

# WHAT DOES YOUR TARGET TALENT REALLY THINK ABOUT YOU?



“We have a hard time attracting candidates that meet our criteria. We need to find out what our target talent thinks about us, and what’s important to them, so we can adjust our recruitment strategy accordingly.”

Instead of asking “How do I attract better talent?” ask instead, “How do I attract sales professionals with at least 10 years of experience in the insurance industry?”

## Your Solution:

With access to over 25% of the workforce and over 22 million job seekers a month interacting with our site, we can talk to and study your target talent, and get you closer to understanding exactly what you need to know to attract and retain your target talent. With our reach, there is no question too specific to get information on.

## How it Works:

Our Talent Surveys are designed to help you find the answers to your most pressing recruitment and retention issues. The survey is customized to you and we work with you to:

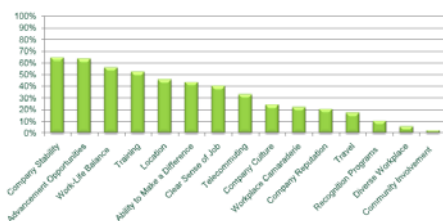
- Interpret your business needs
- Design the ideal 10 question survey
- Obtain your target sample
- Analyze the survey data.

The final deliverable will provide insights on the information collected as well as other results from Personified employment studies. Our data interpretation will put perspective on findings and provide recommendations for action.

## Survey Sample:

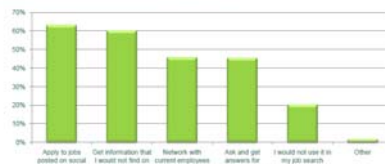
Q: Besides a clear listing of competitive pay and benefits, how important are the following factors when you consider a job? Rank only 5 factors in order of importance (1= most important).

➤ Company stability and advancement opportunities are the two factors most frequently ranked in their top five when considering a job.



Q: If you wanted to work at a company, how would you use its social media presence in your job search? (select all that apply)

➤ More than half of job seekers state that they would apply for jobs posted on social media sites (53%) and get information that might not be found on a company website (50%).



## Benefits of Talent Surveys:

- Answer talent-related questions quickly and competitively/affordable cost
- Customize your survey to meet your organization’s needs
- Breakdown responses by demographic segments
- Receive feedback and recommendations from Talent Management experts

## Business Questions Answered thru Talent Surveys:

- How should my recruiting strategy be augmented based on generational differences?
- How will moving current employees from salaried to hourly impact my existing employees and future job seekers?

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