

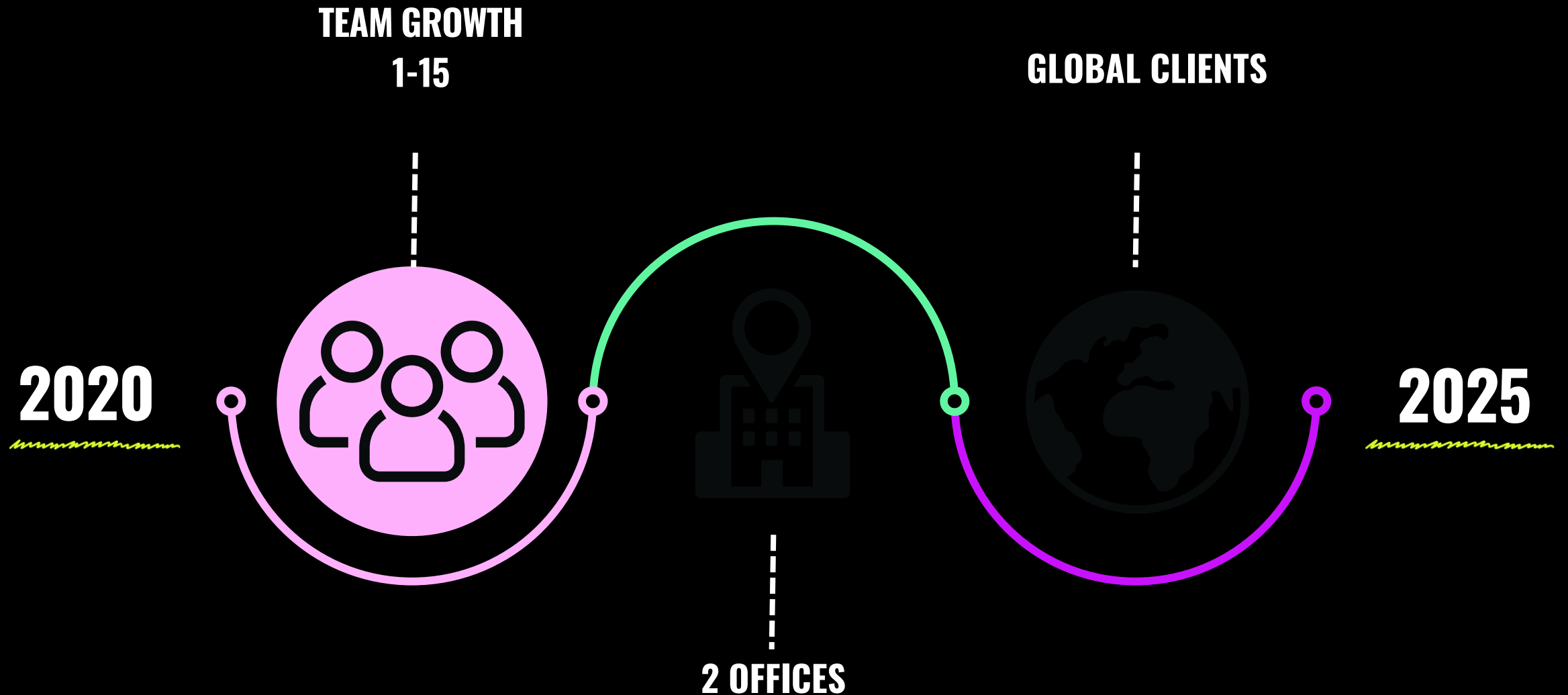
# *TALENTHEADS*



**Recruitment,  
Just not as you know it...**

Your **outsourced in-house** recruitment & talent team.

