

# The Hunt For Talent in The **DIGITAL AGE**

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**Jan. 2022**

# Hunting types

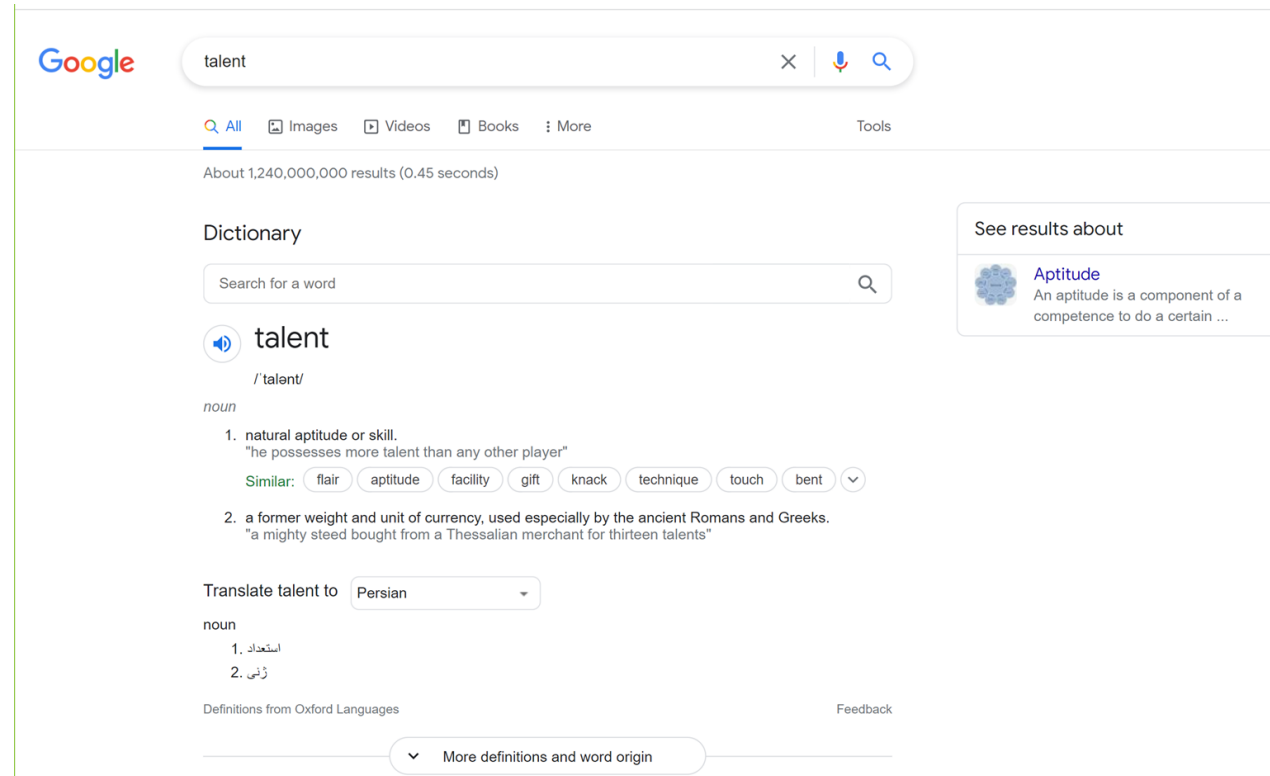
- Still hunting,
  - As the name implies, still hunting is walking stealthily through an animal's habitat, stopping frequently—sometimes for long periods—to scan and listen for game. Typically, big-game hunters use this method in unfamiliar terrain or where stands are impractical or forbidden.
- Baiting
  - Baiting is defined as the direct or indirect placing, exposing, depositing, distributing or scattering of salt, grain or other feed that could serve as a lure or an attraction for wildlife to, on or over any areas where hunters are attempting to take them.

# 7 Lessons Learned From Hunting

- Patience. ...
- Show up and put in the time. ...
- Sometimes you don't get anything, even if you are the best. ...
- You need to prepare for success. ...
- You miss all the shots you don't take. ...
- Time alone with nature and your thoughts = clarity and perspective.

# Talent

Someone who is talented has a natural ability to do something well.



The screenshot shows a Google search for the word "talent". The search bar at the top contains the word "talent" and the Google logo. Below the search bar, there are links for "All", "Images", "Videos", "Books", and "More". The search results show "About 1,240,000,000 results (0.45 seconds)".

The main content area is titled "Dictionary" and contains a search bar with the text "Search for a word". Below this, the word "talent" is displayed with a speaker icon and the phonetic transcription "/ˈtælənt/".

The word is classified as a "noun" and has two definitions:

1. natural aptitude or skill.  
"he possesses more talent than any other player"
2. a former weight and unit of currency, used especially by the ancient Romans and Greeks.  
"a mighty steed bought from a Thessalian merchant for thirteen talents"

Below the definitions, there is a "Translate talent to" section with a dropdown menu set to "Persian". The Persian translations are listed as:

1. استعداد
2. ژنی

At the bottom, there is a link to "Definitions from Oxford Languages" and a "Feedback" link.

