



EXPLORING TA TRENDS: CRAFTING A SENSE OF BELONGING IN THE TALENT ACQUISITION PROCESS - AND WHY YOU SHOULD DO IT!

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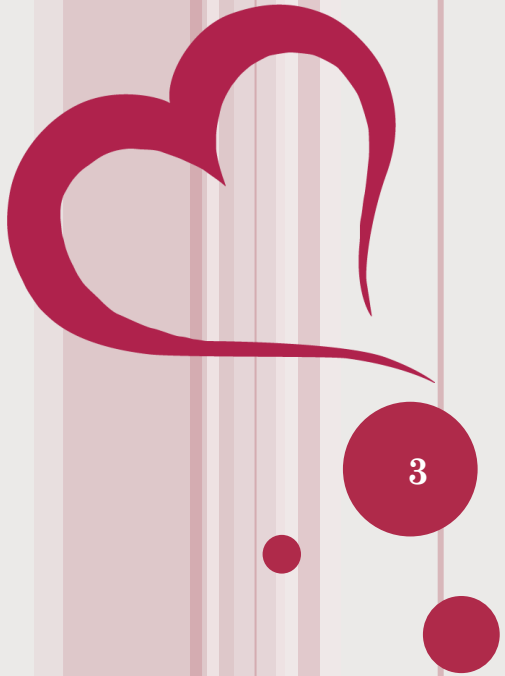
HEIDI X HEARTFELT.BIZ

Heidi background

- 3-legged "stool"
 - Communication
 - Business & Strategy
 - People centered approach
- 8 years in TelCo & 16 years in HR (CPH, Ramboll, Nilfisk, Telenor, Vivino and now Too Good To Go)
- TA & EB evangelist & RL100 member
- Mum (twins age 6), Saints Football Fan (Geaux Saints!)

About Heartfelt.biz

- Founded in 2018
- **Vision:** *I want to change the way we work with TA & EB in Denmark*
- **Purpose:**
 - *Passion*
 - *Inspiration*
 - *Heartfelt*



STATE OF THE (PRESENT) UNION

Sharing insights

VOTE - SLIDO

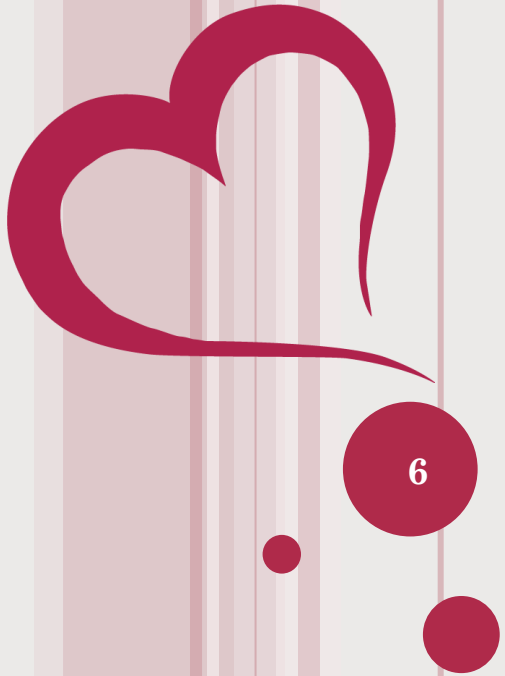
- *What do you think is the biggest obstacle for you right now to ensure a fair and unbiased recruitment process?*



VOTE - SLIDO

- *What was your first initiative to increase diversity your recruitment process?*





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MY TAKE ON DEI&B

And how it is connected with recruitment



WHAT IS DEI&B?



Diversity

The variation in peoples' inherent and self-evident characteristics.

Inherent

- Attitudes
- Values
- Beliefs
- Experiences
- Behaviors
- Lifestyle
- Sexual orientation***
- Education
- Religion**
- Socioeconomic situation
- Marital status
- Social roles
- Personality traits
- Ways of thinking
- Mental abilities & characteristics

Self-evident

- Gender*
- Race**
- Ethnicity**
- Nationality
- Language
- Age**
- Physical abilities & characteristics



Equity

The fair and respectful treatment of all people.