# OUR JOURNEY

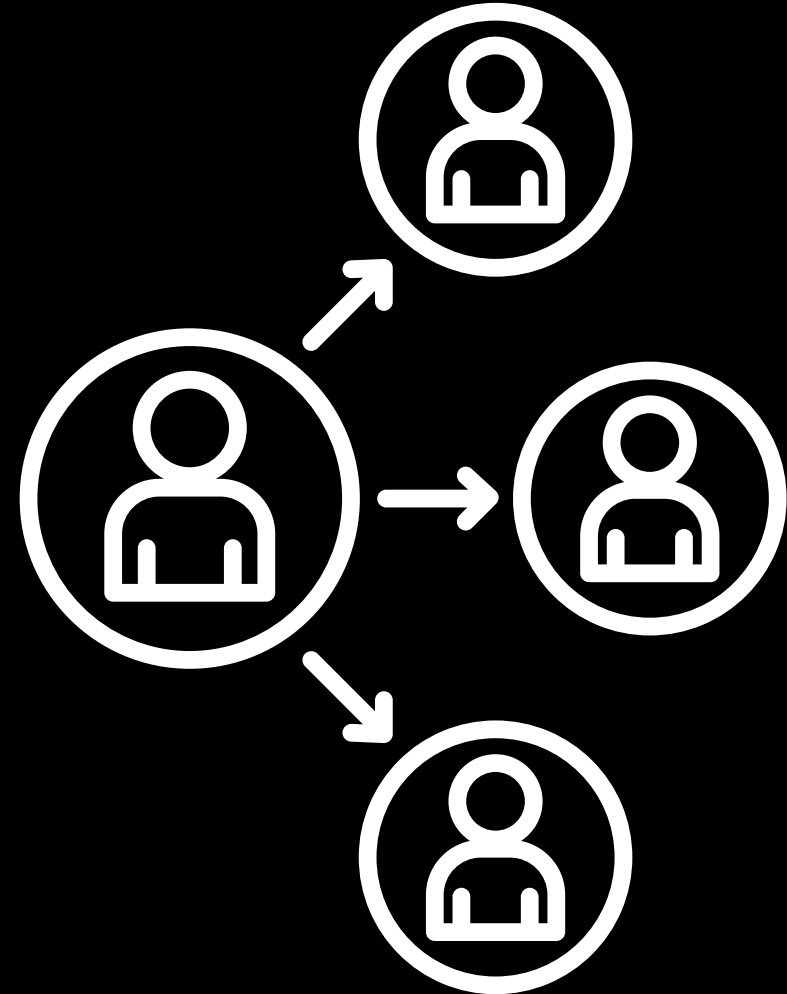


# OUR UNIQUE MODEL

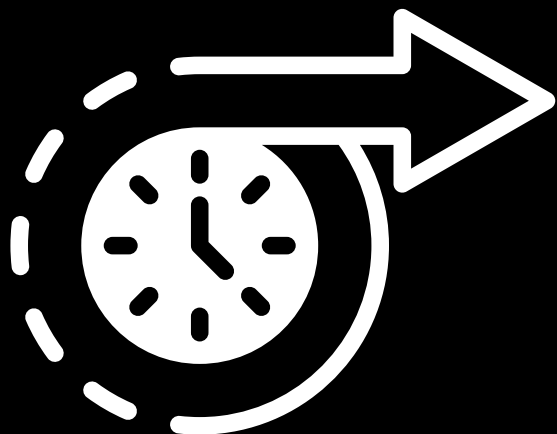
**RECRUITMENT**

**TALENT STRATEGY**

**Training**



# HOW WE DIFFER



EMBEDDED, STRATEGIC,  
LONG-TERM IMPACT



FOCUS ON VALUES  
& CULTURE FIT



LEAVE A LEGACY  
FOR CLIENTS




# AI and Recruitment

AI should be seen as an enabler to improve efficiency, free time for the hiring teams and create better effectiveness of recruitment workflows.

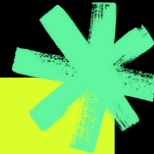
The real opportunity lies in freeing humans from repetitive tasks and lean into what AI can't do – building trust, providing an exceptional candidate journey into your business and retaining the human element to understand the expertise and skills a candidate can bring to your role!

# AI in Recruitment – Positives


■



AI can quickly screen thousands of resumes, reducing the time spent on manual review. This helps recruiters focus on high-value tasks like interviewing.




Automated tools handle repetitive tasks (scheduling interviews, sending follow-up emails, initial screening), making the hiring process smoother



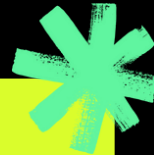
AI can match candidates to job descriptions based on skills, experience, and past performance data, often more accurately than manual review.

# AI in Recruitment –Negatives


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AI may overlook important qualities such as personality, creativity, or cultural fit, which humans can better assess..




