

"THE NEW NORMAL"
#HRDay

BEFORE: Recruit & Select

AFTER: Attract & Sell

Dragan Vukosavljević
HiNT – Training & Coaching



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Dragan Vukosavljević

17 years in professional training and coaching focused on Business Development, Leadership Development, Competency Modelling and Performance Management.

Owner and principal consultant at
HiNT –Training & Coaching



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BEFORE

Context prior COVID-19



NOW

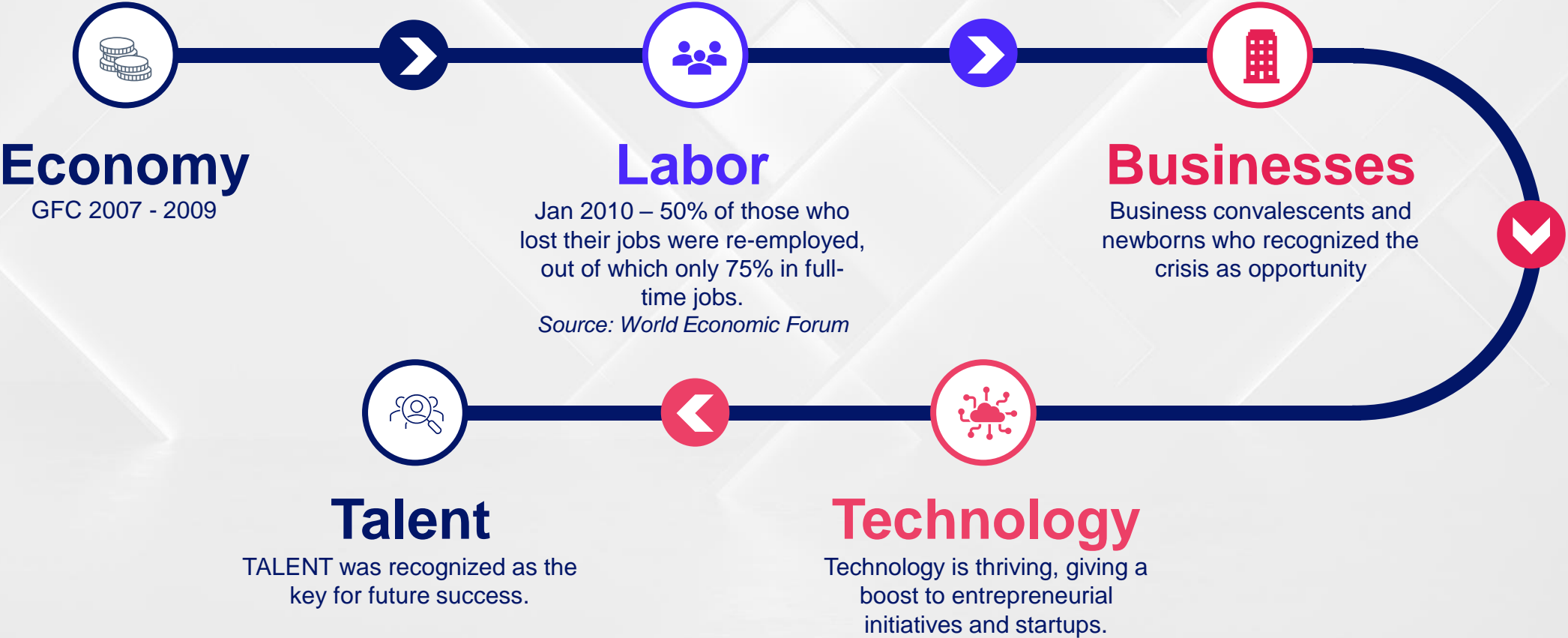
How the present is changing and what are new priorities in one's life.



AFTER

How SALES can help tweak interviewing in a positive manner and what are the benefits for employer branding.

Before





NOW! 2020

Pandemic world (still)

The world is moving slowly from „fighting the virus“ to „living with the virus“

Technology

Fast adoption in order to facilitate the way ways of working.

Economy

Prolonged global recession and high unemployment are the key implications of the current context, recognized in *COVID-19 Risks Outlook* by *WE Forum*

Talent

Adapts to the new models of work, (re)evaluating current skill set and future demands.

