, share, upload, & comment

**YouTube**  
'Great Fit' & 'Behind the Scenes' videos. Share, rank, comment.

**Twitter**  
Share jobs, ask questions.



**Facebook**  
'Let's get to know each other' series. Career advice. Conversations with HR.

**YouTube**  
Associate 'Word of Advice' & team appreciation videos. Share, rank, comment.

**Testimonials**  
Town Hall, Associate quotes, comments, word-of-mouth, referrals, Associate & new hire point-of-views.





# J. Walter Thompson Inside

## OUR MISSION

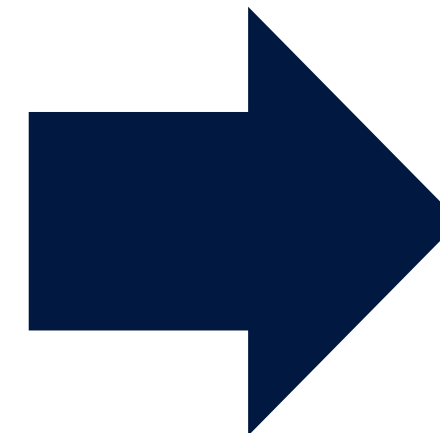
We create [Pioneering Solutions](#) in employer branding, internal communications and recruitment advertising for the world's leading companies.



# What We Do

## PROBLEMS WE SOLVE

Candidate Experience  
Employee Engagement  
Change Management  
Diversity & Inclusion  
Digital, Social, Mobile Innovation  
Technology Product Integration

























## EXPERTISE WE OFFER

Employer Branding & Storytelling  
Internal Communications  
Culture Transformation  
Recruitment Marketing Campaigns  
Social Media Strategy  
Activation & Channel Planning



# Who We Do it For

We've helped to craft memorable employer brands, powered by best-in-class creative campaigns and digital experiences for a variety of leading global organizations.



# Thank You For Your Time

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