

SHRM 2009 AND CAREERBUILDER

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JUNE 28-30, 2009

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Unlocking Your Organizations True Potential Through Your People



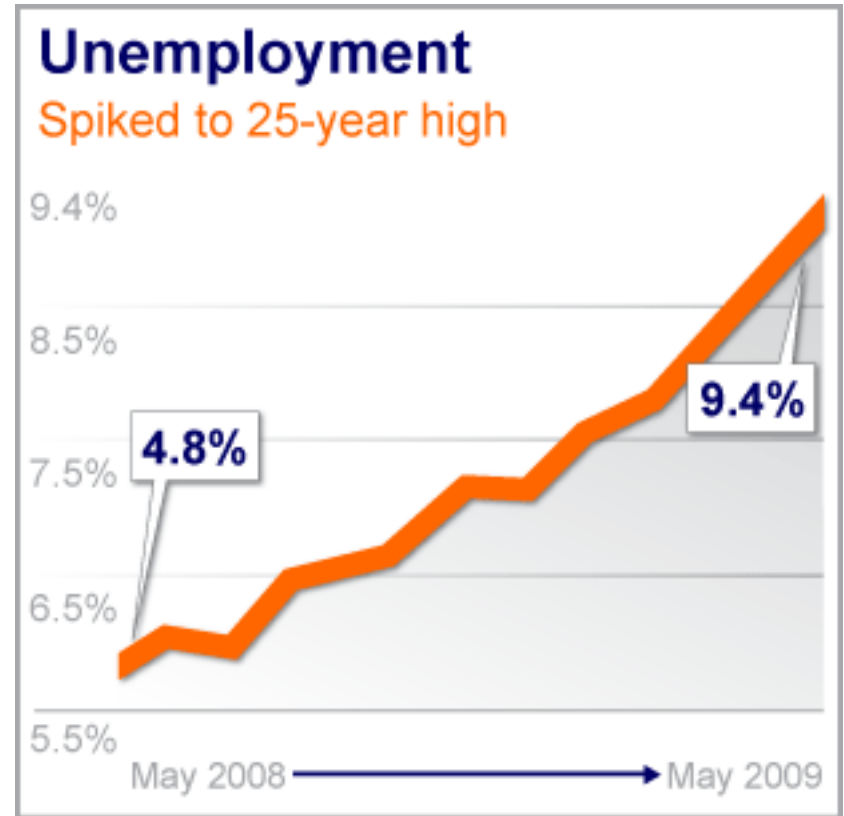
Corey Epperly, VP Personified

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Is the Recession Coming to an End?



SOURCE U.S. DEPARTMENT OF LABOR



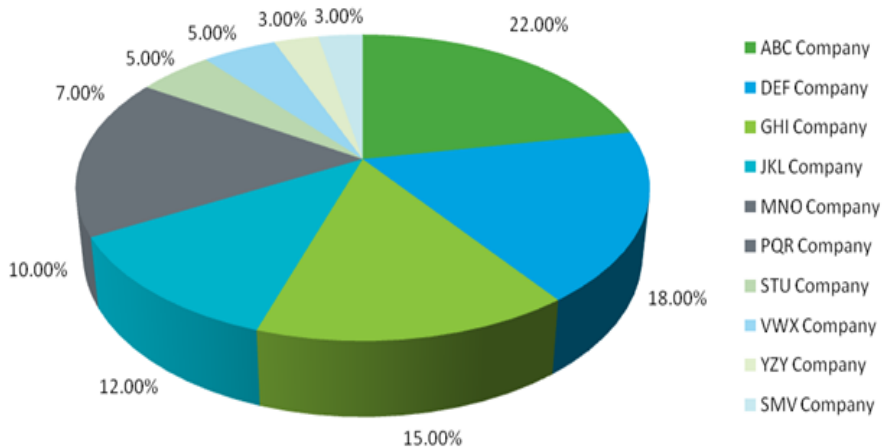
SOURCE U.S. DEPARTMENT OF LABOR

Advantages of Recruiting During Tough Times

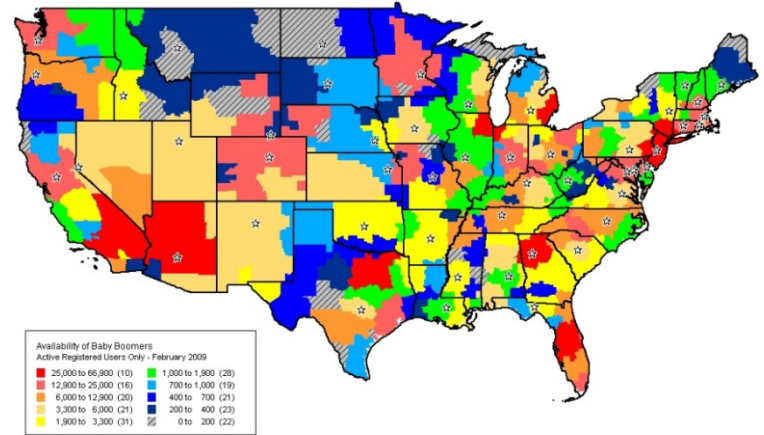
- ✓ Fewer talent competitors
- ✓ More high quality candidates available
- ✓ Weakened employment brands
- ✓ Decreasing turnover and retirement rates
- ✓ Higher quality recruiters available
- ✓ Ability to do workforce planning
- ✓ **Capability to explode out of the box**

