

APPLICANT MANAGEMENT - HOW TO ATTRACT THE TALENTS

PROCESS

human resources

quest

sample

onboarding

GOALS

Make a positive impression

Application / Contact

Dating/ Matching /Testing

Integrating employees

WHO is addressed?

HOW is it addressed?

GENERATION

Z's

15 - 25

Y's

25 - 35

X's

35 - 45

TYPE

no work experience, no worries

work experience, various possibilities

Professional experience, clear job profile

INTERESTS

cool, modern, team, meaningful, benefits

cool, modern, team, meaningful, benefits, flexibility, career focus

Team, flexibility, security, income level

DIVISION

IT, lawyers, medical practitioners

Gelichgesinnte, salary, subject-specific environment, identification with the "brand".

HR

Like-minded, important role of HR, **range of tasks**, job rotation

management

Like-minded people, **variety**, responsibility, Development, ...

Distribution, marketing

Like-minded, **communicative** team, modern, adaptive, sense of **aesthetics**

Logistics, technique

Like-minded, academic environment, **salary**, **technical** environment

blue collar

Like-minded, conservative, no-screen, **social focus**, **communicative**, **salary**

Creating personal relevance

Enabling quickly: One-Click, shortcut with social media, no technical hurdles

Simple design: self-explanatory, uncomplicated

Format freely selectable: Callback, Call, Chat, ...

RESPOND TO THE INTERESTS OF THE TARGET GROUP

"Kindred spirits"

Events (universities), subject-specific webinar with applicants

"Variety of testimonials, examples, Fields of development, ...

"Range of tasks"

concrete examples, testimonials, Observation, ...

"Communication"
Chat, fixed contact person, ...

"Salary"

Transparency, promotion opportunities, ...

"Social Focus"
Team, meaning, benefits, ...

"Technique."

Visualization, product presentation, ...

"Aesthetics"

Corporate design, staging of products/the workplace, ...