

# The Great Rehire Series

Breaking Down the Cubicle: Rethinking Your  
Approach to Talent Acquisition

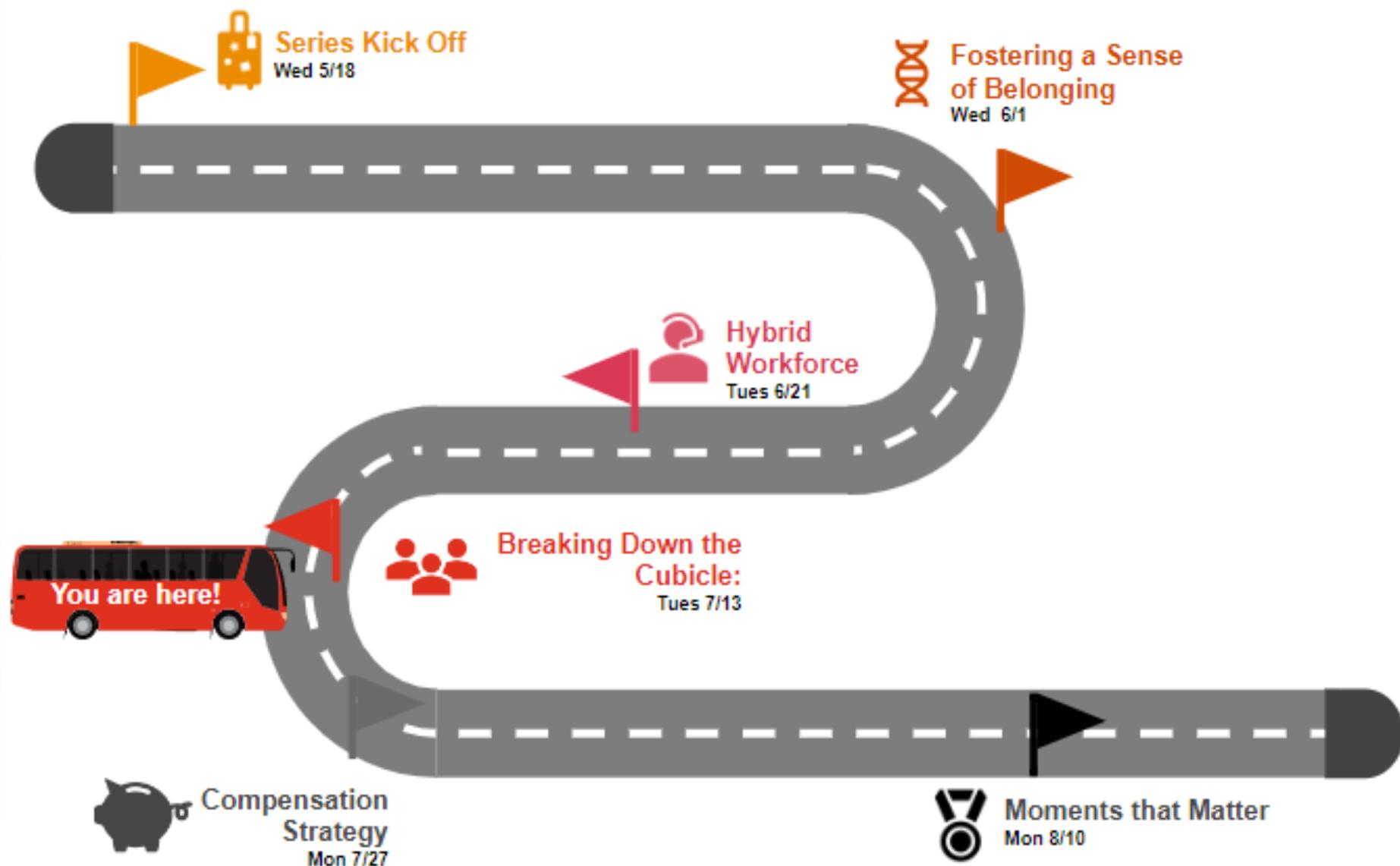
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# The Great Rehire Webinar Series