Talent Intelligence

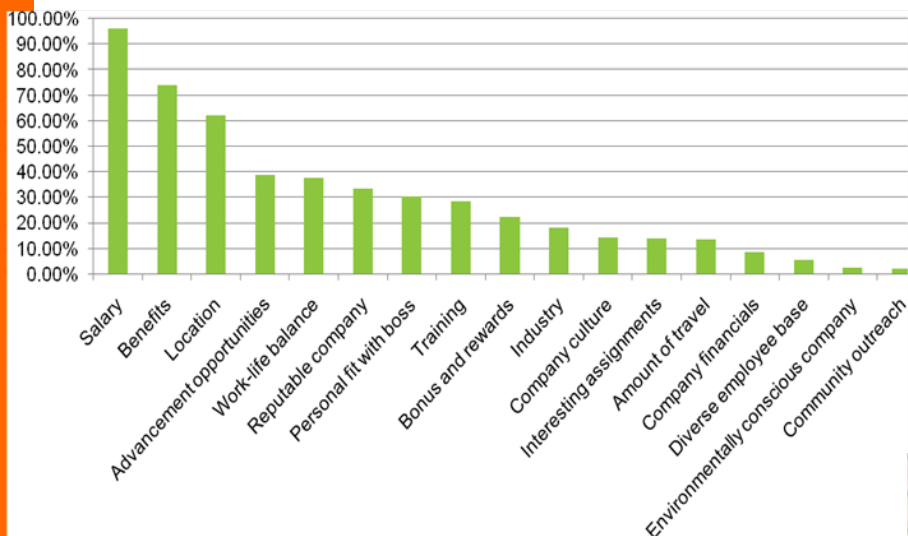
Competition for Talent



Talent Location



Employment Attractiveness Factors



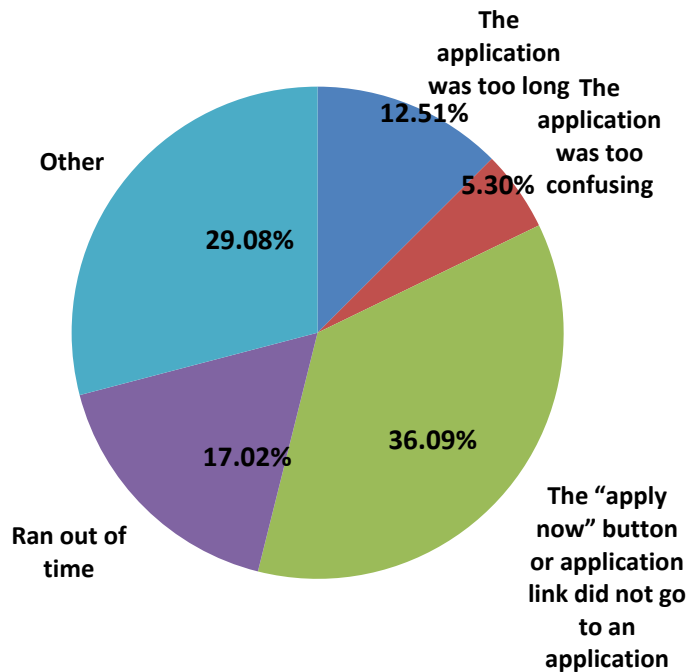
Target Talent Perceptual Gaps

Category	Attribute	Company A	Company B	Company C	Company D
Compensation	Benefits	25%	25% (100)	28% (112)	10% (40)
	Salary	34%	28% (82)	35% (103)	15% (44)
Workplace Experience	Diversity	19%	30% (158)	41% (216)	15% (84)
	Work/Life Balance	34%	34% (100)	34% (100)	17% (50)
Quality of Work	Interesting Work	20%	26% (130)	30% (150)	15% (75)

Recruitment Process & Technology

29% of candidates who try to apply don't

Why Applicants Leave the Application Process



• Ways to Prevent Losing Applicants

- Make sure application process length is equal to or shorter than competition
- Use technology to measure and evaluate ROI of candidate sources
- Utilize data to measure internal recruiters and processes
- Remove bottlenecks