Automated processes can feel impersonal, potentially harming employer brand or candidate satisfaction

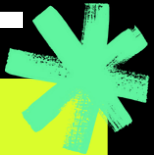


AI may overlook important qualities such as personality, creativity, or cultural fit, which humans can better assess.


# **THE PEOPLE PROBLEM – RETENTION & TURNOVER CULTURE**



“Nearly half of employees say they’d leave their job today - not for more pay, but for more purpose.”



“Your culture is hiring every day - whether you mean it to or not.”

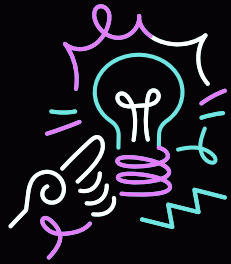


“explore how to attract and keep the right people by building culture that sticks.”



# High cost of turnover

01



Replacing an employee costs up to £30,614 on average in the UK.

02



UK businesses lose over £4 billion annually due to staff turnover.

03



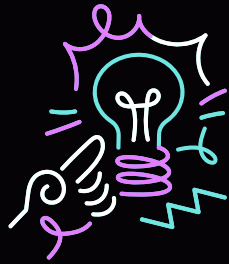
1 in 3 new hires leave their role within the first year in the UK.

# Retention challenges for SME's

- Inability to compete on salaries.
- Inability to compete on benefits.
- Workplace environment.
- Perceived lack of career development.
- Lack of learning and development opportunities.
- Managers with little/no management training.

# Retention Facts

01



Engaged employees are 87% less likely to leave

02



44% of employees report that the ability to achieve a better work-life balance is a primary factor to stay

03



Offering flexible work arrangements can increase retention by 25-50%

# The five pillars of retention

## career development

- 94% of UK employees say that investment in career development impacts their decision to stay.
- Lack of advancement opportunities is the **top driver of voluntary turnover** in UK firms.
- Only **26% of UK employees** believe their employer actively supports career progression.

## managerial relationships

- Poor management is responsible for **43% of UK resignations**.
- Only one in four UK employees feel their manager **motivates them to do their best work**.
- Managers with strong people skills **reduce turnover** by up to 27%.

## workplace culture

- **79% of UK jobseekers** consider company culture before applying.
- **Toxic workplace** culture was a key factor in the UK's "Great Resignation" period.
- UK companies with **inclusive and positive cultures** experience up to 30% higher retention.

## recognition/feedback

- 69% of UK employees say they would **work harder** if they felt more appreciated.
- Organisations with strong recognition cultures see 31% **lower voluntary turnover**.
- Only 33% of UK employees receive **meaningful recognition** weekly.

## work-life balance

- 87% of UK employees value **flexible working** options.
- Work-life balance ranks as the **second-most cited reason for leaving** roles in the UK.
- Employers offering hybrid/flexible work see 24% **lower attrition**.

# Culture & Belonging

## Key Facts:

- 79% of UK employees say workplace culture is a deciding factor in job satisfaction (Glassdoor UK, 2023)
- Inclusive workplaces in the UK report 33% higher employee loyalty (Deloitte UK, 2023)
- Organisations with strong cultures see 30% lower turnover (CIPD, 2022)

## Actionable Strategies:

- Employee Resource Groups
- DEI-focused hiring and onboarding
- Open forums and feedback loops

**Case Study:** Microsoft UK's inclusion initiative improved retention among underrepresented groups by 19%.

# Using your Corporate Values

Working for an organisation where an employer matches an individual's personal values has a positive influence on productivity.

**98%**

of employees wouldn't work somewhere that does not fit their values.

Source: City of London Economic Research

# Quick wins!

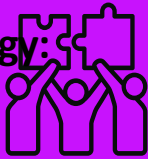
- Conduct stay interviews
- Map internal career paths
- Build a structured onboarding programme
- Recognise people weekly
- Invest in your people
- Offer flexible working arrangements
- Conduct regular 360 feedback
- Implement peer-to-peer shoutouts
- Use exit interview data to improve onboarding
- Introduce shadowing or mentoring schemes

**"Train people well enough so they can leave. Treat them well enough so they don't want to." — Richard Branson**

# COST EFFECTIVE HIRING: RECRUITMENT STRATEGY

## RECRUITMENT IS CULTURE IN ACTION.

### Recruitment Strategy:



a clear, formal plan that sets out how your organisation will attract, hire and onboard talent

