



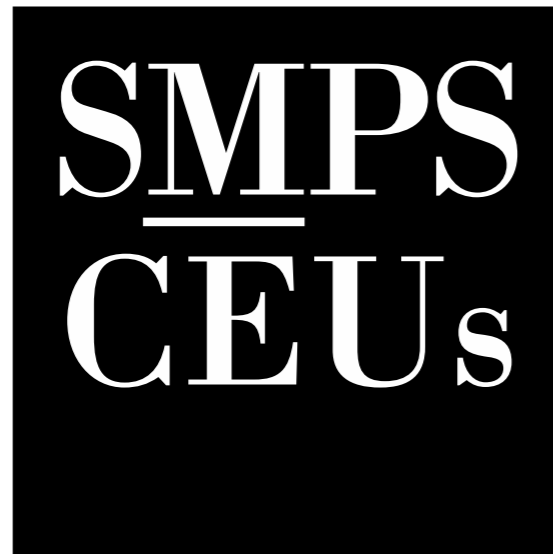
Attracting Top Talent: New study provides answers

Presented by Lee Frederiksen, Ph.D. and John Tyreman



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Agenda

- Background
- Firm challenges and priorities
- Where candidates search for opportunities
- How candidates evaluate opportunities
- How firm evaluate candidates
- How to implement an employer brand strategy



801 Professionals



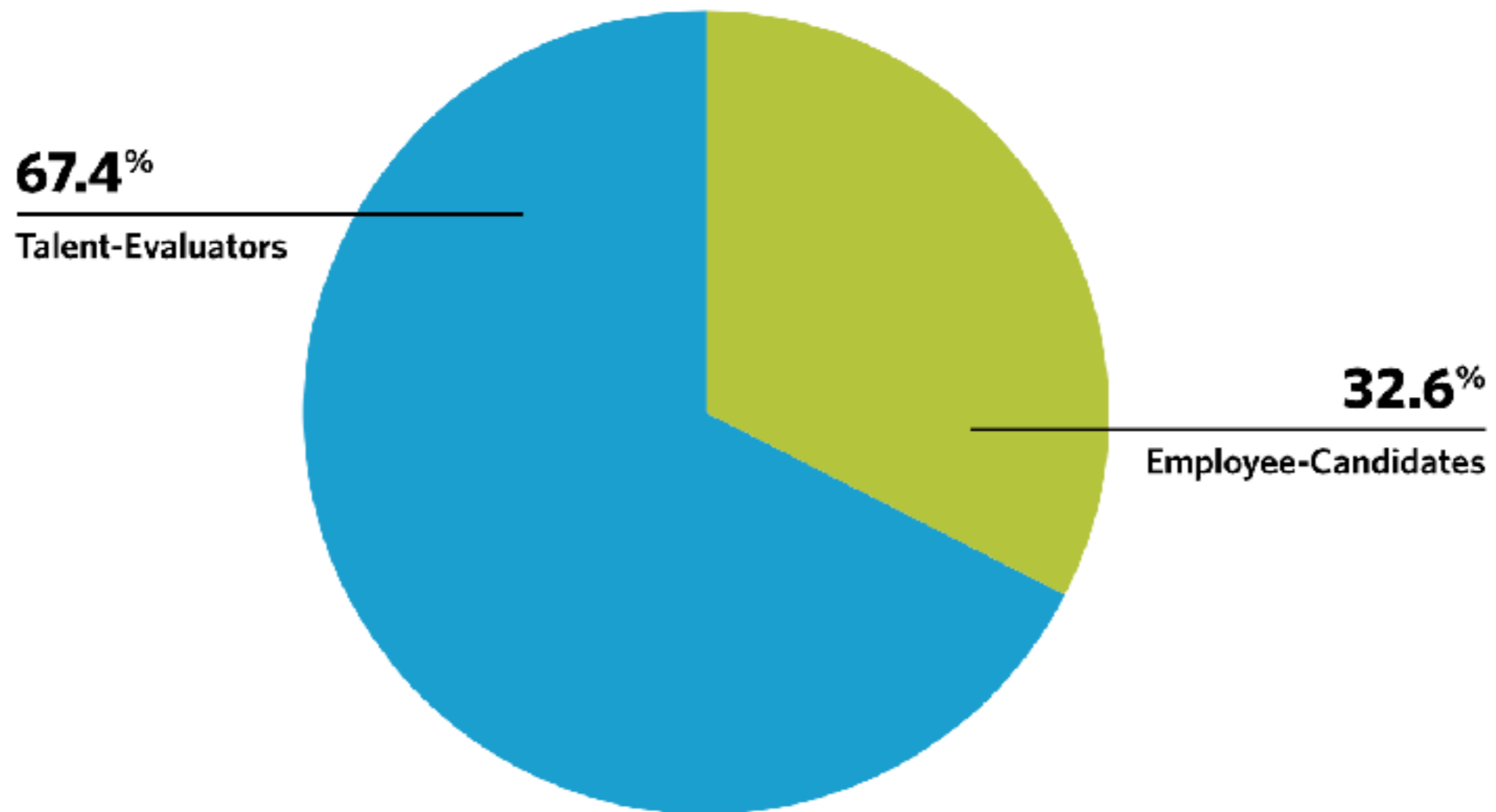
Segmented by Role
and Generational
Cohort