<b>Series Kick Off</b> Cydney Aiken and Zach Horowitz
<b>Fostering a Sense of Belonging</b> Ann Johnson and Willi Freire
<b>Navigating the Hybrid Workforce:</b> Saurabh Mittal and Zach Horowitz
<b>Breaking Down the Cubicle</b> Tiffany Yates and Zach Horowitz
<b>Rethinking your Compensation Strategy</b> Jake Train and Edyta Reid
<b>Modernizing the Moments that Matter</b> TBD



# Agenda

- 1 War on Talent: Recruiting the Gen Z Workforce

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- 2 Rethinking Talent Strategies

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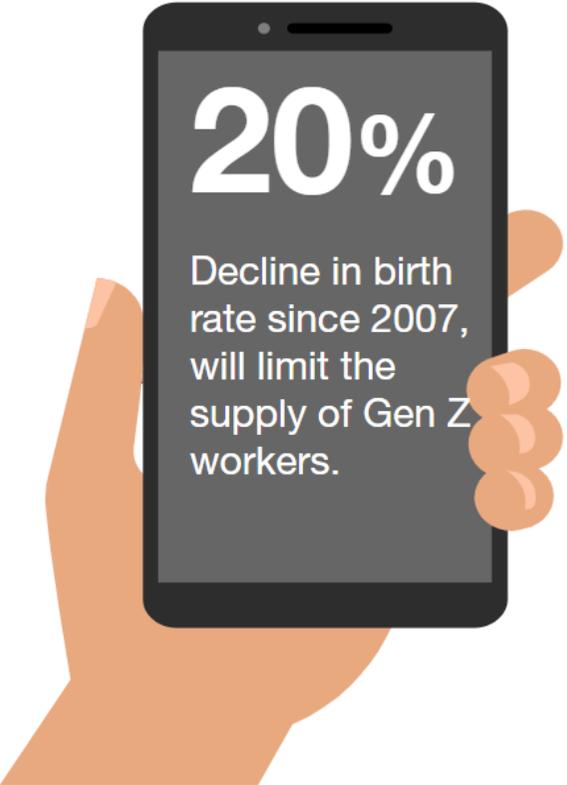
- 3 Interactive Discussion: Identification of Innovative Recruiting

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- 4 Closing Remarks

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# There's a talent shortage of Gen Z workers - and they're being selective on where they're going to start their careers.



**20%**

Decline in birth rate since 2007, will limit the supply of Gen Z workers.

PwC Global Workforce Hopes & Fears Survey 2022

## Money matters, but it's not everything



When it comes to retaining employees, pay is the top factor. Yet money isn't enough by itself to retain workers. Job fulfillment and the ability to be one's true self at work were ranked second and third among employees considering a job change.

**69%**

of workers said job fulfillment was important when considering a job change

## Specialisation and scarce skills lead to worker empowerment



Workers who feel empowered by their current circumstances—i.e., those with specialised training or scarce skills—are ready to test the market.