On the right side of the search results, there is a section titled "See results about" with a link to "Aptitude". The text next to the link says: "An aptitude is a component of a competence to do a certain ..."

*“Talent refers to individuals who can make a significant difference to organisational performance. This may be through their immediate contribution or, in the longer-term, by reaching their highest levels of potential.”*

(CIPD <https://www.cipd.co.uk/knowledge/strategy/resourcing/talent-factsheet#gref> )

# CURRENT STATUS

1







## Baby Boomer

- 1940 – 1959
- Postwar
- Idealistic
- Disciplines
- Ideology

## GEN X

- 1960 – 1979
- Political transition
- Scepticistic
- Competitive
- Status

## GEN Y

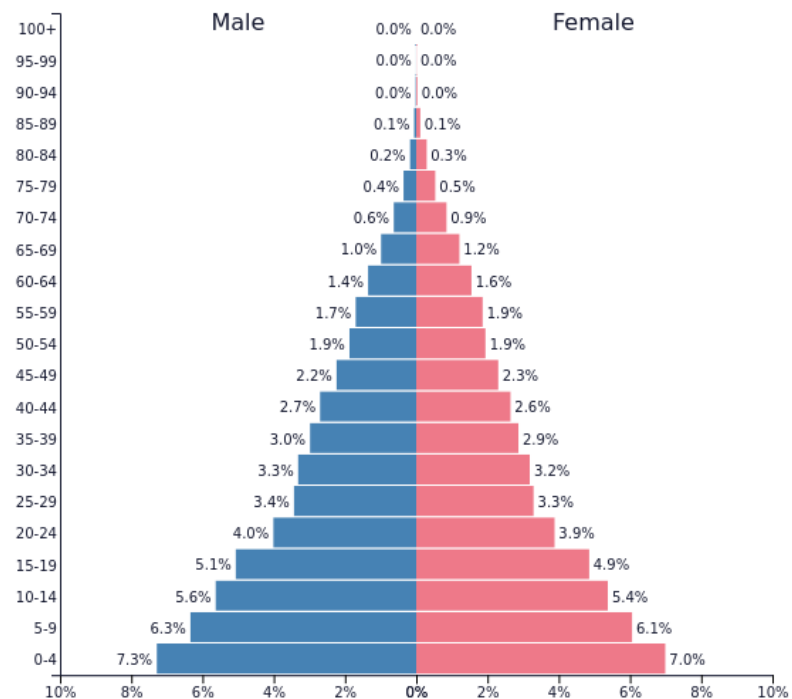
- 1980 – 1994
- Globalization
- Optimistic
- Questioning/ oriented to self
- Experience

## GEN Z

- 1995 - 2015
- Multiple realities
- Realistic
- Undefined ID
- Uniqueness

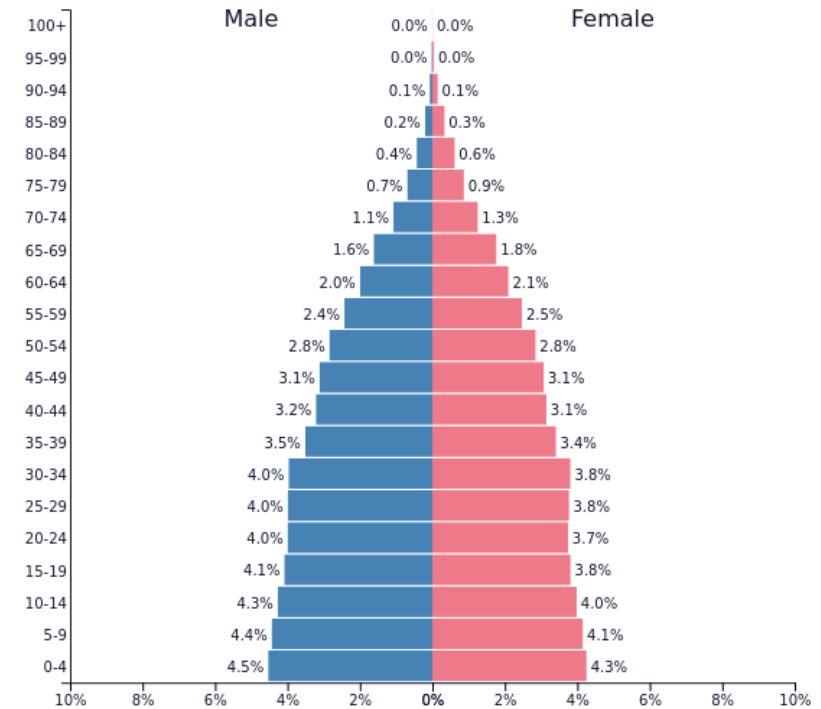
# End of Baby Boomer Area

- World population and age structure



PopulationPyramid.net

**WORLD - 1969**  
Population: **3,625,680,965**



PopulationPyramid.net

**WORLD - 2019**  
Population: **7,713,468,205**



1950

worldwide literacy rate

55.7 percent

2019

worldwide literacy rate

86 percent

## **World 1970**

- More Developed Regions 30.0%
- Less Developed Regions 70%
- Urbanized 33%

## **World 2020**

- More Developed Regions 22.4%
- Less Developed Regions 77%
- Urbanized 51%

## GEN Z IS RELEVANT



# 1/3

OF THE WORLD POPULATION  
(2020)



