

IO3 – S6

HUMAN RESOURCES



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WHAT ARE GOING TO LEARN?

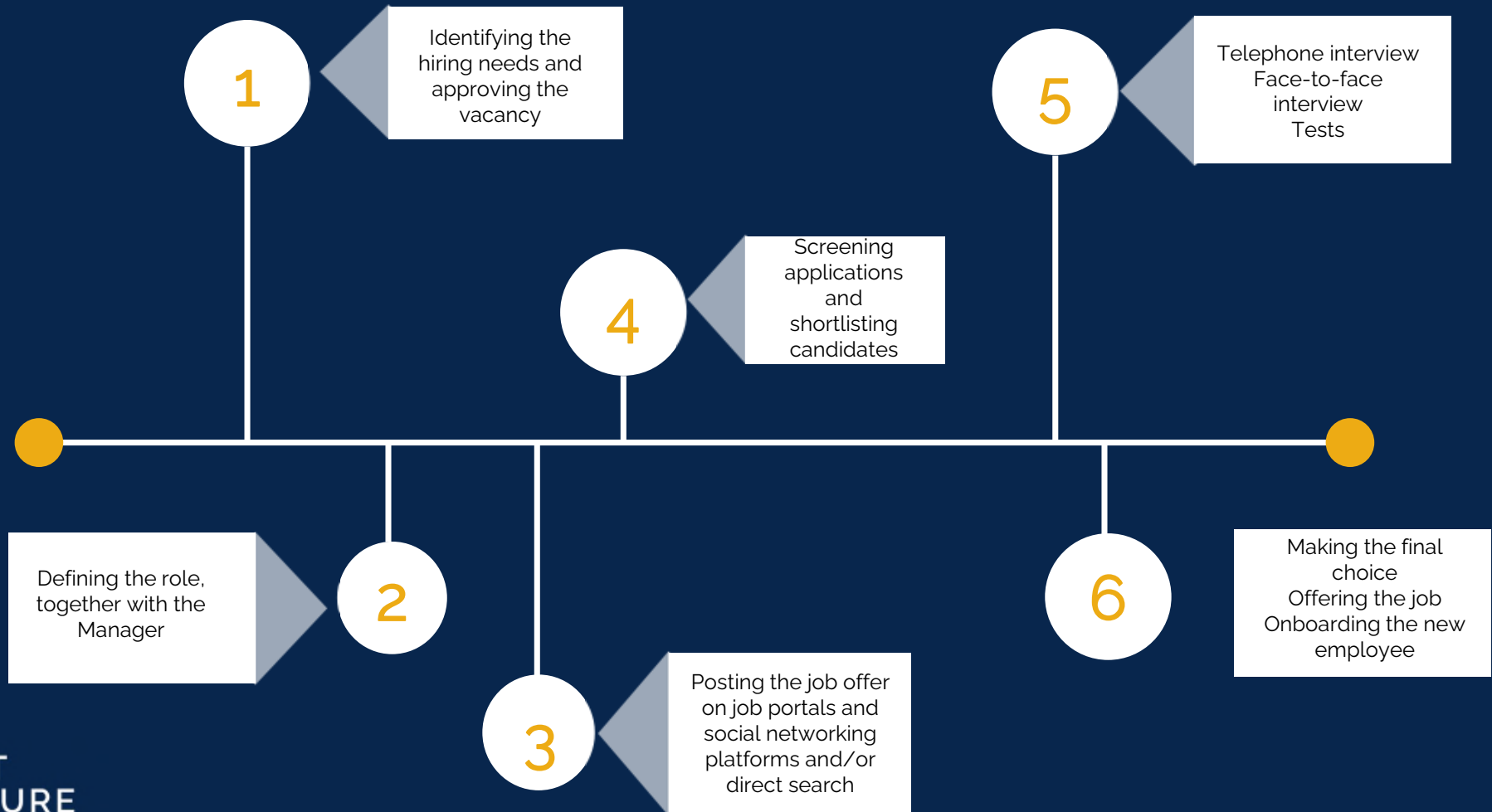


LABOR LAW

A hand in a white sleeve holds a black pen, drawing a lightbulb with radiating lines. The word "Recruitment" is written in white over the lightbulb. The background is a dark olive green with a white and orange triangle at the bottom and a blue line graph with arrows.