**41%**

of workers with specialised training are likely to ask for a raise

## In societal goals, transparency is everything



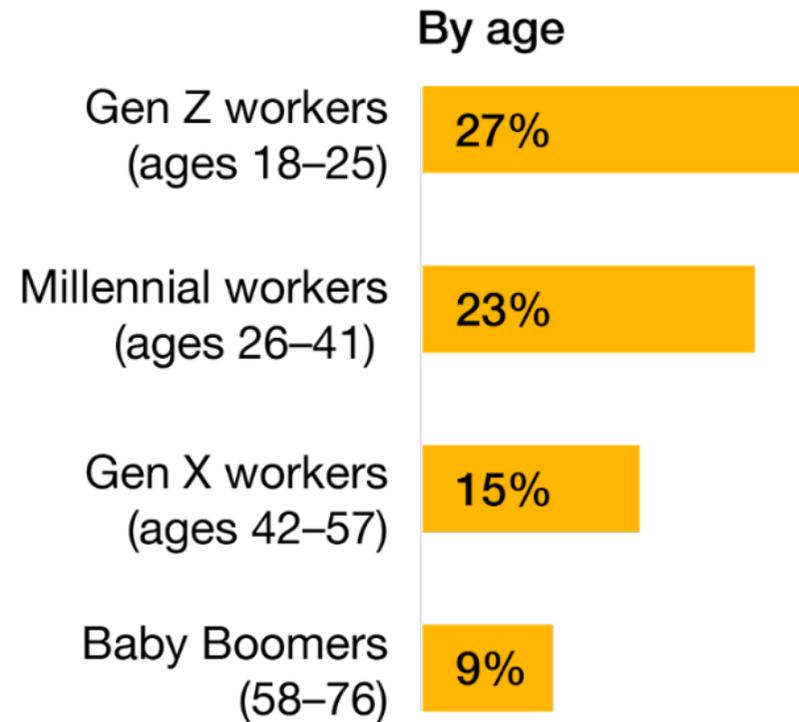
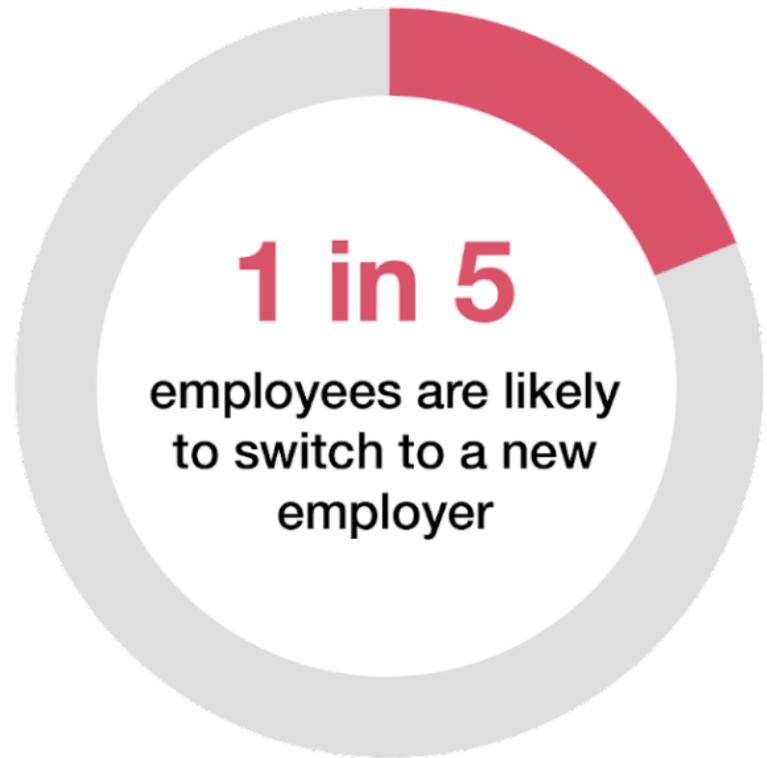
Workers want more support in translating environmental, social and governance (ESG) considerations to their work. And they want more visibility in how the organisation is doing on its ESG journey.

**23%**

of workers said their company helps them minimise the environmental impact of their job.

# Gen Z employees are not hesitant to leave their jobs in order to find the ideal employer

% of employees extremely or very likely to find a new employer in the next 12 months



Source: PwC's 2022 Global Workforce Hopes and Fears Survey of 52,195 workers across 44 countries and territories

# Meet Ashley!



**Ashley**  
Tech Influencer

“I want a job where I can apply my passion for Computer Programming towards innovative solutions, while also prioritizing my hobbies and digital influencing community.”

### Background

- Ashley is a former Policy Analyst at an environmental think tank turned self-taught software engineer.
- She loves sharing her passion for programming, and quickly amassed a large following sharing tech hacks on social media.
- She is eager to apply her knowledge towards a broader impact to challenge the status quo.

