YOUR HOSTS

Carlos Lee

- Director General EPIC
- Former Director General SEMI Europe

Andreas Weis

- General Manager & Partner EO Executives
- Degree in Electrical Engineering
- 20+ years high-tech industry expertise incl. SEMI & Optics (AMAT/Leybold/Nanogate SE)
- Extensive experience in Executive Recruiting & Interim Management for the High-Tech Industry

EPIC
European Photonics Industry Consortium

EO

EO Results through people

- **Key Facts & numbers of the current and future talent market**   5 min

- **Top recruitment challenges in 2020+**   15 min

- **Do's and dont's for recruiting top talents**   15 min

- **Q&A Round**   10 min

Handout will be available for download on the EPIC website

A
G
E
N
D
A

EO — Results through people

Key facts of the current and future Talent market in the High Tech industry

- Working-age population goes <u>down</u> by 4 to 6 million until 2035

  (Source : Statistisches Bundesamt // Without immigration this would result in a decrease of approx. 9 Mill. people)

- The shortage of workforce only applies to skilled workers with higher educational qualifications.
  This counts not only for Germany but also for UK, France and the Netherlands
  Source : Korn-Ferry

- 90 – 95% of younger people (< 35 years) confirmed to use social networking almost daily
  (Source : Research gate statistics)

Key facts of the current and future Talent market in the High Tech industry

- Talent aquisition is currently experiencing the rapid fusion of
  Marketing AND Recruiting
  (Talent analytics & marketing specialists are very important new rolesTalent analytic roles grow by 111% since 2014 !
  (Source : LinkedIn)

- Expanding your online reach and SEO-Recruiting will be a crucial need

- The power of online channels/platforms : Companies are prone to suffer from poor employer barnding and high turnover rates
  Conclusion : Recruiting is by far more than search & find, it has to be seen as a holistic process incl. retaining employees

EO Results through people

Key facts about EPIC members

- Approx. 83% of all EPIC members have less than 100 employees

- Approx. 53% are companies based in Germany (25%), France (12%),UK (10%) and the Netherlands (7%)

- In average 1250 job ads are regulary posted at the EPIC website

- Most job openings in USA (34%), Germany (13,5%), UK (12%), France (5,5%) and Netherlands (4%), allmost all are technical jobs
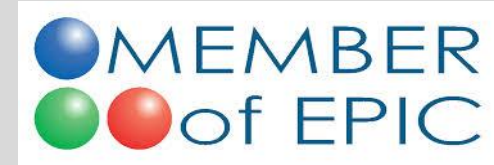
Key facts about EPIC members

- In average 80% of all EPIC members have less than 5.000 followers on LinkedIn, 63% less than 2000 followers
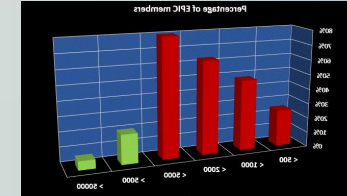
- 2/3 of all EPIC members have no Facebook account or less than 1.000 followers (Remarks : ALL large firms have)
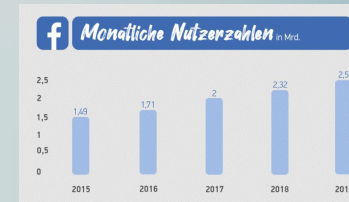
- 3 job ads (0,2%) are related to marketing, 1 for HR (0,1%), 46 job ads for students, internship or trainees (3,6%)

Top recruiting challenges 2020+

1. Building a strong Employer Brand

💡 **What?**

- **Tell a compiling story about your company**

- **Showcase your campany culture**

- **Get candidates excited to join your team**

✔ **How?**

- **Create an attractive career site and career blog**

- **Present photos/videos/stories of your employees**

- **Share employee testimonials (videos)**

- **Highlight interesting, futuristic projects**

Text: W&V Leserautor
16. Oktober 2019

PROPOSITION EXPERIENCE ENGAGEMENT
100 %

EMPLOYER BRANDING

TALENT

COMMUNICATION CORPORATE IDENTITY REPUTATION

Bringing companies to life

MEMBER of EPIC

Search more than 1000 Photonics jobs!