BY 2030,

# 30%

OF THE GLOBAL WORKFORCE  
WILL BE GEN Z.

TODAY, GEN Z COMMANDS



# 40%

OF ALL CONSUMER SHOPPING AND HOLDS  
UP TO \$143 BILLION IN BUYING POWER.



Source: <https://www.forbes.com/sites/jefffromm/2018/01/10/what-you-need-to-know-about-the-financial-impact-of-gen-z-influence/?sh=7e1c5c2256fc>  
Source: [https://www.europarl.europa.eu/RegData/etudes/BRIE/2020/659404/EPRS\\_BRI\(2020\)659404\\_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2020/659404/EPRS_BRI(2020)659404_EN.pdf)  
Source: <https://review42.com/resources/gen-z-statistics/>

# THEY GREW UP IN A WORLD FULL OF...

## ECONOMICAL & POLITICAL ISSUES

FRAGILE POLITICAL DEVELOPMENTS



REFUGEES



PANDEMIC



WEALTH GAP



FINANCIAL CRISIS



LACK OF AFFORDABLE HOUSING



# WHERE TECHN. EVOLUTION AND DIGITAL INTERACTION SHOT THROUGH THE ROOF AND ENVIRONMENTAL THREATS & CRISIS REACHED THE PUBLIC

SMART DEVICES



SOCIAL MEDIA



NEW WORK



SPECIES EXTINCTION



PLASTIC WASTE



DEFORESTATION



GLACIER MELT



THE RESULT: **THEY SPEAK UP  
& TAKE A STAND.**

They are trying to make a difference,  
they feel empowered to be the ones  
who drive the change.



Malala Yousafzai,  
Pakistan, 23 y.o.



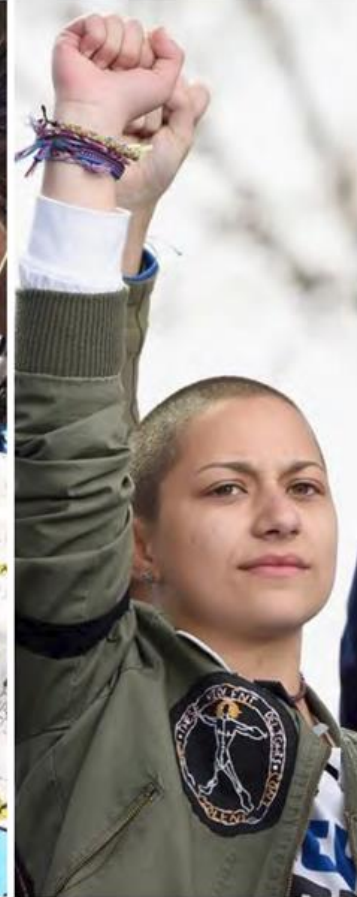
Greta Thunberg,  
Sweden, 17 y.o.



Joshua Wong,  
Hong Kong, 24 y.o.



Billie Eilish,  
USA, 19 y.o.



Emma González,  
USA, 18 y.o.

THEIR DEMANDS TO DESIGN ARE...



**BOLD &  
PROUD**

**INCLUSIVE**

**SIMPLE & CLEAR  
MESSAGES**

**POSITIVE  
& UPLIFTING**

**AUTHENTIC &  
NO BULLSHIT**





**THE CORONAVIRUS IS “THE  
MOST CHALLENGING CRISIS WE  
HAVE FACED SINCE THE SECOND  
WORLD WAR.”**

**- ANTONIO GUTERRES -**



WITH THE RISE OF REMOTE WORK, FIRMS SHOULD CONSIDER 'HUNTING FOR TALENT' WITH BACKGROUNDS AND IN LOCATIONS THEY MIGHT HAVE NEVER CONSIDERED."



# Sharpening the talent search

- companies are becoming more sophisticated about identifying talent
- Creative Job Advertising
- use social media platforms

# GET THEIR ATTENTION





# Are You Smart Enough?



- Targeted  
Recruiting Ads

# WHAT DO YOU WANT TO BE WHEN YOU GROW UP?

Astronaut? Pilot? Footballer? **Police Officer.**  
Don't just toy with the idea. Call us now.