2017 Employer Brand Study

Sample Composition

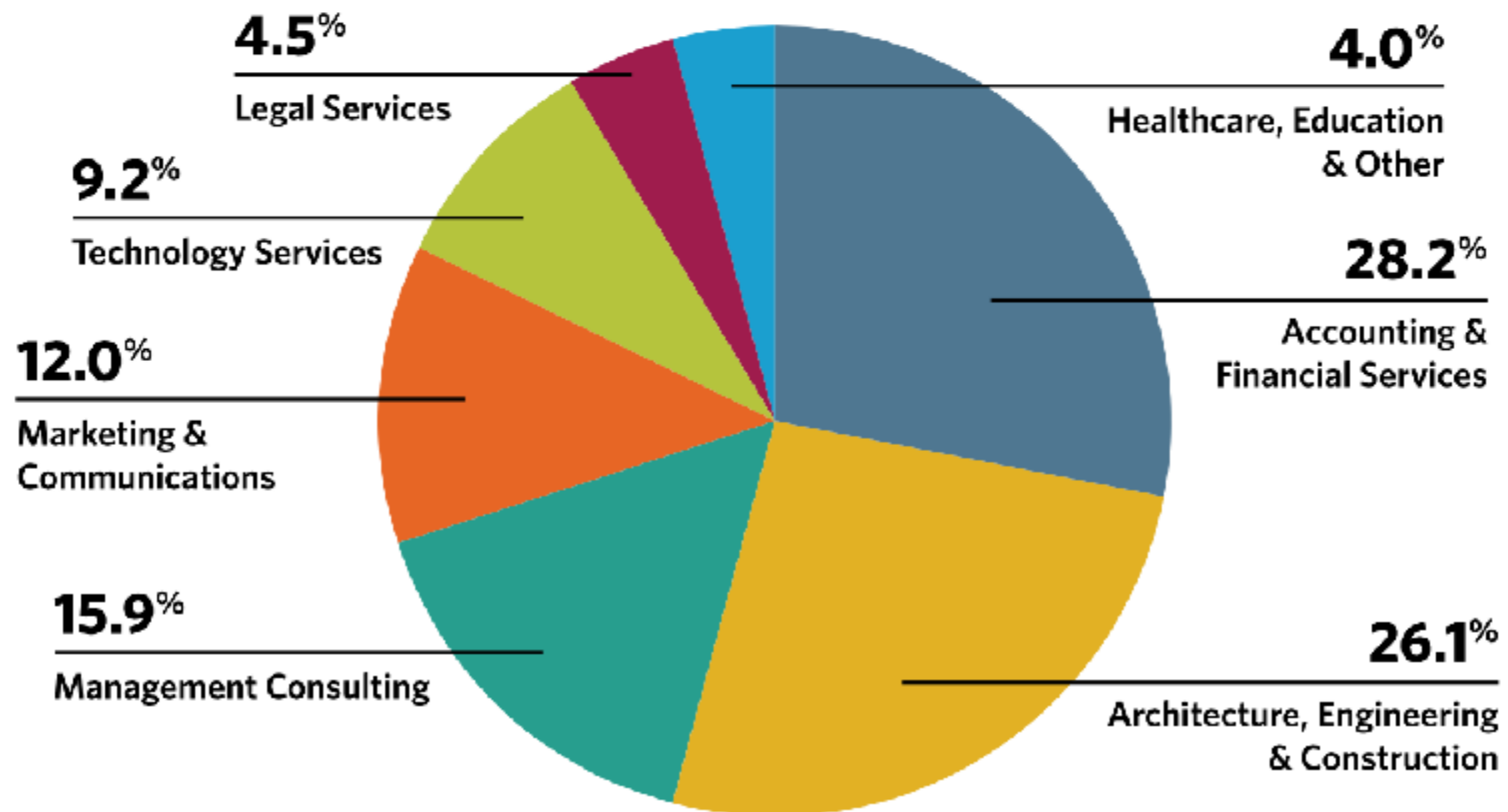
Role in Recruiting

Fig A. Sample Composition by Respondent Role in the Recruiting Process



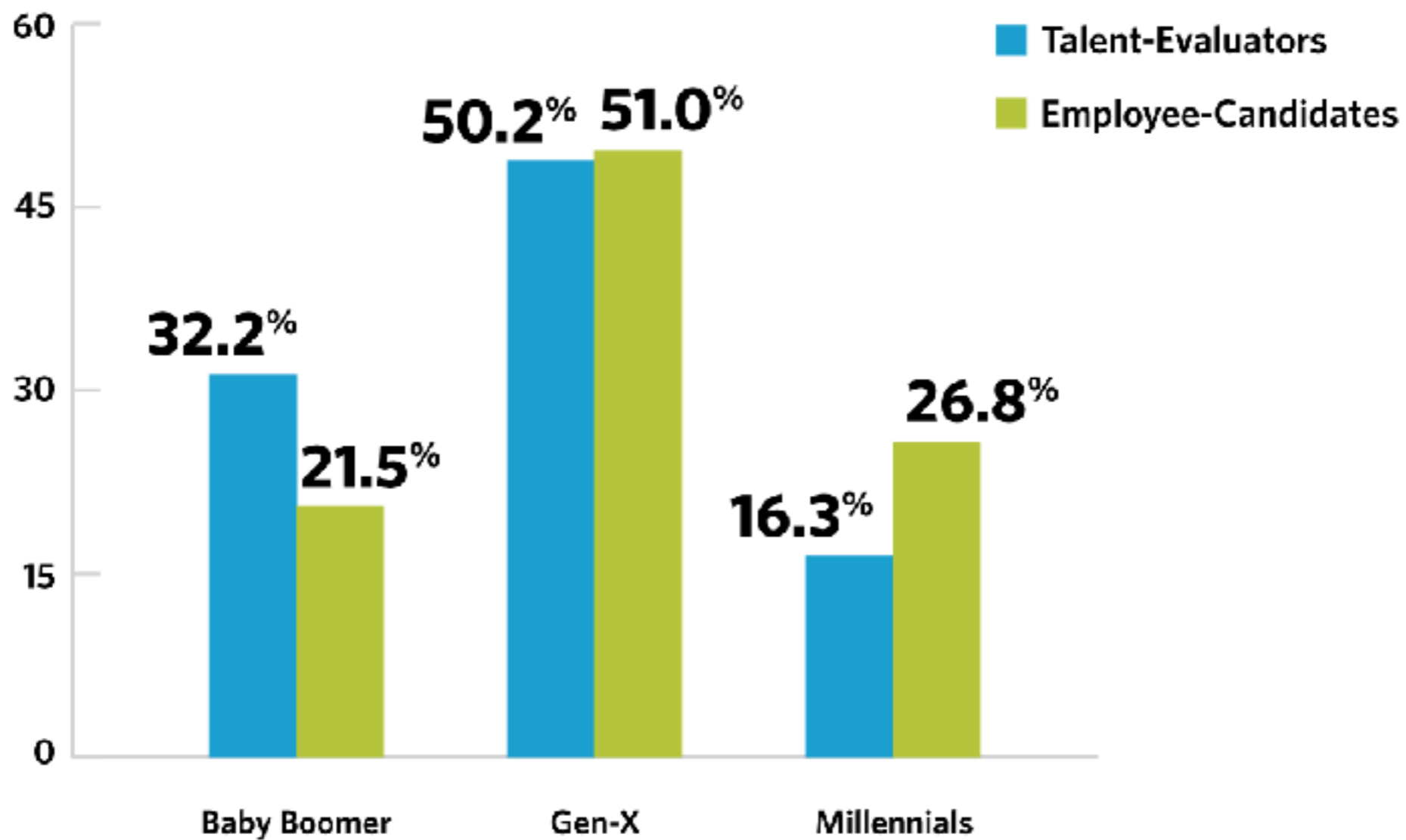
Industries Represented

Fig B. Sample Composition by Industries Represented