Search by keyword
e.g. Optics, Fiber, Laser, Sales, Business Developmen

Search by location
e.g. Munich, France, Europe

Search Jobs

Life is too short, work for a great company!   Work for a member of EPIC!

JOIN OUR TEAM

Top recruiting challenges 2020+

2. Lack of qualified candidates

💡 **What?**

- **War for talents will expand**

- **Be aware : You have no choice to escape that war**

✔️ **How?**

- **> 90% of people do consider to change job if it is an excellent employer**

- **Try to stand out but preserve your own identity (no copy and paste)**

- **Expand your search channels and reach**

- **Reinforcement of recommendations (friends trust friends)**

MEMBER of EPIC

Search more than 1000 Photonics jobs!

Search by keyword
e.g. Optics, Fiber, Laser, Sales, Business Development

Search by location
e.g. Munich, France, Europe

Search Jobs ▶

Life is too short, work for a great company! *Work for a member of EPIC!*

JOIN OUR TEAM

EO Results through people

Top recruiting challenges 2020+

3. Expanding candidate reach

💡 **What?**

- **Try to reach a wider pool of talents**

- **Reinforce your presence across all possible channels and places**

- **Start building a multi-channel recruitment strategy**

✔️ **How?**

- **Built up your platform reach (w/o reach NO platform will be successful)**

- **Post your jobs on available free and paid job boards (regional and global)**

- **Share your job ads on Social Media platforms such as Facebook, LI, Twitter, Instagram, Pinterest, XING, etc. (but built up reach first !!)**

- **Consider to hire a professional firm, especially if you are going global**

Yes, it does cost money. But do you really believe all other possibilities are free of charge ??

4. Targeting passive candidates

💡 **What?**

- **Passive candidates are those who are not looking actively for a new job**

- **90% of all people are passive candidates**

- **You won't find them on your career site nor will they read your job ads**

✔ **How?**

- **Use the power of social media by starting to promote your employer brand**

- **Sorry, it is not enough just to post job ads there**

- **Share stories, photos, videos, testimonials ((but actively built up !!)**

- **Organize different recruiting events : Meetups, workshops, fairs..**

MEMBER of EPIC

CANDIDATE UNIVERSE

60% - 70% → PASSIVE Candidates

20% - 30% → SEMI-ACTIVE Job-Seekers

5% - 10% → ACTIVE Job-Seekers

EO Results through people

Top recruiting challenges 2020+

5. Attracting the right job candidates

💡 **What?**

- **You need to try to attract the right candidates from the start**

- **Discourage the rest from applying (this time)**

✔ **How?**

- **State your job requirements clear and precise**

- **Add qualifying questions to your application form (competence questions)**

- **State your company culture**

- **Do not shy away to state a salary <u>range</u> in your job ad (no need to talk to unaffordable candidates)**

6. Building talent pools proactively

💡 **What?**

- Apply adavanced talent sourcing to find high-quality candidates

- Reach-out pro-actively to potential candidates

✔ **How?**

- Do not forget about the applicants that did not get the job !

- Invite potential candidates to your talent network

- Watch/track social media status of candidates

- Built up an actively managed talent pool

Some Do's for recruiting top talents
(not in any particular order)

- DO always respond to every candidate in a timely matter and create a transparent recruiting process

- DO work professionally in Social Media or not at all

- DO expand your recruiting reach (cross-border, social-media network, job boards, associations, peers)

- DO remember the millenials (company culture, work-life balance, remote working,…)

Transparency

[**Video**](#) **Testimonials**

Company culture

Some Do's for recruiting top talents
(not in any particular order)

- DO pay according to industry standards (you need to know the standards)

- DO get yout IT set-up for recruiting/marketing purpose

- DO unlock the power within (Experts know experts, video testimonials,…)

- DO dedicate someone for recruiting (professional, full time,…)

Transparency

Video Testimonials

Company culture

Some <u>Don'ts</u> for recruiting top talents
(not in any particular order)

- Don't ignore social media (in all its positive <u>and</u> negative effects)

- Don't go into the process blindly (be prepared)

- Don't shy away from video (employee testimonial, company walk around,..)