Different from equality, this includes providing everyone with equitable:

- Access
- Opportunity
- Renumeration
- Benefits

This also includes factors that can result in uneven distribution of resources.



Inclusion

The feeling of being involved and welcomed to be experienced by all.

This includes acts and practices that make a person feel:

- Integrated into the informal networks of an organization
- Respected for their unique contributions
- Accepted for who they are



Belonging

The sense of security and support to be experienced by all.

This results from a belief in being:





- Accepted
- Valued
- Able to be their "authentic self"

* Collected in most geographies
 ** Collected in the U.S. and some other geographies, and may be illegal to collect in some geographies.
 *** May be illegal to collect in some geographies.





OR IN OTHER WORDS...

Diversity	Equity	Inclusion	Belonging
Being invited to the party	Ensuring everyone can participate (mobility/ramp)	Being invited to dance, being included in chats, felling welcome	Dancing like no one is looking (or not dance at all)
 A pair of hands holding a brown envelope against a blue background with white stars and gold confetti.	 A black wheelchair on a pink background.	 A man with a beard and glasses, wearing a brown jacket, reaching out his hand towards the camera.	 A man with a long white beard, wearing a yellow sweater, dancing against a yellow background.



DATA QUIZ

- Increase X with 25-46% (hiring)
- Bias training will decrease bias in recruitment (YES/NO)
- You are great at spotting motivation (YES/NO)
- 48% (bias & candidate choice)



CANDIDATE TOUCH POINTS

- Talent Attraction & Employer Branding
- Recruitment Process
- Onboarding
- Performance Review/Career Development
- Personnel Policies
- **And probably many other places...**



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FROM DEI TO A “SENSE OF BELONGING”

From customer to candidate perspective

TALENT MARKET 2024 – AND BEYOND

CURRENT MARKET

- UNEMPLOYMENT RATE IN US, UK, DK OF BETWEEN 2,6-4,6%
- “GREAT RESIGNATION” VS. HIRING DEMAND & MASSIVE LAY-OFFS
- JOB-QUITTING & JOB-SWITCHING CONTINUES TO BE AT NEAR-HISTORIC RATES

WAR FOR TALENT IS LOST, CANDIDATES WON

FUTURE MARKET

- QUIET OPTIMISM...
- INCREASING HIRING NO. & REDUCTION IN LAY-OFFS
- SLOW WAGE GROWTH
- INFLUX OF AI TOOLS



YOUR BRANDING IS UNIQUE, RIGHT?

LINK to video (show it – 2.5 min)

<https://youtu.be/2YBtspm8j8M?si=w8Eu2MzRAf0Im9E1>



META TRENDS - CONSUMER OR CANDIDATE?



End To End Conversations

Consumer

- Two-way interaction
- Smooth Experience

Candidate

- Two-way interaction
- Smooth Experience



From generative AI to Interactive AI

Consumer

- From auto-generated responses and basic queries to AI-driven chatbot interactions, human-like conversations with customers

Candidate

- Decrease drop rate
- Increase positive candidate experience



Phygital Experience

Consumer

- Customization (hear, smell, see)
- Really understand product before you buy it

Candidate

- Candidate Experience from A to E, “Awareness to Exit”
- Hybrid/remote office tours, virtual interviews...
- Really understand CULTURE before you “buy” it

Consistency is Authenticity

BUILDING PSYCHOLOGICAL SAFETY IN RECRUITMENT

- Inclusion & trust
- 2-way conversations and constructive feedback
- Value the candidate's opinion and feedback
- Open to be challenged (what are you actually doing about it?)

Authenticity Creates Psychological Safety

THE TAKE AWAYS...

Consistency is Authenticity

Authenticity Creates Psychological Safety

Psychological Safety Creates “A Sense of Belonging”

VOTE - SLIDO

- *What is your biggest take away from this?*





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A HEARTFELT THANK YOU

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