Recruitment

RECRUITMENT PROCESS: STEPS



RECRUITMENT PROCESS

Traditional approach

- The business is the centre of attention (**one-way direction**).
- The job offers are posted on **job portals**.
- A **high number of applications** are received, but only a small percentage may be suitable for the post.
- The job offers describe **tasks**, not abilities.

The latest trend

- **Employer Branding.**
- **Social networking platforms:** new tools that help make the process of contrasting information easier and faster.
- **The candidate experience:** thanks to social media, the potential candidate gets to know the company, applies to the offers that best suit him/her, receives feedback, recommends us and develops a sense of loyalty to the brand.

THE EVOLUTION OF CANDIDATES

What does each Generation look for?

Baby Boomers

> 54 years old

Their priority is being remunerated according to their knowledge and experience.

Generation X

From 38 to 53 years old

Their main concern is professional development. They want to grow and reach higher positions up the career ladder. They would rather not be transferred, if it entails moving elsewhere.

Millennials

From 24 to 37 years old

Professional growth and development has become a key element for them, being the reason to accept or deny an offer. Moving to another city/country does not scare them, but it will probably depend on the salary and the development opportunities.

Generation Z

< 23 years old

Considered as digital natives, they seek great work environments, social benefits and an enriching individual experience. Referrals have become decisive elements of their careers.

MEGATRENDS

FACE-TO-FACE INTERVIEW: OBJECTIVES

TO CREATE VALUE

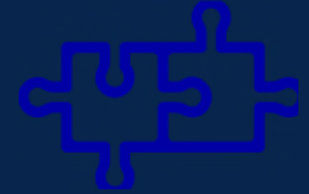
TO COMMUNICATE THE
COMPANY VALUES

TO SHOW ATTITUDE

TO EMPATHISE

TO SEDUCE

FACE-TO-FACE INTERVIEW: OBJECTIVES



Reassuring that one of the
company's added values is that
it is a great place to work



Establishing a relationship of
empathy and affinity with the
candidate

Combining both elements results in the increase of the success rate
of the recruitment process

Don't forget:

"Every single member of the company *is* a recruiter"

WHAT DO CANDIDATES LOOK FOR?

- ✓ Millennials and Generation Z look for TRANSPARENCY.
- ✓ They want to get to know the company and the position, what we are expecting from them and how they could help achieve the company's objectives
- ✓ They also want to know about the company's values and culture
- ✓ The Career Plan
- ✓ The social benefits
- ✓ In short, they seek companies which help to balance work and family life

Nowadays, it is *not only the company who chooses the candidate*, but it is also *the candidate who chooses the company*.

EMPLOYER BRANDING



WHAT DO CANDIDATES LOOK FOR?



SOCIAL MEDIA ACCOUNTS



Update your LinkedIn profile and make it attractive. Having an appealing feed and a complete info page will grab clients and candidates' attention.



Post about vacancies and news, so the followers will be able to share and recommend those vacancies to their friends.



Write posts about activities (such as team building), fairs or events where the team/company is taking part or, simply, to inform about the vacancies.



Share pictures of events and show *the social side* of the company, the company's values and culture and all the activities where the employees participate (trainings, solidarity events,...).

TRAINING



TRAINING

Training is a key element to retain talent and to prepare employees to the new opportunities and challenges that may arise within the company. Nowadays, the most demanded trainings are those related to languages, skills and new technological tools.

DEVELOPMENT

PERFORMANCE REVIEW

It is essential to evaluate the employee's work performance, offer her/him feedback, and settle goals.

- 2 months (after Onboarding): a more casual assessment to get to know if the company has fulfilled her/his expectations and offer feedback on the first months at the company.
- 6 months (after Onboarding): to know about her/his experience at the company and whether she/he feels satisfied carrying out the daily tasks. It is the right time to make a comprehensive assessment and evaluate which tasks she/he has succeeded in and those which still need to be improved.
- Annual performance review: this assessment aims to inspect closely how the employee has spent this first year, identify strengths and weaknesses and set goals for the following year. It is also a good moment to communicate expectations and encourage growth and development, and, in short, to see how both, the employee and the company's expectations, can meet.

Feedback on their performance must be *continuous*!



EMPLOYEE ENGAGEMENT

EMPLOYEE ENGAGEMENT TACTICS



We are people-centric!