- Don't underestimate time, efforts and costs for recruiting

Some Don'ts for recruiting top talents
(not in any particular order)

- Don't ignore recruiting/marketing data and metrics (KPI's , brand awareness, channel qality,….

- Don't dehumanize online recruiting and don't go on autopilot

- Don't disregard rejected candidates (talent pool)

- Don't write exchangeable job ads

How COVID-19 Has and Will Change Recruiting Strategies ?

- Video recruitment is a must-have for companies even in optimal hiring conditions
  As business moves to online interviews, they reap many benefits beyond safety for their recruiters and job seekers — and this may be the kick many companies needed to augment their existing strategies with a virtual component

- Having a virtual company tour is helpful !

- The benefits of video supported applications (candidate videos) is obvious

EO Results through people
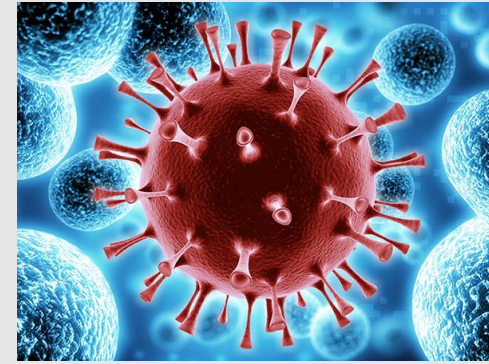
How COVID-19 Has and Will Change Recruiting Strategies ?

- Digital tools (across all platforms PC, Tablet, Smartphone) for onboarding, learning and working online are a must !

- On-demand video interviewing boosts your recruitment process !
  (not widely used yet)