Labor market

Unemployment rates in the first week of March 2020 have reached levels of GFC 2009.

Source: World Economic Forum

Individual

Works from home, dealing with unknowns and uncertainties, rethinking purpose and future objectives.

Expected takeaways

Societies:

- More responsible
- More humane

Businesses:

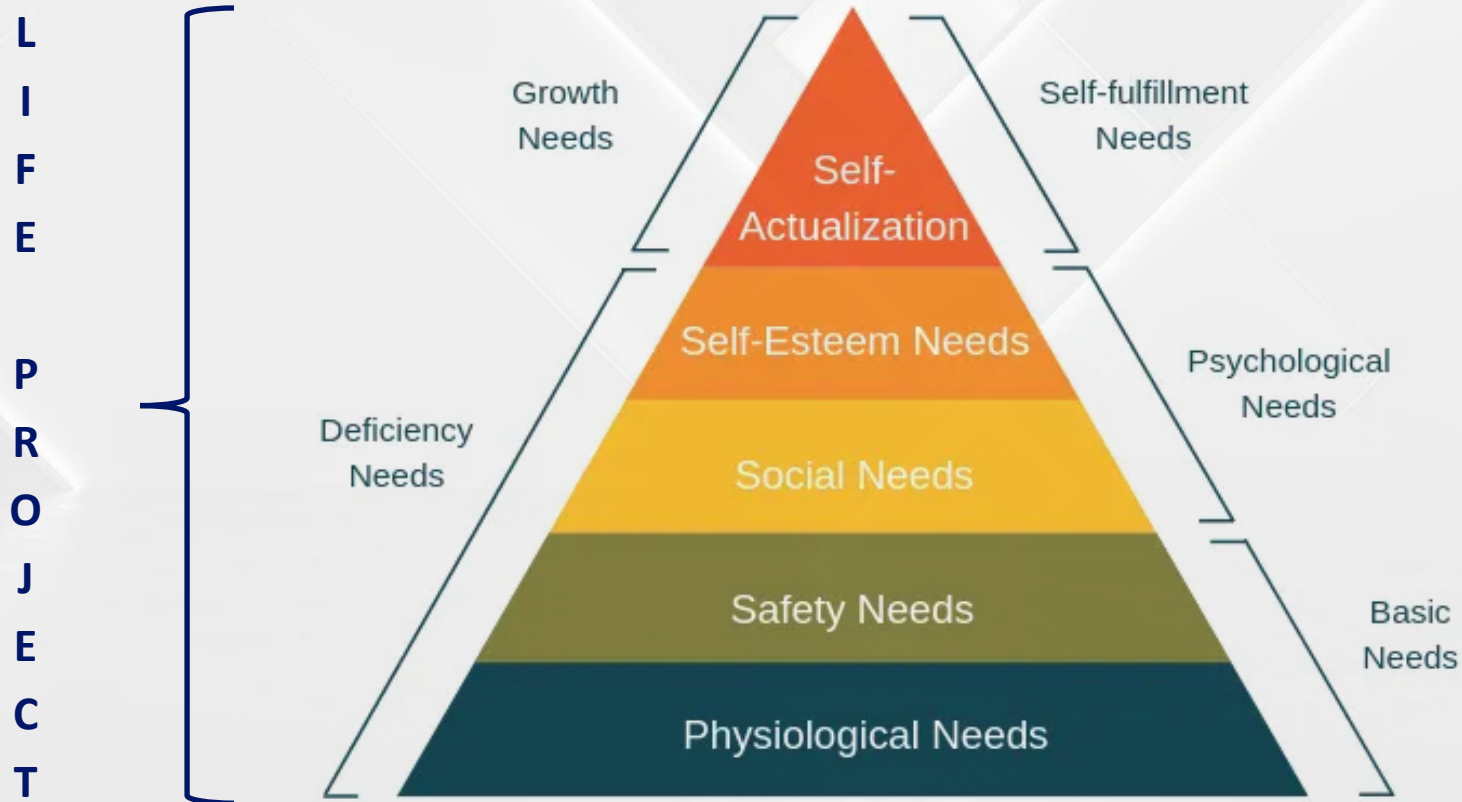
- More agile
- More digital
- Socially responsible