Generational Cohort

Fig C. Sample Composition by Generational Cohort



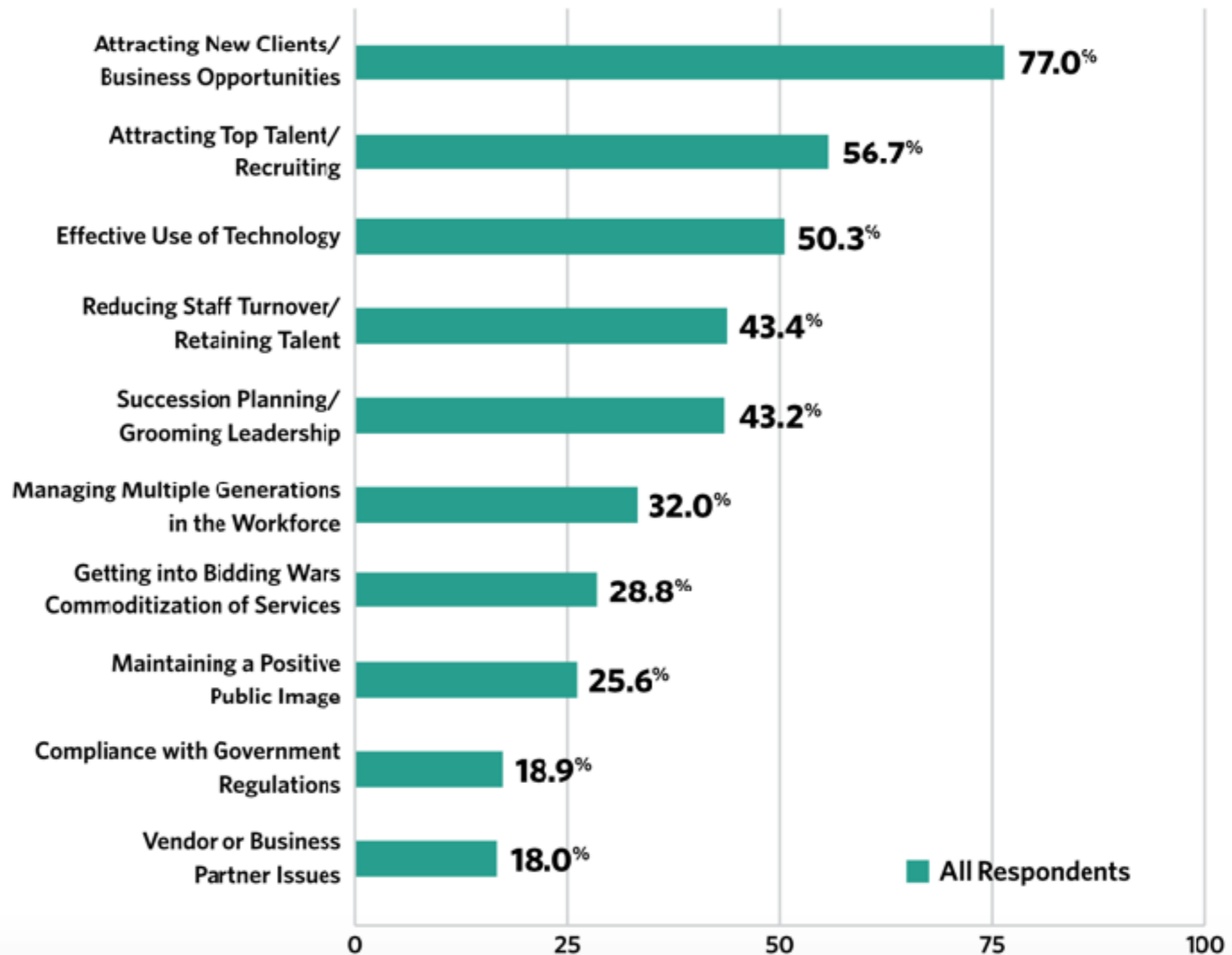
2017 Employer Brand Study

RESULTS

Firm Challenges and Priorities

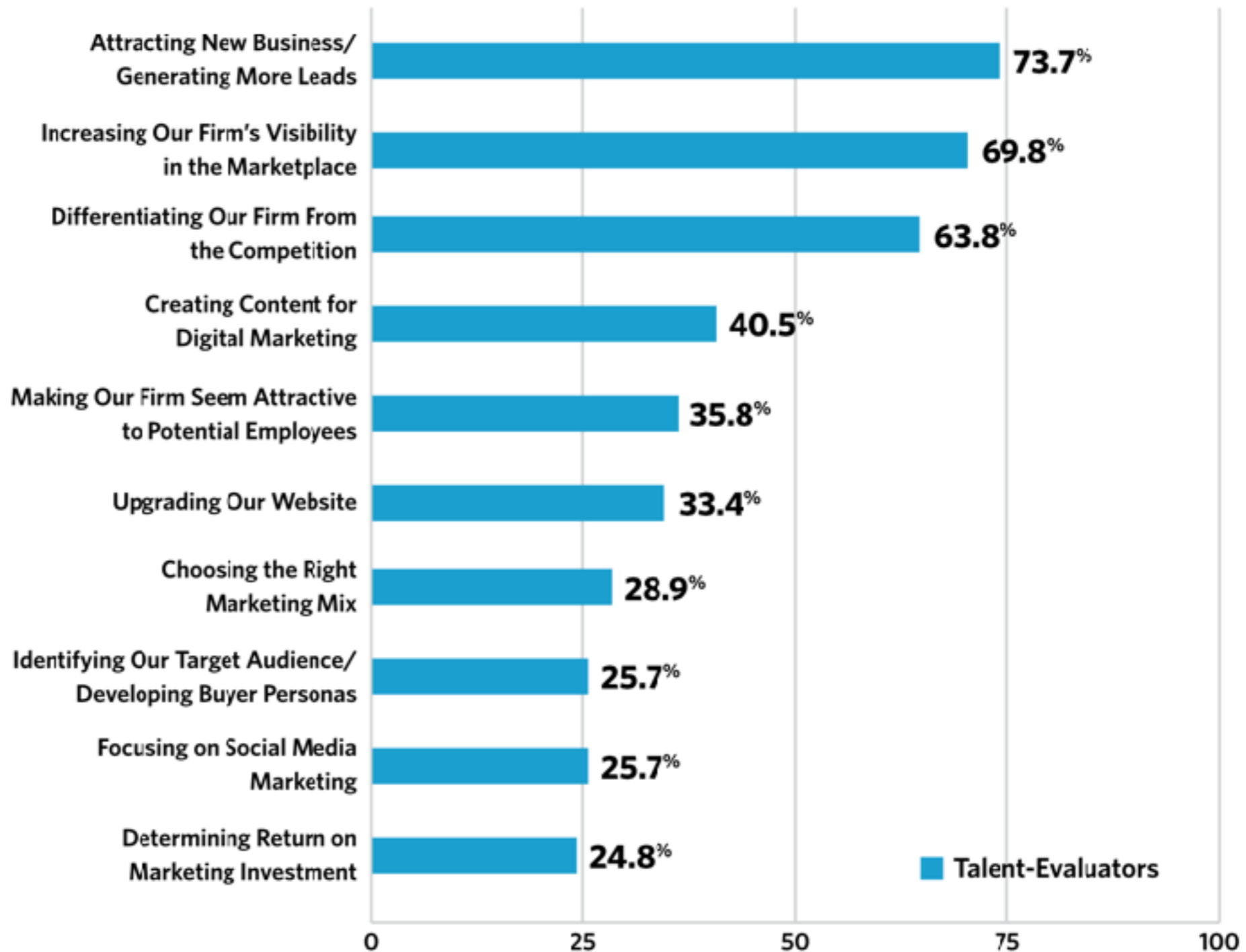
What challenges are firms faced with today?