- Onboarding : The model of a sponsor who is available online becomes more important
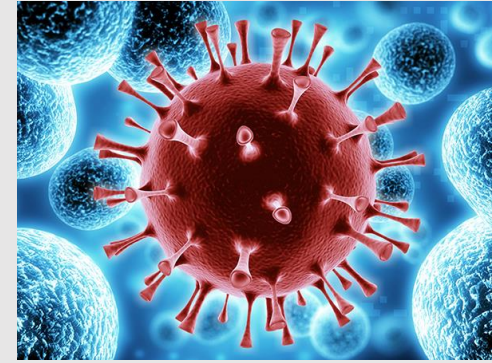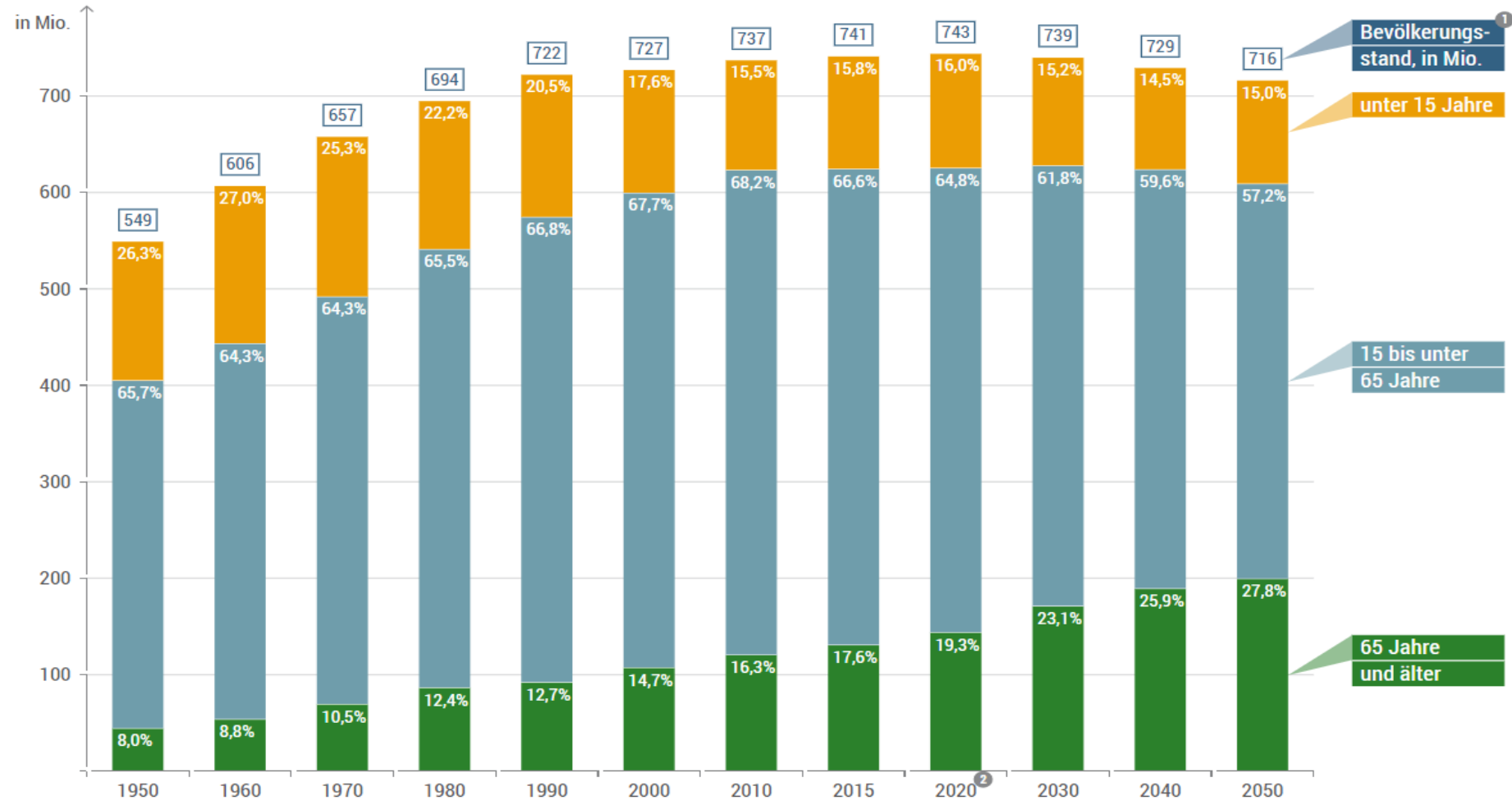
Q & A

EO at a glance

EO Executives	**Interim Management** Spezialist	**10.000+** Interim Manager in Deutschland	**4** flexible Interim Management Services
Executive Search Spezialist	**250.000+** Kontakte im Senior Executive Netzwerk	**96%** aller Platzierungen nach 1 Jahr noch aktiv	**executive-intro ®** Digitale Matching Plattform
Leadership Audit Spezialist	**Gehalts-Benchmark** Spezialist	**Management Diagnostik** Spezialist	**Mittelstand** 80% der EO Klienten
45+ Partner & Berater	**20+** Branchenspezialisten	**1.000+** Jahre Executive Management Erfahrung	**Europaweit** Spezialisten für alle wichtigen Funktionsbereiche