Tel 01483 633 333 Email [resourcing@surrey.pnn.police.uk](mailto:resourcing@surrey.pnn.police.uk)  
#newyearnewcareer [www.surrey.police.uk/careers](http://www.surrey.police.uk/careers)



# DO YOU THINK YOU HAVE WHAT IT TAKES TO SUCCEED AT SAP?

## WE DON'T.

Don't take the headline personally. We're just weeding out the whingers and whiners. You know, the can't doers. The high-investment, low-return individuals. The people who believe the world owes them a living. We don't want those sorts slowing us down. But you on the other hand, if you're still reading this, you must be talented, intelligent and up for a challenge. That means you're obviously not one of them and more like one of us.

Make it official. Visit [careerwithsap.com.sg](http://careerwithsap.com.sg) and you'll be in good company. Guaranteed.

We're hiring. But only the best.



#Nimblechapps is looking for

## THE ARTIST

Who Knows All Of These



DIGITALLY!!

[contact@nimblechapps.com](mailto:contact@nimblechapps.com)

Recruiting

android  
Developers



Well,  
people say our  
recruitment  
process is really  
tough!!!!

Why don't  
you come  
and prove  
them WRONG ;)

[contact@nimblechapps.com](mailto:contact@nimblechapps.com)



Requesting  
applications for  
**AGGRESSIVE**

**SALES MANAGER**

IMPATIENT | FURIOUS | GUTSY | INSATIATE | FRISKY

[contact@nimblechapps.com](mailto:contact@nimblechapps.com)

 Nimblechapps Ltd

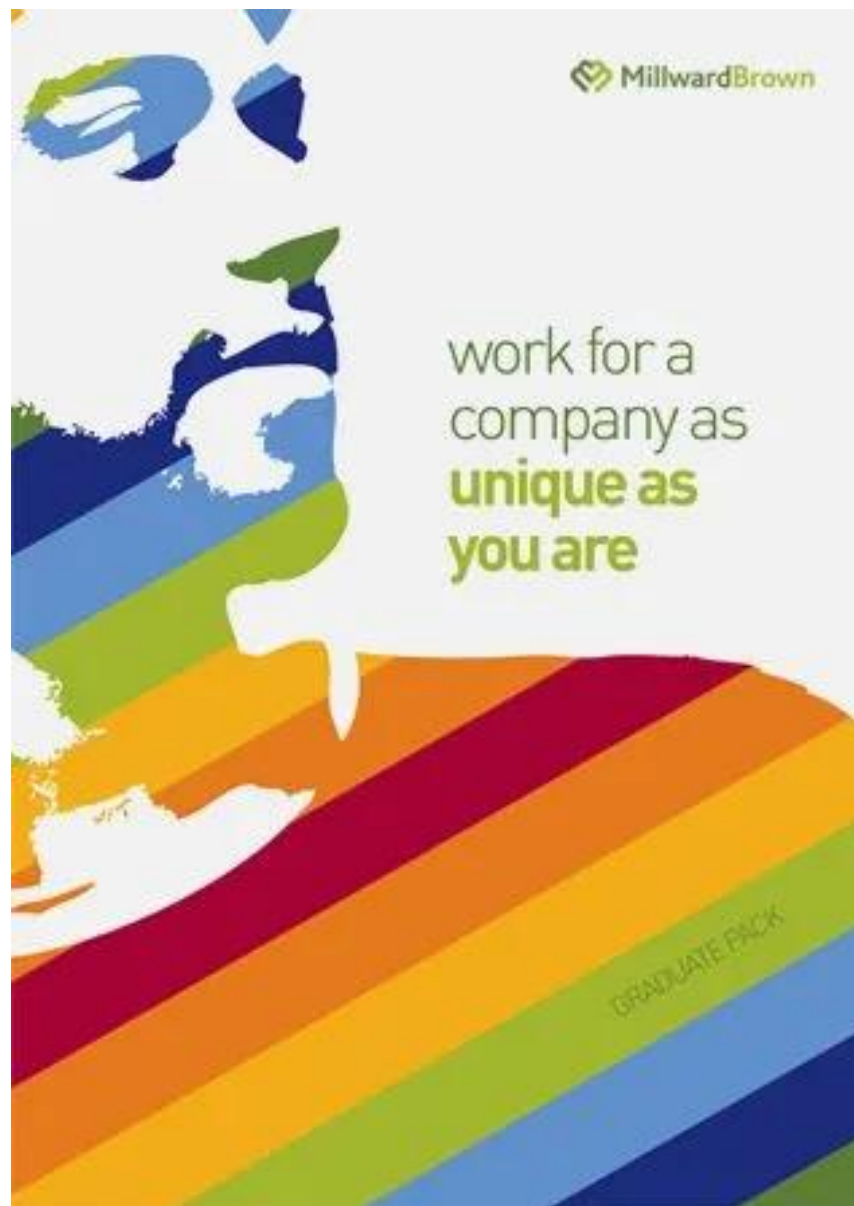






Did More. Got Less?  
we are hiring!





