

Summary of WCN Graduate Recruiters Seminar January 2011  
 'Recruiting top talent and engaging your business'

Speakers

Charles Higgs MD of WCN plc and author of Government guide to e-Recruitment  
 Shaun Rye Business Analyst WCN plc  
 Sally Whitman Head of Campus Recruiting EMEA Credit Suisse,  
 Darius Norell MD Real World, co-founder 'The Spring Project'

Summary

Charles Higgs, MD of WCN introduced the topic and explained that feedback from the last WCN Graduate Seminar and a recent telephone poll of Senior Graduate recruiter's, had identified business engagement as one of the key issues for Graduate Recruiters. Charles then discussed how WCN Tal-net (latest version of WCN Graduate solution) functionality helped support and measure business engagement. Charles then introduced Shaun Rye, WCN Business Analyst, to demonstrate these features in more detail.

Sally Whitman, Credit Suisse, Head of Campus Recruiting EMEA shared her practical experience of creating and developing business engagement. Credit Suisse recently implemented WCN Tal-net e-Recruitment solution globally.

Darius Norell, MD Real World, discussed his latest venture 'The Spring Project' a radical new recruitment concept – please find attached a document detailing how the project works

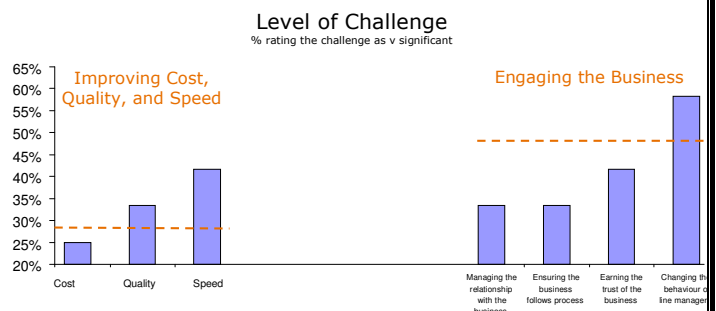
Slides from 'Technology supporting business engagement' Presentation



WCN's software was rated Best-in-Class in 2010 so why launch an all new version?

- Best product
- Best service and value for money through self service
- Premium service through expert support
- Outstanding security to meet the growing threats

Engaging the business is seen as great a challenge as improving cost, quality and speed



'Technology supporting business engagement' continued

4 Step investigation into how technology can support business engagement

1. Interviewed leading employers
  1. Challenges
  2. Interactions
  3. Opportunities
2. Brain-stormed some solutions
3. Share them with you today and gather feedback
4. Modify, prioritise and develop

Interview results: how technology can support business engagement

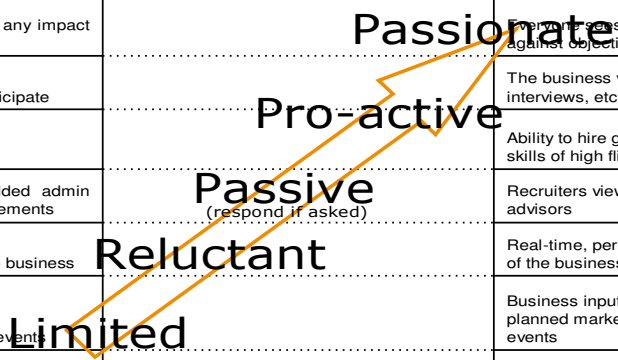
- Increase **transparency** of plans, activities, progress in order to engender engagement, involvement, understanding of requirements, and commitment to the outcomes
- Make it easier, quicker, more fun to involve others and to be involved eg help you facilitate the **co-ordination** of the business
- Facilitate supporting the business in **following best practice**
- Help in the measurement and reward of business **participation**
- Free up recruiters time to enable more focus on business engagement



How engaged is your business: limited, reluctant, passive, pro-active, and passionate?

How engaged is your business?

Business view recruitment as a chore		Everyone is passionate about building the firm's core value-added through great hires
Activities seen as isolated tasks		Everyone bought into and understands objectives and planned activities
Participants don't feel that they have any impact or it is a waste of time		Everyone sees progress and their impact against objectives
Recruiters chase the business to participate		The business volunteers for events, interviews, etc
Business don't follow processes		Ability to hire great people coveted as key skills of high fliers
Recruiters viewed as low-value added admin that don't understand business requirements		Recruiters viewed as trusted support and advisors
Limited or structured reporting sent to business		Real-time, personalised, dashboards - part of the business' day-to-day interests
Business turns up for interviews and events		Business inputs into and bought into planned marketing activities and screening events
Business respond (somewhat!) to requests from recruitment		Business proactively seek participation through multiple, ubiquitous tools and platforms at any time, any place



Salient points from the presentation conducted by Sally Whitman Head of Campus Recruiting EMEA Credit Suisse,

- Your overall business strategy and your talent acquisition and development strategy need to be integrated.
- Growing your own talent is key to creating a unique and unified culture, which in turn is key to business success.
- New compensation packages (bonuses paid out over a longer period) are likely to mean less staff turnover and increase the likelihood of graduates staying longer and becoming your future leaders.
- Once business leaders see the link between hire quality and business performance they want to become more involved.
- Senior engagement is a critical foundation to creating engagement though out the business. To achieve this senior engagement, campus/graduate recruitment needs to seen by the most senior management as a solution to some of their key business challenges.
- Focusing on what makes your culture unique and demonstrating this during the recruitment process is also critical to recruitment success.
- It is key that candidates see the values and culture espoused in the website repeated through direct contact with recruiters and business leaders.
- It is vital that senior leaders become involved in the recruitment process as they convey your unique culture and assist greatly in convincing high potential candidates to join your organisation.
- When starting out you need to pick individuals from the line of business with the appropriate aptitude and behaviours to become more involved in the recruitment process.
- Instilling an element of competition around recruitment effectiveness between divisions can improve engagement and the overall quality of hires
- Initially people from the line of business need support and training and a qualitative feedback mechanism for indentifying improvement areas.
- Linking of reward and accountability to recruitment effectiveness supports the transition to better business engagement.