Fig 1. Top 10 Business Challenges Facing Professional Services Firms



What is marketing's role in employer branding?

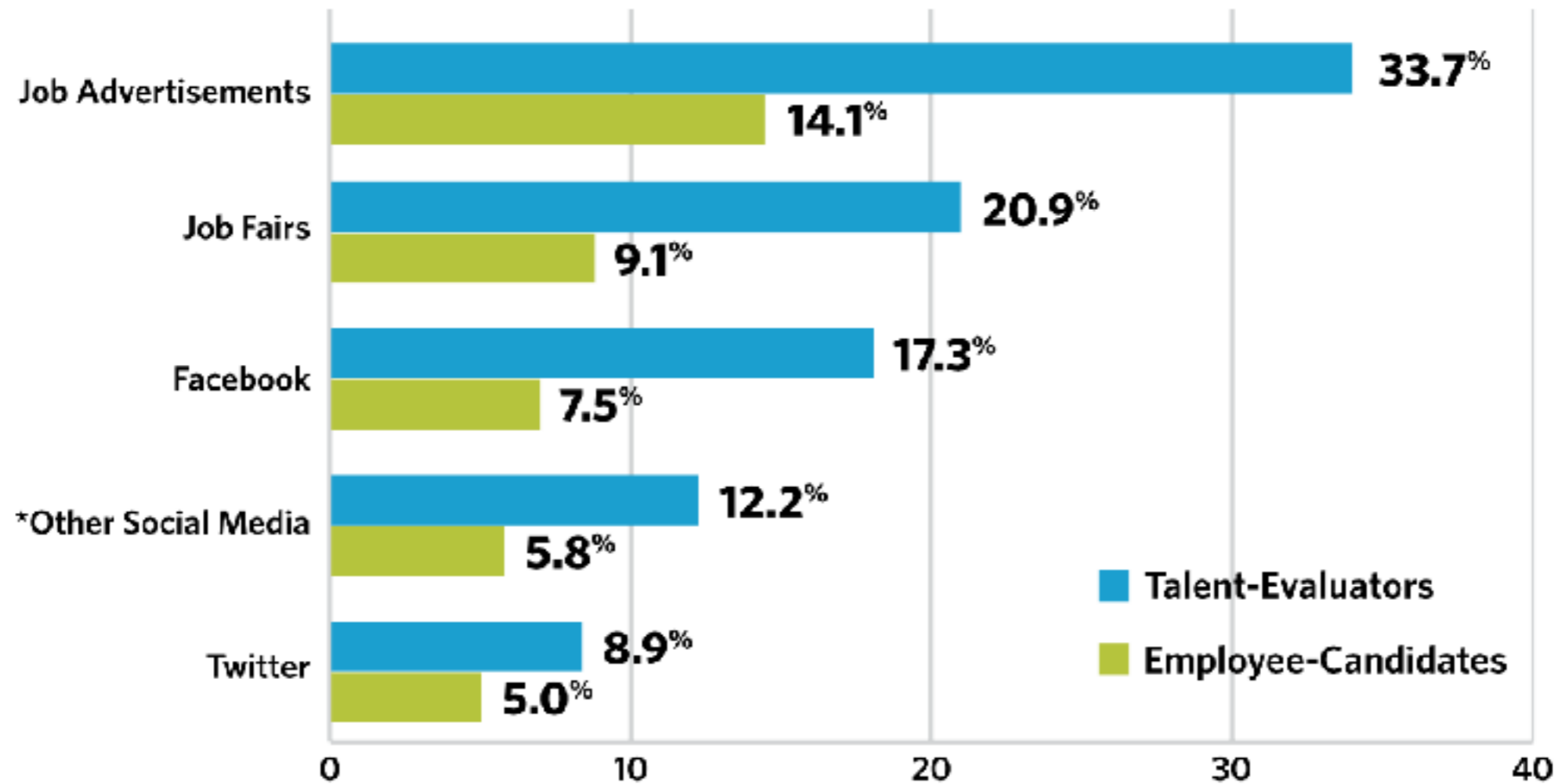
Fig 2. Top 10 Marketing Priorities Identified by Talent-Evaluators



Where candidates search for opportunities

Where do candidates search for opportunities?