CANOPYDESIGN

# HIRING!

## Extra-Ordinary

A central illustration of a lightbulb with a yellow glow. Surrounding the lightbulb are several icons: a speech bubble with an exclamation mark, a pencil, a lightning bolt, and two stars. The entire graphic is set against a bright yellow background.

Talents with capabilities like no other. At Canopy, we test the boundaries with our ideas, bust design conventions and bend standards. Be part of our family if you are a like-minded creative. We want you on board. Send your credentials to [admin@canopydesign.sg](mailto:admin@canopydesign.sg). **Live Extra-Ordinary.**



We have a constant craving for the freshest, most talented blood.  
Contact us today: [newblood@mccann.com](mailto:newblood@mccann.com)

**McCANN**  
TORRE LAZAR

**McCANN**  
ECHO TORRE LAZAR



we're hungry for new talent.  
bring us your brains.

We have a rather sophisticated palette—only the best brains in the biz will do. Contact us today: [bestbrains@mccann.com](mailto:bestbrains@mccann.com)

**McCANN** **McCANN**  
ECHO TORRE LAZAR TORRE LAZAR



NEW  
BLOOD  
NEEDED






WE ARE HIRING  
CREATIVE MINDS




SEND YOUR PROFILE & CV  
[info@nok-eg.com](mailto:info@nok-eg.com)



STUDENTS WANTED.  
NO EXPERIENCE NEEDED.

|  |   |
|--|---|
| A  |  |
| B  | C   |
|   |  |
| D  | E   |
|  | $\pi \psi$  |

 SOFTWARE DEVELOPERS:  
**YOU GUYS CODE ALL DAY. CAN YOU CRACK THIS ONE?**





رئیس بنیاد ملی بازی‌های رایانه‌ای:  
ایران بیش از ۳۰ میلیون  
گیمر دارد





# Video Game Billboard

“Government intelligence organization GCHQ is to run an ad campaign within Xbox Live, to attract quick-thinking 18- to 34-year-olds to its ranks.”



**DO YOU KNOW  
SOMEONE WHO  
IS SMARTER  
THAN YOU?**

**REFER THEM NOW.**

# The Hiring Formula – A Dynamic Competency Model



Become a more attractive talent “buyer.”

**YOU DON'T NEED TO  
BE A TECH COMPANY  
TO ATTRACT TECH  
TALENT.**

# ARTICULATE WHAT'S IN IT FOR THEM

- Thanks to modern communication methods like video calling and online conferences, working remotely has become more common. When people are looking for a job, they'll always have a few big questions similar to the following:
  - What is the pay?
  - Where is it located?
  - What are the employees like?
  - What is the work environment/culture?



# ARTICULATE WHAT'S IN IT FOR THEM

- The next question on their list is nearly always concerning job perks.
  - **What can you offer the candidate that your competitors cannot?**
- Whether it's compensation packages, the potential to move up within the organization, or amazing away days, people like to know what benefits they'll be receiving if they join. Therefore, it is beneficial to advertise all the great perks that employees will receive if they work for your company.

# Global Issues Matter to **DIGITAL** Talent

- Appealing Purpose
- Diversity, Inclusion and Equality.
- Future of work/unemployment.
- Environment responsibility ,  
Sustainable Development
- Climate change, Planet

# Build capacity

- Maximize the potential of your existing workforce through upskilling and reskilling.

• Buy

- Borrow



- Bridge

- Acquire

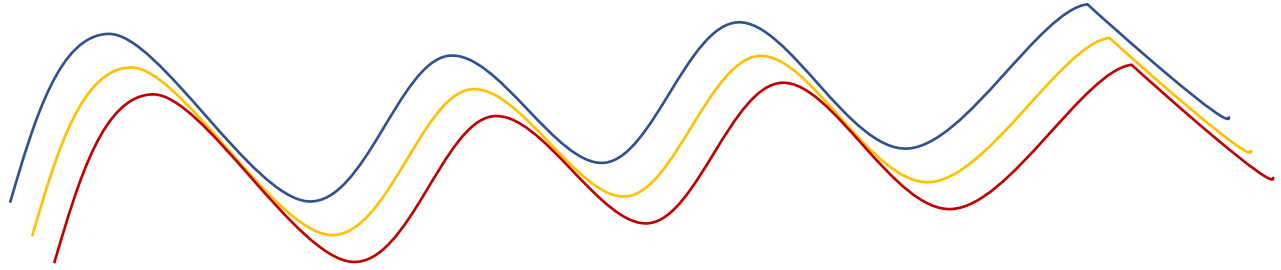
- **MANAGE YOUR  
DIGITAL PRESENCE**

# INCREASE JOB SATISFACTION

- Those who are not happy in their current job role will be unmotivated and as a result, they often underperform. However, employees who are happy with their job will likely recommend the company to others, drawing in more talent. So, if you continuously work to increase the job satisfaction level for employees, you'll find that they're more motivated and enthusiastic to work to improve your company.