### Interests

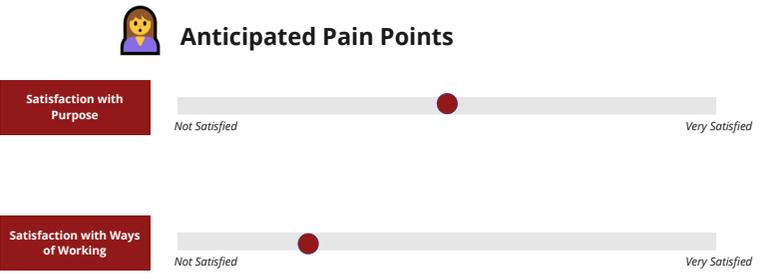
- She is passionate about climate change and finding solutions for environmental challenges.
- Ashley enjoys Skiing in her home town of Park City, Utah and hiking the various national parks across the country.

### Superpowers

- Coding
- Story Telling
- Innovation
- Collaborative
- Relationship Building

### Ashley's Wishlist

- Access to learning, particularly Automation and AI.
- Flexible work schedule
- Opportunities to contribute to innovative solutions using emerging tech



Long days, limited work-life balance: unable to participate in hobbies outside of work like creating content, skiing, and hiking

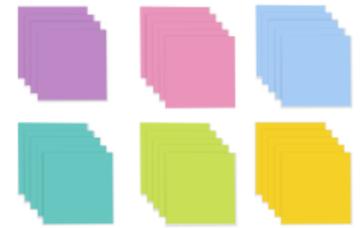
**Would you consider recruiting a candidate like Ashley? How would you attract her?**

Have employees use personal network via linkedin

Communicate values and purpose

Pair her with individuals from org

Discuss how her unique skills are applicable to role



**How would you integrate her into your workforce?**

Technical training w/industry focus

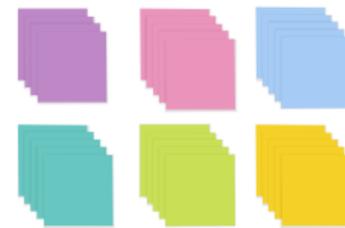
Taskforces, and innovative outlet

ERG Program

Mentor Program

Rotational Programs

Affinity Group



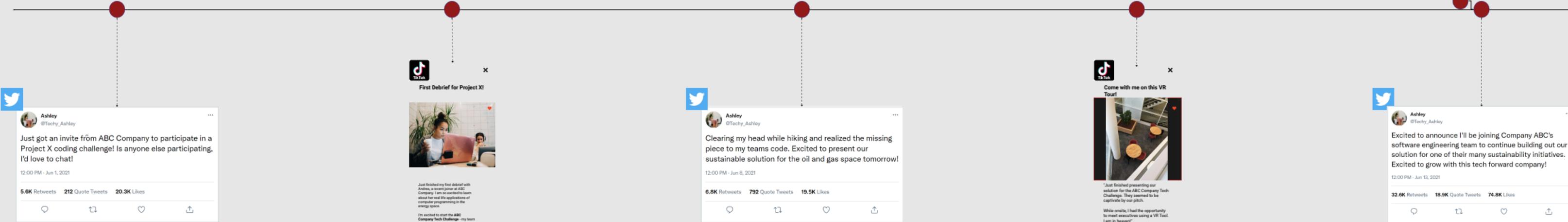


# Ashley's Recruiting Experience with Company ABC



"Has been able to leverage analytics to identify successful ways of recruiting that our team uses as social media and on company applications."

Liz Reaves: Recruiter



Ashley @Techy\_Ashley

Just got an invite from ABC Company to participate in a Project X coding challenge! Is anyone else participating, I'd love to chat!

12:00 PM · Jun 1, 2021

5.6K Retweets 212 Quote Tweets 20.3K Likes

X

First Debrief for Project X!

Just finished my first debrief with Andrew, a recent joiner at ABC Company. I am so excited to learn about her real life applications of computer programming in the energy space.

I'm excited to start the ABC Company Tech Challenge - my team already has some great ideas! Follow along my Project X journey!

Comment Share

Ashley @Techy\_Ashley

Clearing my head while hiking and realized the missing piece to my teams code. Excited to present our sustainable solution for the oil and gas space tomorrow!

12:00 PM · Jun 8, 2021

6.8K Retweets 792 Quote Tweets 19.5K Likes

X

Come with me on this VR Tour!

Just finished presenting our solution for the ABC Company Tech Challenge. They seemed to be captivated by our pitch.