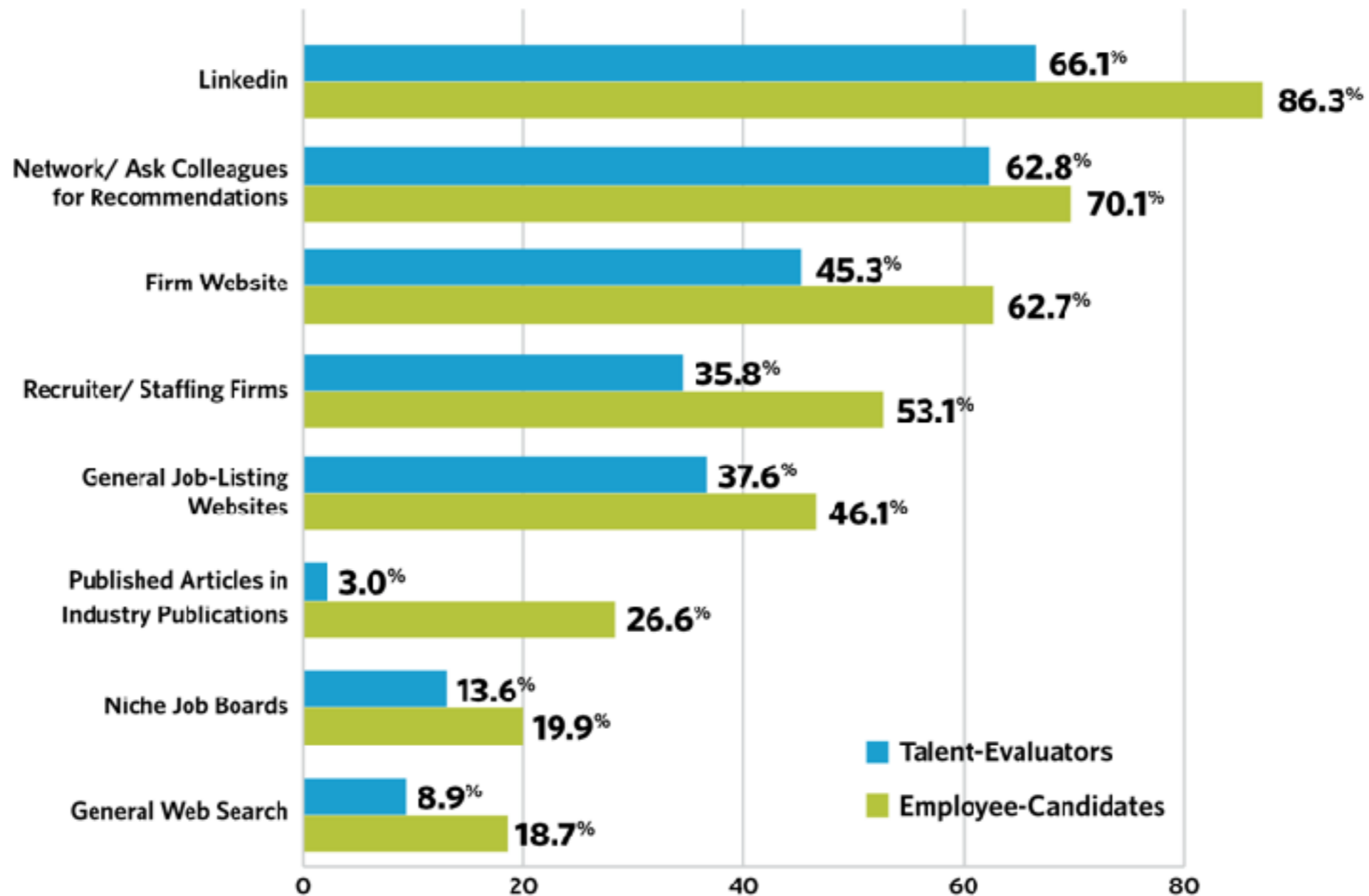
Fig 3. Over-Utilized Channels by Firms



*Social media outside of LinkedIn, Facebook, and Twitter. Includes Pinterest, Google+, Instagram, etc

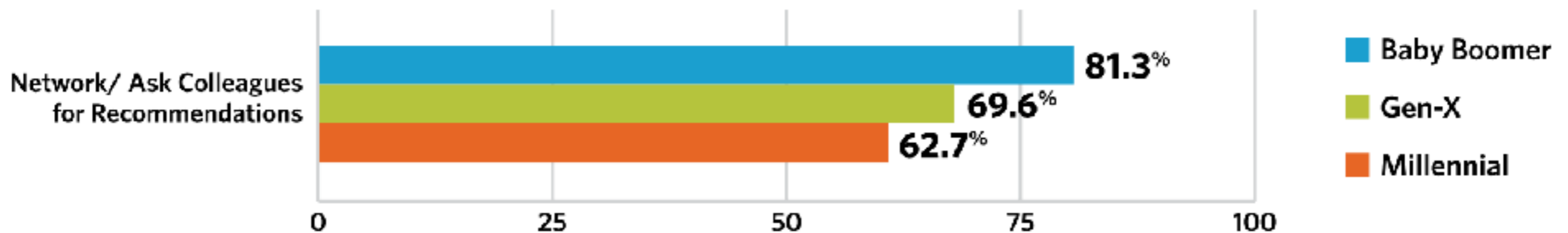
Where are employee-candidates actually searching?

Fig 4. Under-Utilized Channels by Firms



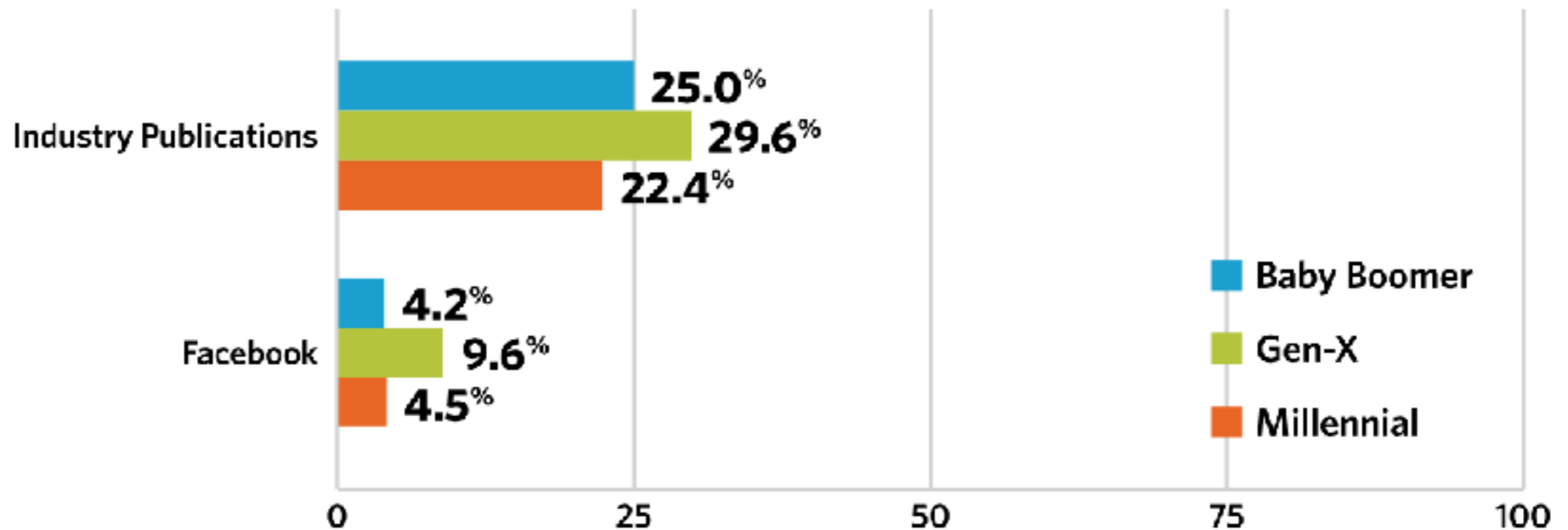
Are there generational differences among candidates?