Individuals:

- Self-reflection
- Acquire new skills

Foundations are shaken

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Priorities changed

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- Safety
- Security
- Social

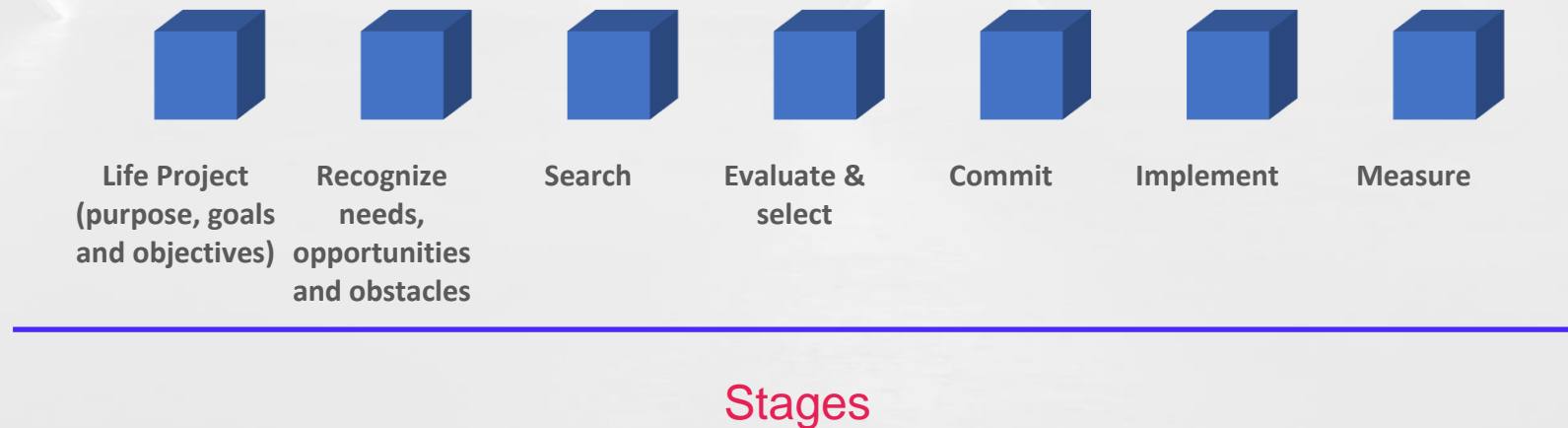
The Future