COMPANY BENEFITS

- ✓ Flexible schedule
- ✓ E-work
- ✓ Formal training for employees
- ✓ A Career Plan focused on employee development and her/his personal aspiration
- ✓ Social benefits (gym, health insurance, flexible remuneration,...)
- ✓ Multidisciplinary teams
- ✓ Flexibility to help improve the work-life balance
- ✓ Team-building activities (sports competitions, barbeques, ...)
- ✓ Analysis of every employee's personal situation

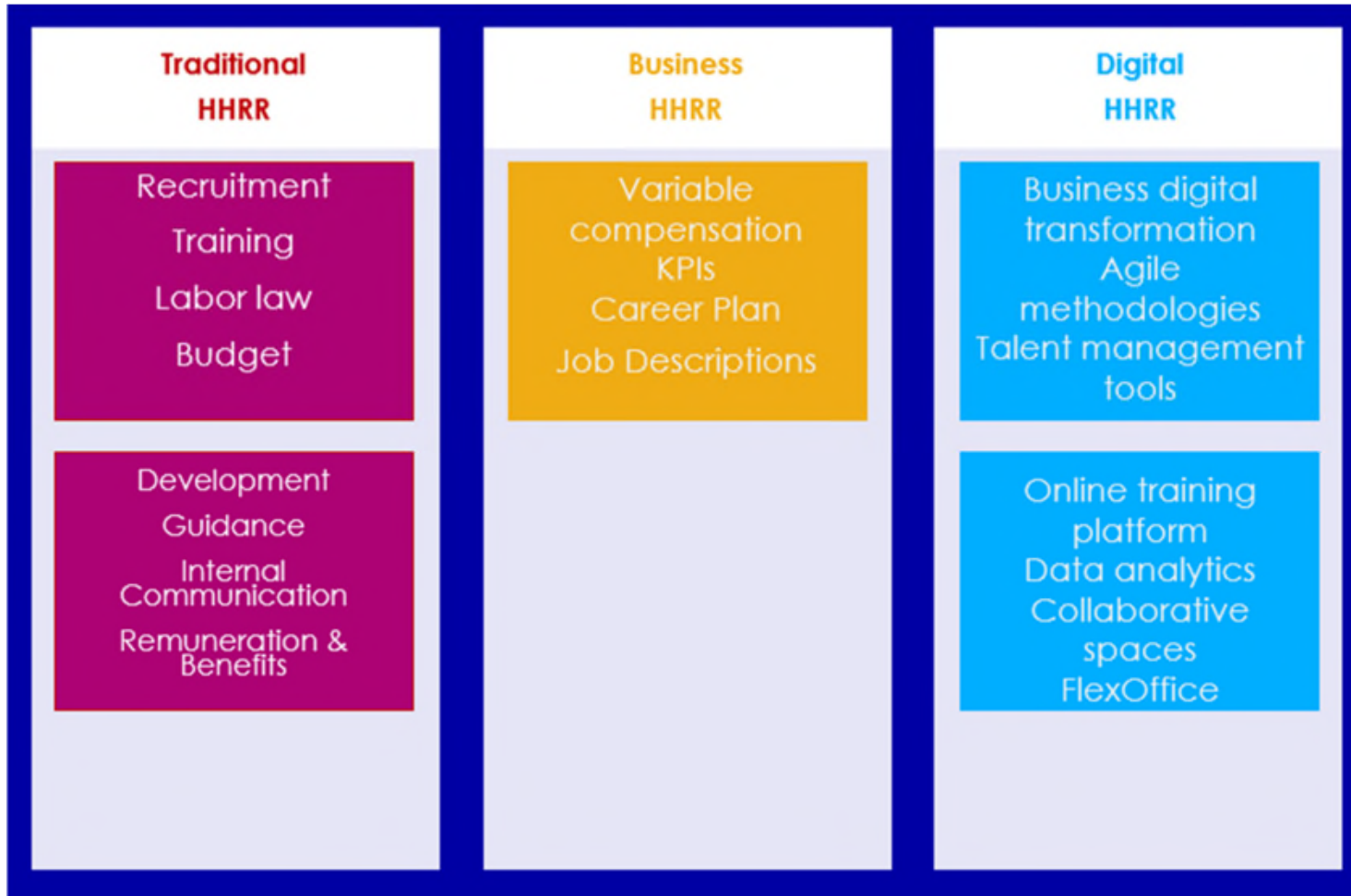


OUR E-WORK MODEL

Classic	Hybrid	Hybrid Plus
4 days at the office 1 day working from home	3 days at the office 2 days working from home	2 days at the office 3 days working from home

Each team has a day of mandatory presence at the office

HR 3.0



THANKS