Fig 5. Channels Favored by Baby Boomers



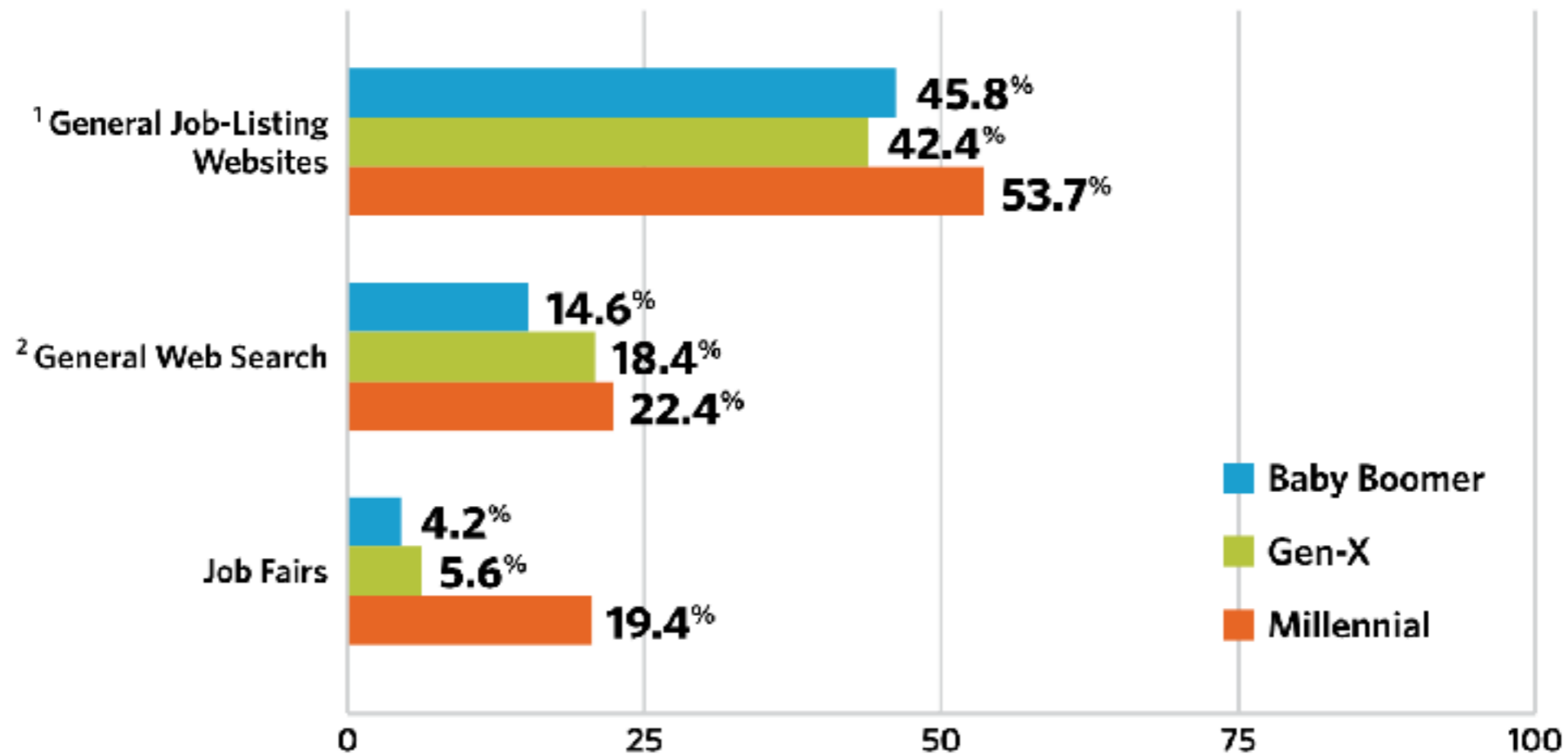
Are there generational differences among candidates?

Fig 6. Channels Favored by Gen-X



Are there generational differences among candidates?

Fig 7. Channels favored by Millennials



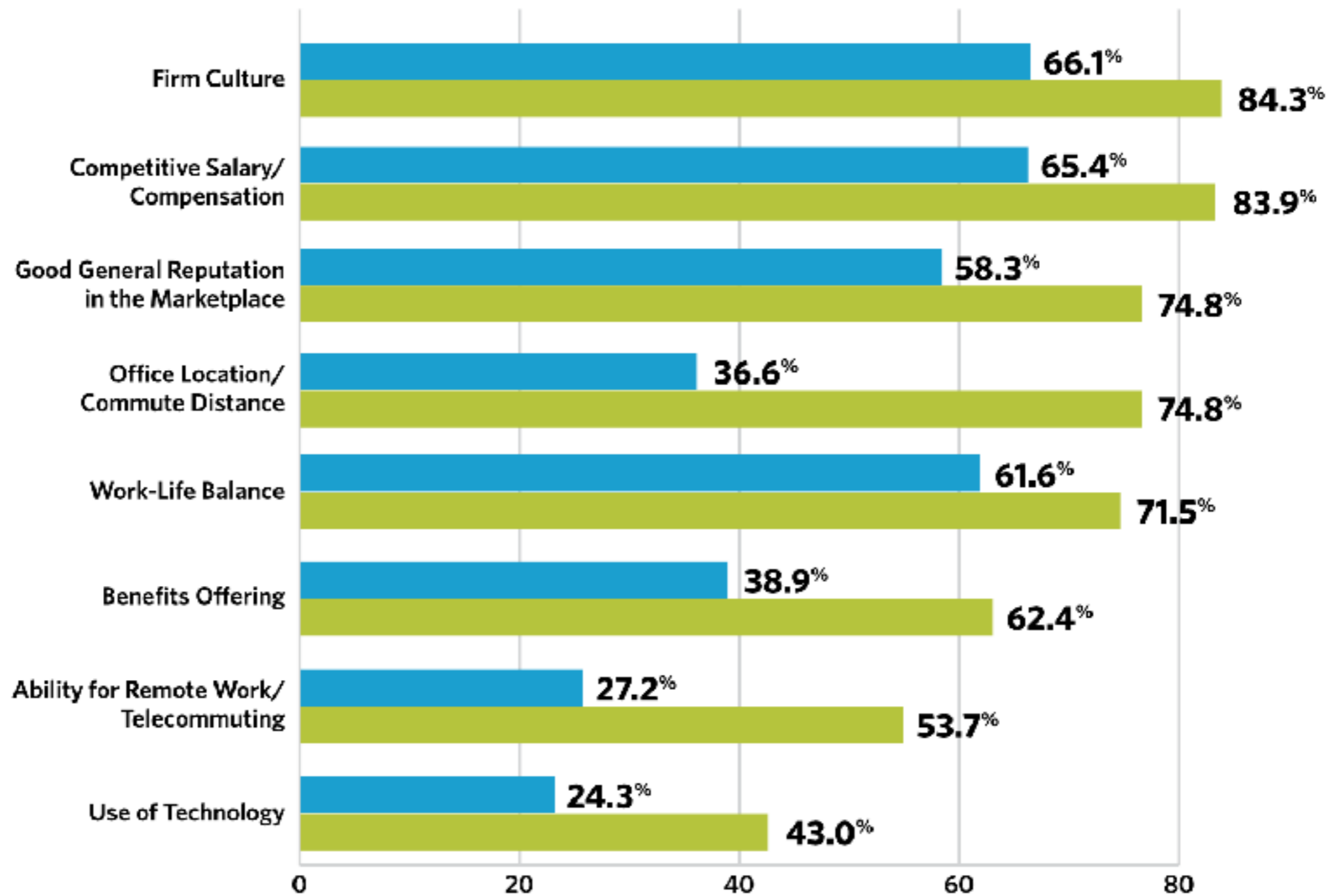
¹Including Monster, CareerBuilder, Indeed, etc.