MEMBER of EPIC

Search more than 1000 **Photonics jobs!**

Search by keyword
e.g. Optics, Fiber, Laser, Sales, Business Development

Search by location
e.g. Munich, France, Europe

Search Jobs

Life is too short, work for a great company! *Work for a member of EPIC!*
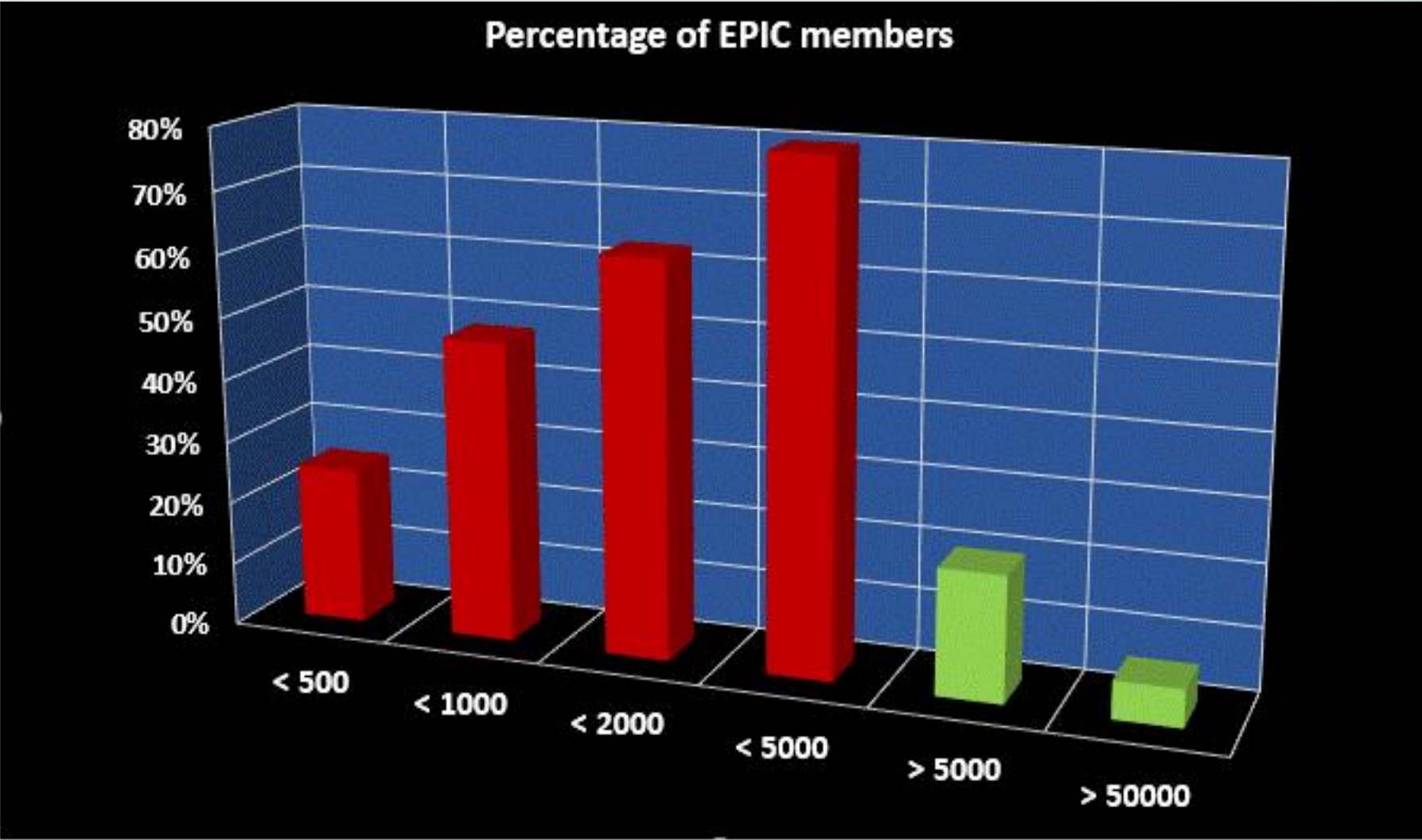
JOIN OUR TEAM