The impact of one's LIFE PROJECT
on recruitment

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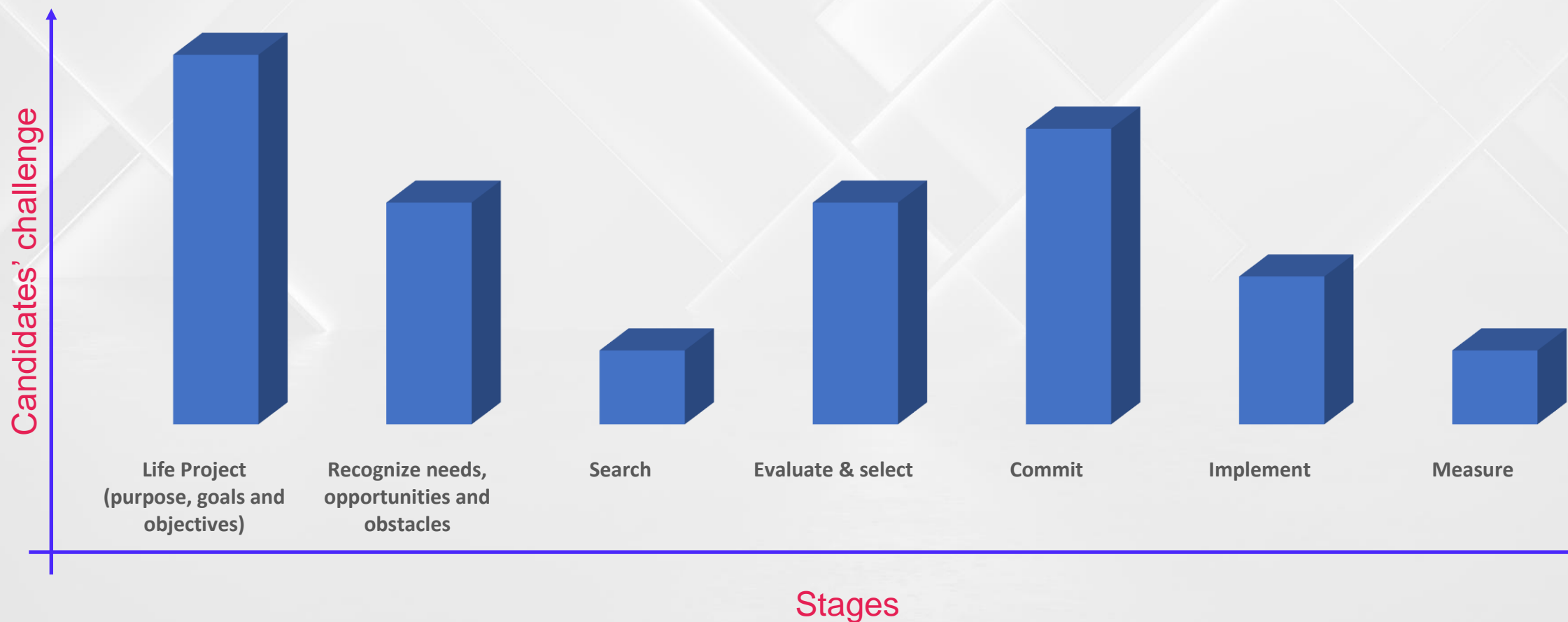
Candidates' journey

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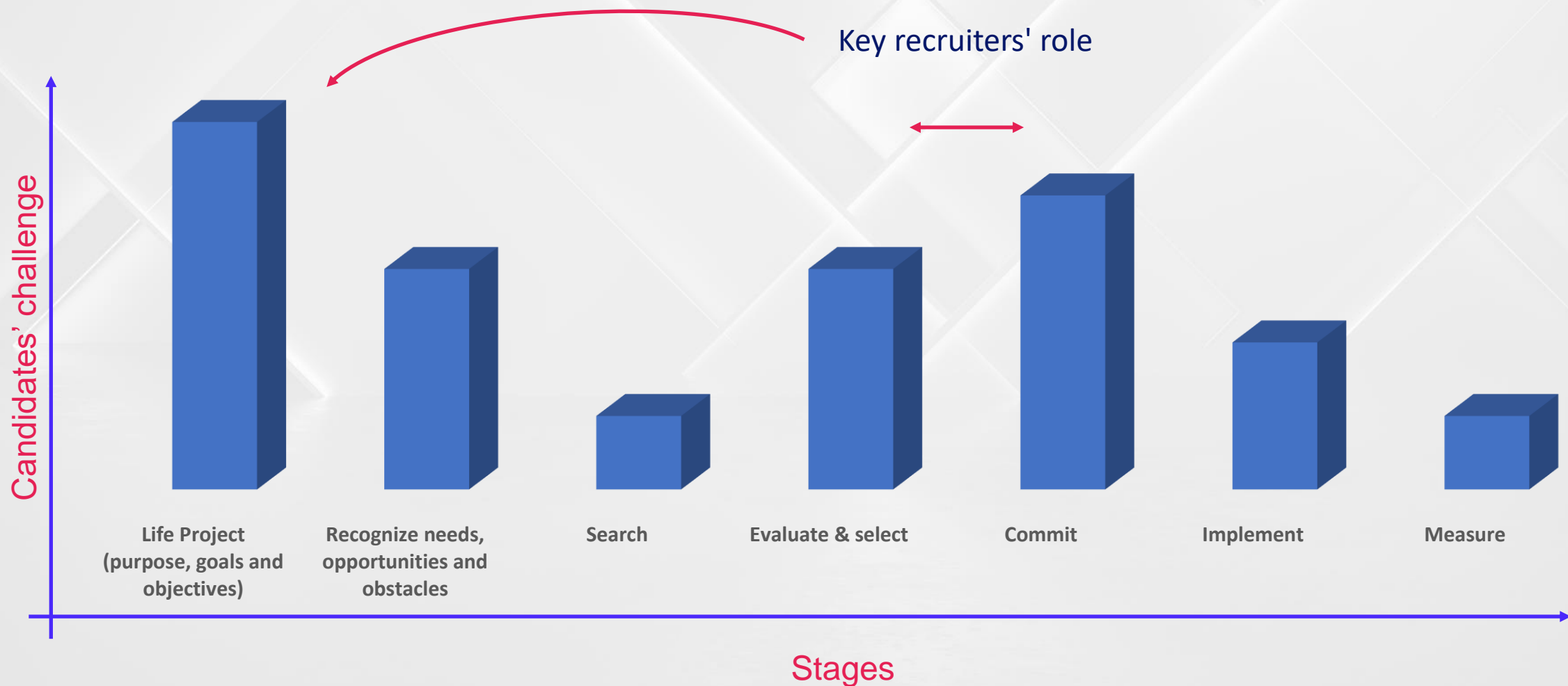
Professional Selling