# Analogue Period



- The Analogue Period of recruitment had to do with communication tools such as fax machines, telephones, and postal services; it began around 1980's, continuing until the late 90's.
- Printed media was the main sourcing channel for recruiters and sourcing methodology was focused on getting the highly skilled talents, managing these talents, networking and promoting the company brand.
- This period was associated with interpersonal relationships and was dubbed "as practiced by professionals whose work was respected". It may have been an old-school method of talent acquisition but it was probably the era with the most actual personal interactions being formed.



# The Age of Spray and Pray

- It started in the 1990's and was influenced by the emerging technology at that time—the internet and email.
- This period can be described as “**quantity over quality**”.



# The Digital Age

- Digital Age has changed the way businesses find talent, and how to retain talent. Talents also have more say on what they can expect and how it works.



# What is digital recruitment?

- Candidates expect a fast, easy application process
- Your “employment brand” is a key selling point
- Applicant tracking systems are fast becoming the norm
- Employers need to focus on passive candidates
- Everything is now done online
- Data analytics are getting more sophisticated
- Machine learning (ML), Virtual Reality (VR) , Augmented Reality (AR), and Artificial Intelligence (AI) in Recruitment



# What are the best digital recruiting strategies?

- Although every organization will have to develop their own strategy, there are definitely some big things that should be on every to-do list for digital recruiting:
  - Create and share content that solidifies your message and attracts the ideal candidates
  - Craft a robust, well-executed social media recruiting strategy
  - Bolster your own reputation as the employer by improving your online image
  - Make the candidate experience priority number one
- The last one is the big one: in all of this recruiting, you have to make sure that the candidate experience is the best that it can be. This includes providing a smooth, efficient, enjoyable recruiting experience for digital applicants.

# Breaking down the digital recruitment process

- Design a careers portal for your business
- Post job openings and advertise on branded social media accounts
- Use applicant tracking systems
- Automated Recruiting and Chatbots
- Meeting candidates wherever they are
- Assessment validation technology
  - Easy reference and job skill checking
- Response Time is Faster
- Go digital with interviews and onboarding

- There are 3 main ways this technology will change the role of the recruiter:
  - Recruiters can conduct proactive strategic hiring, saving time on reactive backfilling.
  - Recruiters can communicate better with candidates in person to build relationships and help determine culture fit.
  - Recruiters can close the loop with further administration as AI can take care of the most processes.

# Candidate Sourcing

- An increasing number of tech companies like Tesla or Google are declaring traditional recruiting variables like grades, degree and work experience to be obsolete. As a consequence, personality traits such as being creative, curious, passionate and leadership-oriented are coming to the fore. This especially affects candidate sourcing and selection --where companies are looking for talent and how they identify such.
- Job openings are now filled more often by hiring from the outside than by promoting from within. Through information that people share online (e.g., CVs, social media posts, searches, etc.), AI can identify passive and active candidates who match your hiring profile, and even how likely they are interested in a new job. In fact, 73% of global professionals are passive candidates willing to accept a better job offer.
- From automating job descriptions to looking for candidates via social media, technology is reshaping how people are found and developed.

# Talent sourcing

- The old-age approach is recruiters doing a highly tedious job of sifting through scores of resumes for fetching the suitable candidate. AI has helped companies in getting rid of this manual process by introducing virtual assistants that can perform this job efficiently. For instance, Canadian startup Ideal takes the aid of AI to screen resumes depending upon the client's requirements. Its virtual assistant(VA) merges itself with the client's applicant tracking system (ATS). Based on how the client is hired in past times, the assistant evolves itself to recognize the desirable elements in a particular resume using pattern recognition methodology.



# Social media and digital recruiting

- Social media allows recruiters to spread information about job openings and the organization so that passive and active candidates receive such messages. Traditional recruiting methods, such as online job boards or advertisements, most often engage only active candidates who are looking for that information.



Facebook, Twitter, Instagram, YouTube, LinkedIn, and TikTok.

# Preselection

- The amount of applications companies receive is astounding. Google alone receives over 2 million applications per year! Pre-employment tests or employee screening tests are used to help identify the traits or skills that ascertain whether a person would be a good fit for a job position.
- Online assessment and mobile testing have become a huge part in creating an easy preselection process and are further advanced by artificial intelligence. In the past, applicants applied for positions based on job postings, a hiring manager sifted through a pile of resumes, and researched the applicant online. With artificial intelligence, a number of these activities can be quickly done, saving time for hiring managers on the more rudimentary tasks: finding the top candidates efficiently. Retorio's AI video software offers recruiters the chance to learn about a candidate's personality via recorded responses.
- Additionally, throughout the assessment process, AI can help on the following angles:
  - Better candidate experience
  - Reduce human bias (to the extent that data fed are unbiased)
  - Support decision making (as more information can be integrated)
  - Improve candidate engagement (by more candidate-centric process)

# A Recruitment Management System (RMS)

- A Recruitment Management System (RMS) is a set of tools designed to automate and manage your organization's recruiting and staffing operations. From posting your jobs to keeping applicants connected and engaged throughout, your entire recruiting process.