While onsite, I had the opportunity to meet executives using a VR Tool. I am in heaven!

Comment Share

Ashley @Techy\_Ashley

Excited to announce I'll be joining Company ABC's software engineering team to continue building out our solution for one of their many sustainability initiatives. Excited to grow with this tech forward company!

12:00 PM · Jun 13, 2021

32.6K Retweets 18.9K Quote Tweets 74.8K Likes

# 3 actions you can take today in your organization

Finding great people to join your team is a constant challenge. And it's not getting easier any time soon, given the tight labor market, shifting employee expectations and a shortage of people with in-demand skills. Recruiters must do more than make the right hire—they have to give every candidate a great experience. Top recruiters:

## Keep the process human-centered

- View the recruiting experience as “taste test” of what it's like to work there.
- Provide candidates opportunities to experience the culture and ample time to connect with future colleagues.
- Amplify communicate at every stage of the process.

## Make savvy tech investments that put the candidate's experience first.

- Use technology to streamline the process and make routine tasks (like uploading past employment history) more efficient.
- Invest in high-tech experiences, such as virtual reality, to provide candidates more insights into “a day in the life” of their job.

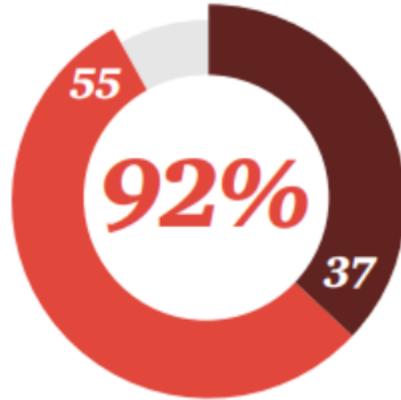
## Give every candidate the best recruiting experience

- In a hyper-connected world, candidates talk—and what they say about your hiring process can significantly affect your ability to attract new talent.
- Be intentional about communications and the experience, even if the candidate is not the ideal fit

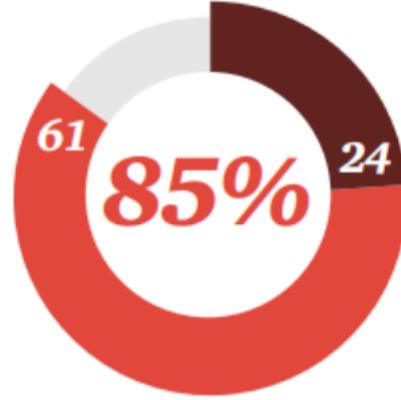
# Leading Organizations are changing their recruiting model and sourcing diverse talent in new ways

Bigger Bets, Wider Nets: CEOs seek people with broader skill sets and find them via new channels

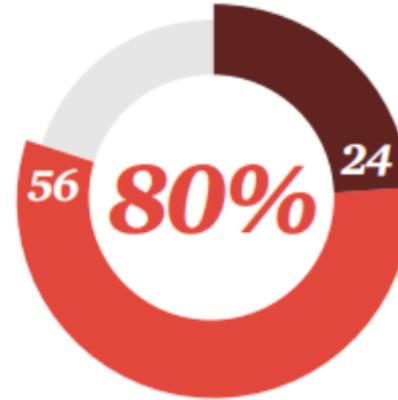
■ Strongly agree ■ Agree



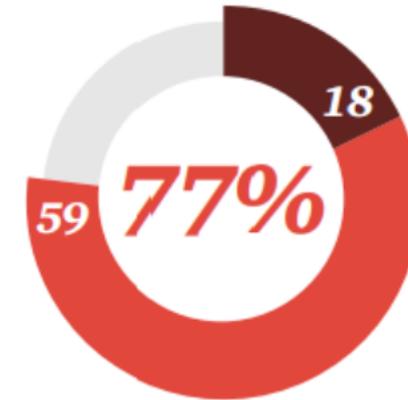
We always use multiple channels to find talent, including online platforms and social networks



We actively search for talent in different geographies, industries and/or demographic segments



We look for a much broader range of skills when hiring than we did in the past



We always equip employees with new skills through continuous learning or mobility programs

Source: [PwC Survey on Talent](#)