Identifying significant needs
that can be met by your product or service,
and then communicating to the customer
how your product or service meets those needs.

Professional Recruitment

Identifying significant needs
that can be met by your job offer,
and then communicating to the candidate
how your proposal meets those needs.

Candidates' journey



Key findings

Research

4 years
2.000+ candidates

74%

Of surveyed candidates disconnected during **Search** and **Evaluate & select** stages due to lack of interest of the prospective employer for their life project.

69%

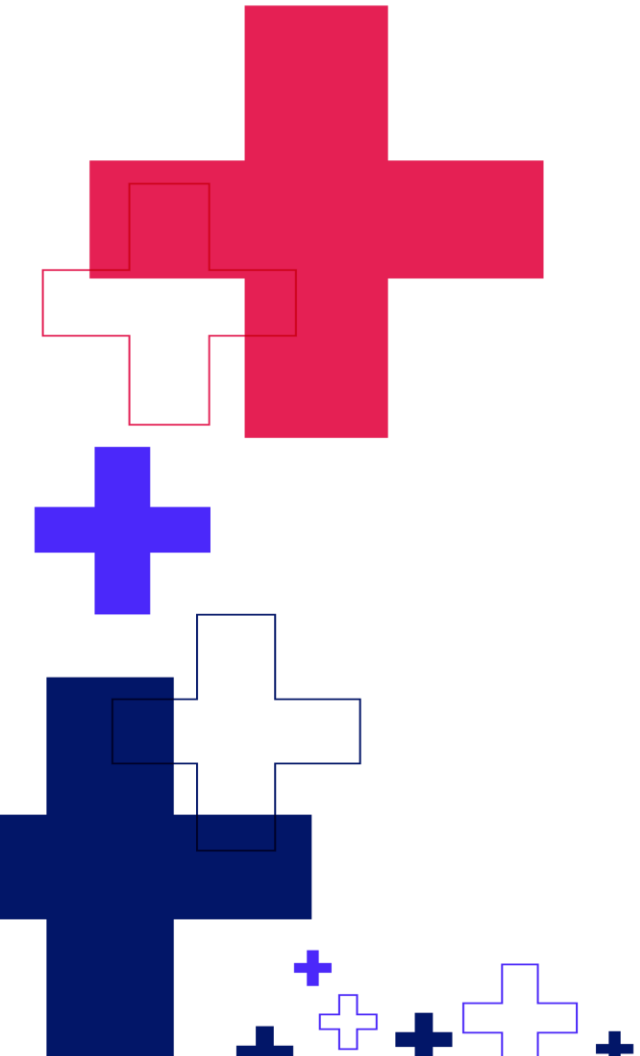
Of surveyed candidates disconnected during **Commit** stage due to lack of interest of the prospective employer for their life project.

0,5%

Of hired candidates who experienced this approach have changed jobs within 1 year.

Key benefits of the approach

- Insight into candidates' life project
(goals, needs, development/learning aspirations and potentials)
- Tailoring and personalizing job offer
- Defining communication in a clear and targeted way
- (Re)defining employer branding strategies addressing the full span of needs (Maslow)



Questions & Answers

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Thank you!