²Including Google, Bing, Yahoo, etc.

How candidates evaluate opportunities

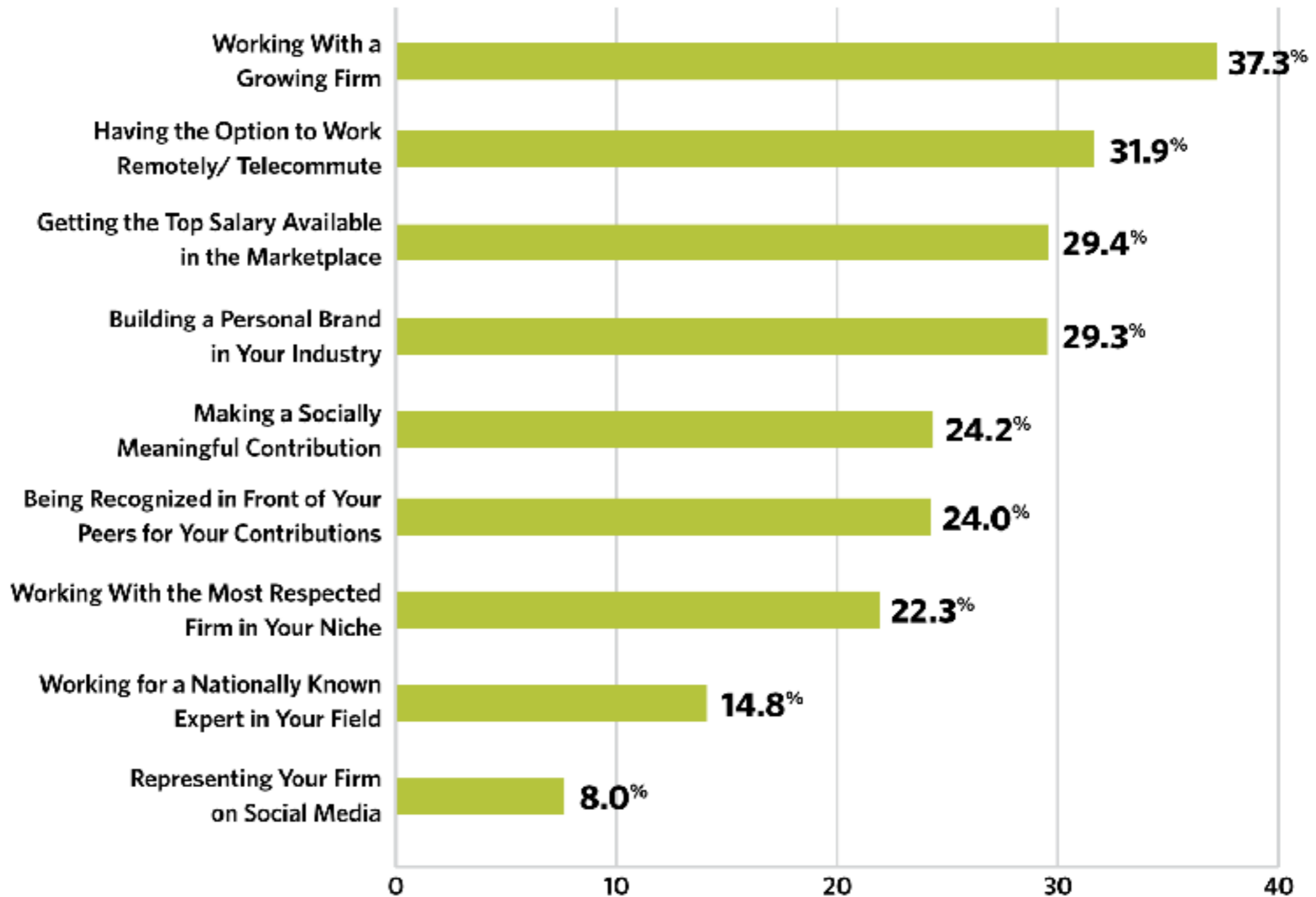
What do candidates consider when evaluating opportunities?

Fig 8. Top Criteria Candidates Consider When Evaluating Opportunities



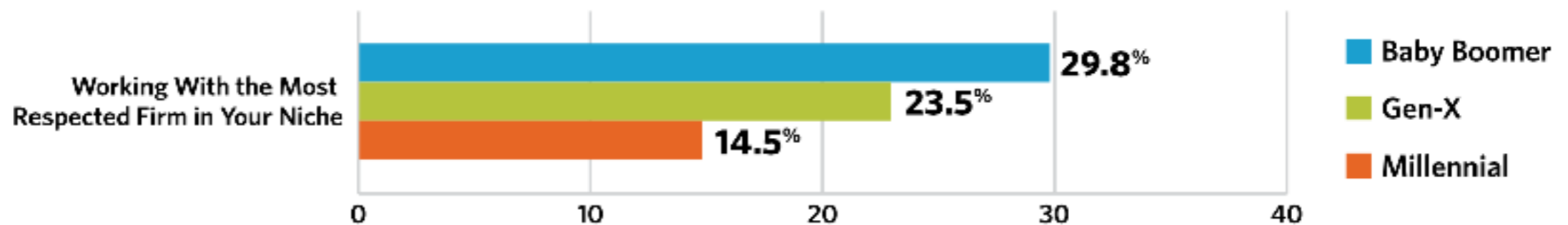
What do candidates care about most?