- Move from a reactive to proactive approach
- Align recruitment and business strategies
- Identify where potential talent is
- Attract the best talent

- Gain advantage over competitors
- Existing employees become engaged in the process
- Improved candidate engagement and experience
- Increased diversity and cultural improvement

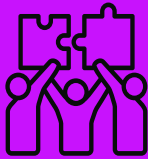
- Recruitment is properly resourced and budgeted
- Move to proactive approaches from candidates
- Skills gaps and future skills are identified and recruited for
- Saves time and improved hiring efficiency
- Improves hiring practices



# COST EFFECTIVE HIRING: RECRUITMENT STRATEGY

RECRUITMENT IS CULTURE IN ACTION.

## WORKFORCE PLANNING:



prepare your business for  
the future talent you will  
need to hire:  
pinpoint the areas of future  
focus and ensure the right  
level of resources are in  
place:  
Skills matrix & upskill

## EMPLOYER BRAND:



Your brand is the  
reputation your business  
has with not just your  
customers but  
importantly, any potential  
candidates.

In the competition for top  
talent you need to ensure  
that your brand attracts  
the top talent

## RECRUITMENT STRATEGY:

- Diversity and Inclusion
- Succession Planning
- Workforce Engagement
- Recruitment Budgeting

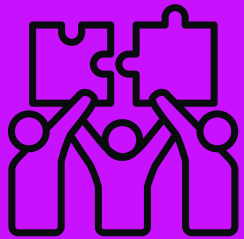
## ELEMENTS:

- Employee Value Proposition (EVP)
- Talent Sourcing
- Candidate Engagement
- Candidate Experience
- Recruitment Metrics
- Recruitment Process – 5 stages!

# COST EFFECTIVE HIRING: ATTRACT THE **RIGHT PEOPLE**

## RECRUITMENT IS CULTURE IN ACTION.

### AUTHENTICITY OVER ADVERTISING:



Candidates can spot  
inauthentic culture  
instantly.

### VALUES-DRIVEN HIRING:



- Don't just hire for skill - hire for alignment to culture and values.

### EVP:



The total value an employer offer to their employees in return for their performance and work, share your benefits/ you care

### CANDIDATE EXPERIENCE:



create successful engagement with potential candidates – demonstrate how great your business is!

# INCLUSIVE RECRUITMENT

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**A checklist to:**

**Reduce bias**



**Attract more applicants**



**Hire on skills, not CV gaps**



**Build confident, diverse teams**



# Cost Effective Hiring Strategies—

## Leverage Your Existing Network

Referrals  
Community  
Associations  
Social media

## Use Free or Low-Cost Job Posting Channels

### Free job boards:

Indeed (free postings with optional boost)  
Google for Jobs  
LinkedIn (one free job slot)  
ZipRecruiter (free trial)  
Glassdoor (free employer account posts via Indeed)

## Strengthen Your Employer Brand (Organically)

Keep your website's careers page simple and appealing.  
Share company culture, behind-the-scenes posts, and employee stories on social media.  
Encourage employees to share openings on their own networks.

# Cost Effective Hiring Strategies—



## Build Talent Pipelines Before You Need Them

Collect resumes at local events, online meetups, community colleges. Conduct informational interviews. Keep a database of past strong candidates for future roles



## Recruit Interns, Apprentices, and Trainees

Partner with universities, trade schools, and bootcamps. Offer part-time, project-based, or flexible internships. Provide learning opportunities instead of high salaries.



## Utilize Social Media Effectively

Post openings on company pages and personal LinkedIn profiles. Join industry groups and post opportunities there. Use short video posts describing the role — these often perform well organically.

# Cost Effective Hiring Strategies—



## Streamline the Hiring Process

Reducing friction lowers costs:  
Use automated scheduling tools.  
Pre-screen with short skill assessments or work samples.  
Move quickly — slow hiring increases costs and dropout rates.



## Offer Flexible Work Options

You can attract great candidates *without paying top salaries* by offering:  
Remote or hybrid options  
Flexible schedules  
Project-based or freelance-to-hire arrangements



## Optimize Your Job Description

Be concise, transparent, and compelling — good descriptions attract better applicants.  
Highlight growth opportunities, mission, and culture instead of perks that cost money.  
Clearly outline must-haves vs. nice-to-haves to widen your pool.