Employment Brand Benefits

- A long-term strategy that helps create the right perception of your unique employment experience and cultivates meaningful connections with talent
- Companies with strong employment brands
 - Garner **3.5 times more applications** per job posting than other companies in the same industry*
 - **Save \$2,915 per hire** when your employment brand accurately portrays your culture**
 - **Source from 50% more of the labor market*****
 - **Reduces turnover from 25.4% to 11.3%******

53% of prospective workers say a company's brand image played a key role in their decision to apply for a job at their respective workplace

Source: 2005 Maritz Poll

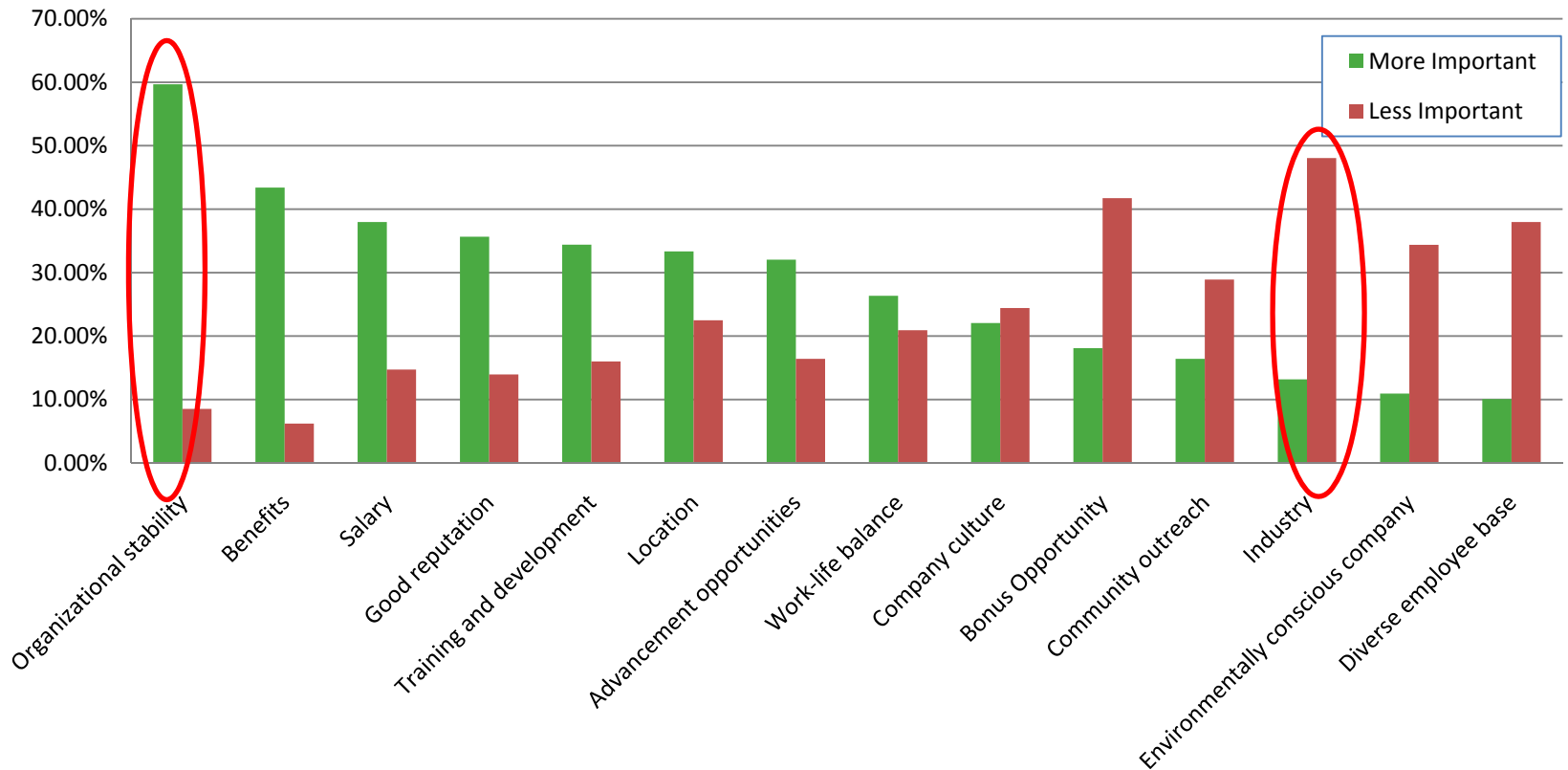
Train & Develop

- Now is the time to build
 - Enhance recruiter's core competencies
 - Don't forget about your hiring managers
 - Learn about social media and develop a recruitment and employment branding presence



Talent Surveys

Change in The Importance of Employment Factors Today vs. Before the Economic Downturn (six months ago)



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