Fig 9. What's Most Important to Employee-Candidates



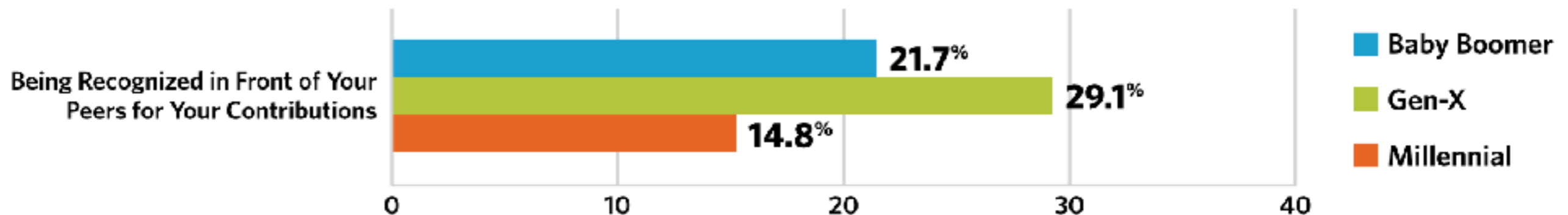
Are there generational differences in what's most important to candidates?

Fig 10. What Baby Boomer's Care Most About



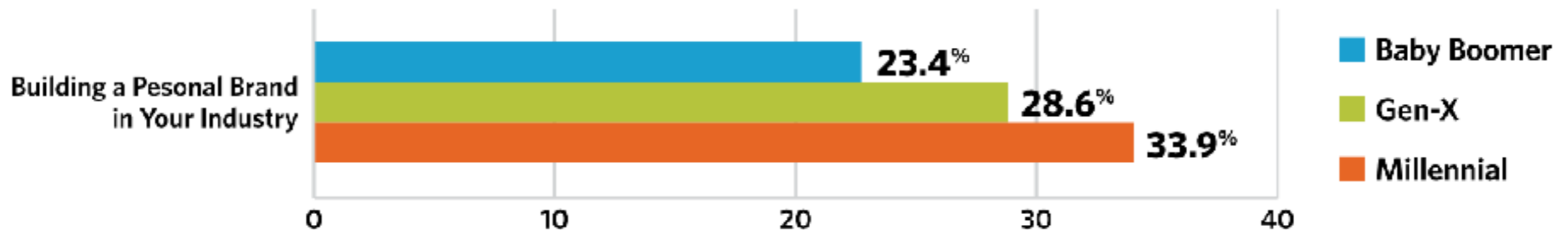
Are there generational differences in what's most important to candidates?

Fig 11. What Gen-X Cares Most About



Are there generational differences in what's most important to candidates?

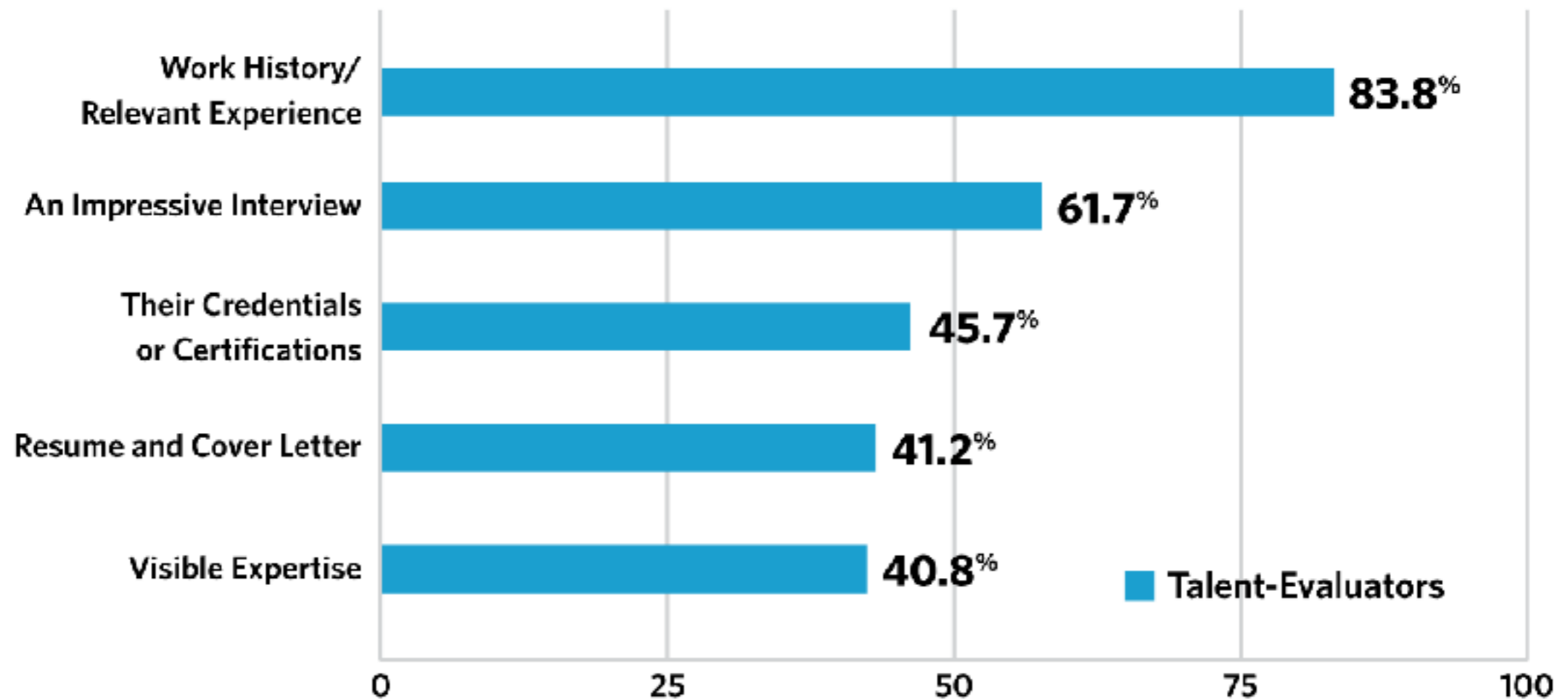
Fig 12. What Millennials Care Most About



How firms evaluate candidates

How do firms evaluate candidates?

Fig 13. Top 5 Criteria Firms Use to Evaluate Talent



How to implement an employer brand

The Employer Branding Process

- Consider your firm's overall growth strategy
- Research your prospects and competitors
- Develop your employer brand strategy
- Build the tools to communicate the brand
- Launch the new brand
- Optimize for visibility and impact

How Hinge Can Help

Free Employer Brand Consultation:

- > Your employer brand perception
- > Your promotional strategy to gain visibility with potential candidates
- > Your employee value proposition
- > How your employer brand relates to your overall firm brand



**Respond to follow-up
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For webinar registrants only!

Thank you! Questions?

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Thank You