# Innovative Resume Parsing Solutions

- Resume parsers are software programs that automate the collection, storage, and categorization of employment resumes. This technology can scan large volumes of documents, analyze them, and extract information recruiters and hiring managers need.

# Applicant Tracking System (ATS)

- An applicant tracking system (ATS) helps companies organize candidates for hiring and recruitment purposes. These systems allow businesses to collect information, organize prospects based on experience and skill set, and filter applicants.



# Top 8 ATS Software for 2021

1. Oracle Taleo.
2. Bullhorn. ...
3. IBM Kenexa BrassRing. ...
4. Jobvite. ...
5. SmartRecruiters. ...
6. iCIMS. ...
7. Greenhouse. ...
8. BambooHR.



# Employment Testing and assessments

- 4 Types of Employment Testing and Why They Matter. Employment testing and assessment is growing in popularity as recruiters are inundated with more and more hiring choice. ...
  - Knowledge tests
  - Skills Tests.
  - Leadership Assessment
  - Culture/attitude Testing.

# When a Passion for Videogames Helps Land That Job

- Hiring managers are opening up to candidates who tout skills gained from making or playing videogames

# Gamification

- Gamification can be an effective method for evaluating applicants before you invite them in for a formal interview. And it gives them a break from the monotony of job hunting. In some cases, gamification can be used to create simulated work environments where the candidate experiences the tasks they would do if hired.

# Top 4 Reason for using gamification in Recruitment





# Gamification

- There are key elements to using gamification including
  - Game theory
  - Mechanics
  - Gaming design

# 10 Companies That Are Successfully Using Gamification for Recruitment

- Google: Code Jam.
- Airforce: Airman challenge.
- GCHQ: Can You Crack It?
- French Postal Service: Jeu Facteur Academy.
- Deloitte: Badgeville.
- Whirlpool: Cryptic Puzzles.
- Dominos: Pizza Mogul.
- Umbel: Umbelmania.



# Digital Interview

- A digital interview is an online interview where candidates either chat live through webcam with a potential employer or record themselves answering questions, which a hiring team would review later at their convenience. Some digital interviews utilize a prerecorded style, where candidates answer preselected questions.

# Video Interviewing Platforms

Skype



 harver

Harver

Breezy HR



Willo

Hireflix



Myinterview

Spark



# Asynchronous Video Interview

- The asynchronous video interview is a new form of interview in which you, the applicant, are guided through a structured interview process, which you do on your own. ... The interviewer is not online at the same time as you, but instead you do the interview independently, at a time and place of your choosing.

# Conducting interviews by video

- Artificial intelligence can support hiring managers by tracking and analyzing multiple data points in interviews. The manager is the one receiving and facilitating the input and output generated by the AI. This can naturally be done by implementing video as part of the interview process --like the one Retorio provides.
- Such technology provides a helpful strategy in learning more about an applicant by using metrics such as visual input from facial expression and gesture, as well as auditive information like speaking speed, language sentiment and engaging language in order to assess candidate-company fit.
- A video interview is one way to humanize a candidate, sensing their own body language, facial expressions, how they speak to the camera, or make eye contact.
- Additionally, with the help of an AI model, recruiters can quickly sort the candidates according to their search criteria --decreasing the time-to-hire by 30%. It's outsourcing the technical sifting through an individual interview and allows recruiters to contact potential hires faster.
- Artificial Intelligence Video interviewing provides a tool to get to know candidates and their soft skills early in the application process. Each candidate can leave a personal impression. Artificial Intelligence helps to identify the best candidates, minimizes the risk of top performers being rejected and thus increases the quality of hire.



# Follow-up on interviews

- After interviews have been conducted, AI-based recruiting also ameliorates the follow-up experience on interviews --for candidates and companies likewise-- in the way that feedback can be submitted faster and more personal.
- With increasing importance in how companies navigate the globalized world, HR professionals will become the subtle manager of billions of people. AI will play the biggest supporting role in how managers recruit, develop, and advance talent. Given Moore's Law of exponential growth, HR managers and companies don't have much time to waste. The war on talent is real and accelerating. To gain a sharp competitive advantage, companies need to begin now in integrating AI into their talent strategy.

# What is AI?

- The term “artificial intelligence” was first used in 1956 by a group of researchers around John McCarthy and can best be defined by the central question it studies
- Due to Tom M. Mitchell, Professor at the Machine Learning Department at Carnegie Mellon University, this will be the question: “How can we build computer systems that automatically improve with experience, and what are the fundamental laws that govern all learning processes?” Finding an answer to this question is what AI researchers are kept busy with day and -let’s be honest-- mainly night.



# artificial intelligence

- Due to the Oxford dictionary, AI comprises “theory and development of computer systems that are able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages”. These systems of intelligence can --like human intelligence itself-- be built to adapt to a number of circumstances or tasks.

# artificial intelligence

- AI mostly powered by Machine Learning is no longer a niche appearance and can be used to make the following steps easier also in recruitment:
  - Candidate Sourcing
  - Preselection
  - Conducting interviews
  - Follow-up on interviews

# Four wave of AIs

1. Internet AI
2. Business AI,
3. Perception AI, and
4. Autonomous AI.

Each of these waves harnesses AI's power in a different way, disrupting different sectors and weaving artificial intelligence deeper into the fabric of our daily lives.

# Popular AI Recruiting Tools

- Having discussed the numerous ways AI and ML have made an impact on recruitment, it is time to explore varied AI-based tools popular in the market.





# Video Interviewing Emotions and Face Detection Analytics

- Imagine an interactive video in which the narrative responds to the viewer's appearance and reactions. This is now possible, with the new software. Interactive video creators can have access to mind-blowing new opportunities, within a professional, easy-to-use interactive video software.

# Companies using AI emotion analytics

- Unilever, Dunkin Donuts, and IBM are just a few of the large corporations utilizing emotion analytics. At Unilever, AI recruitment tech is reported to have saved the consumer goods company 50,000 hours worth of hiring work in 2019.



MORPHCAST



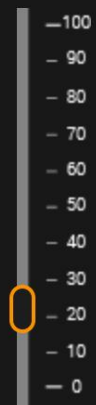
AFFECT



EMOTION



LIKELY AGE



Get now AI HTML5 SDK



Fully protects  
your privacy  
No recording  
No storing of  
biometric data  
All images  
overwritten  
in 100 MS

FEATURES

• Lipstick

• Attractive

• High Cheekbones

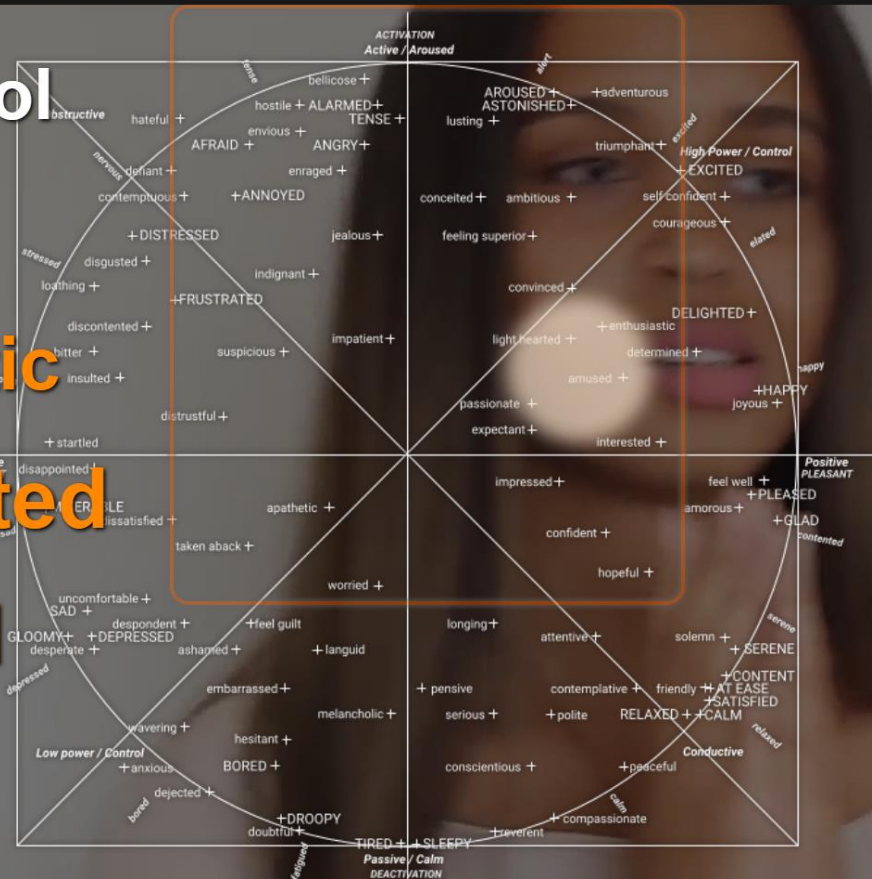
High Control

Enthusiastic

Light Hearted

Amused

01:36  
2.7 tps



LIKELY GENDER



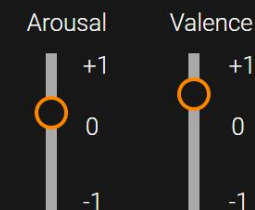
EMOTIONS



POSE



AFFECTS



ATTENTION