Age structure and population development Europe

Altersstruktur und Bevölkerungsentwicklung

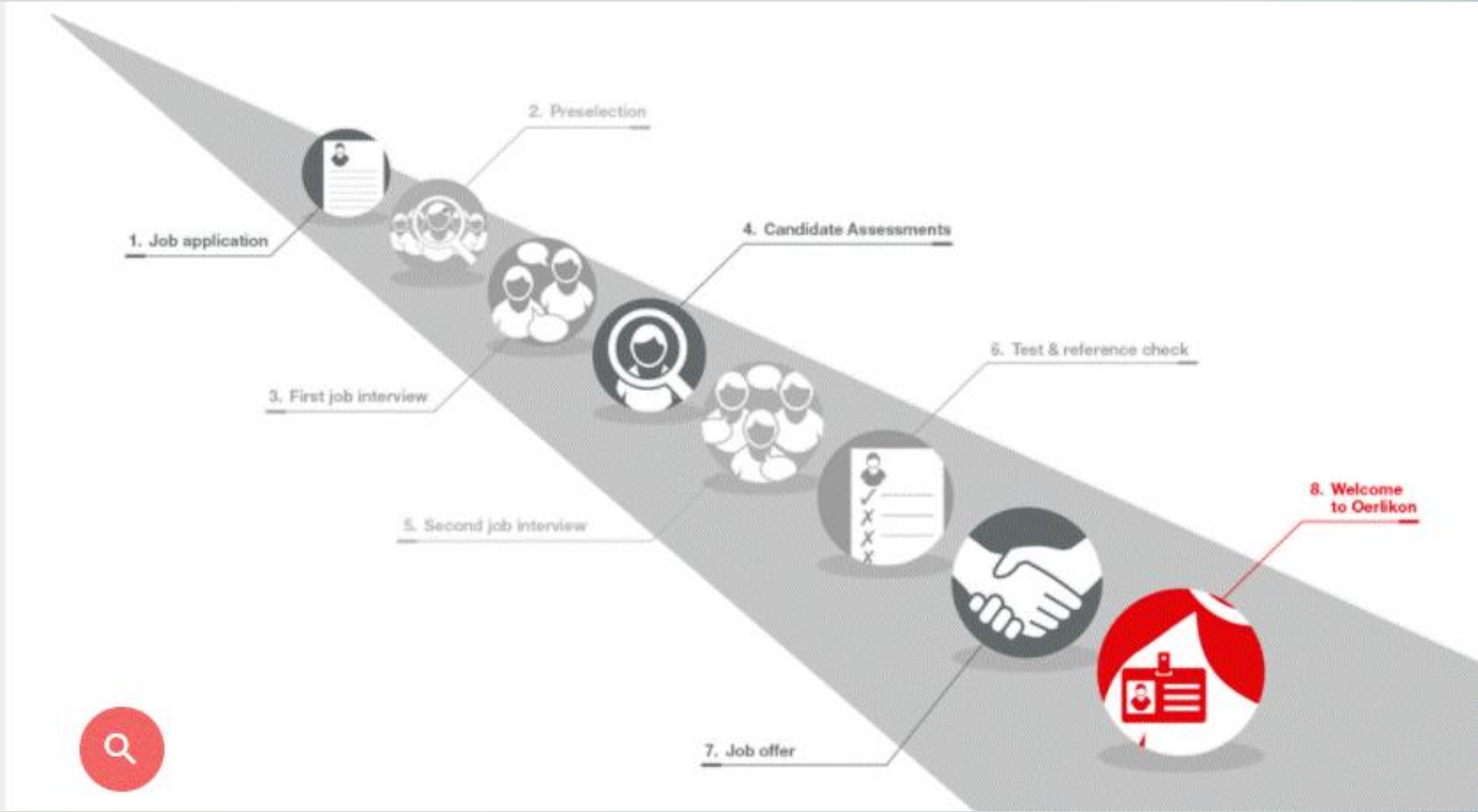Anteile der Altersgruppen in Prozent, Bevölkerungsstand in absoluten Zahlen, Europa, 1950 bis 2050

in Mio.

Jahr	Bevölkerungsstand	unter 15 Jahre	15 bis unter 65 Jahre	65 Jahre und älter
1950	549	26,3%	65,7%	8,0%
1960	606	27,0%	64,3%	8,8%
1970	657	25,3%	64,3%	10,5%
1980	694	22,2%	65,5%	12,4%
1990	722	20,5%	66,8%	12,7%
2000	727	17,6%	67,7%	14,7%
2010	737	15,5%	68,2%	16,3%
2015	741	15,8%	66,6%	17,6%
2020	743	16,0%	64,8%	19,3%
2030	739	15,2%	61,8%	23,1%
2040	729	14,5%	59,6%	25,9%
2050	716	15,0%	57,2%	27,8%

Bevölkerungsstand, in Mio.

LinkedIn Followers EPIC members

Percentage of EPIC members
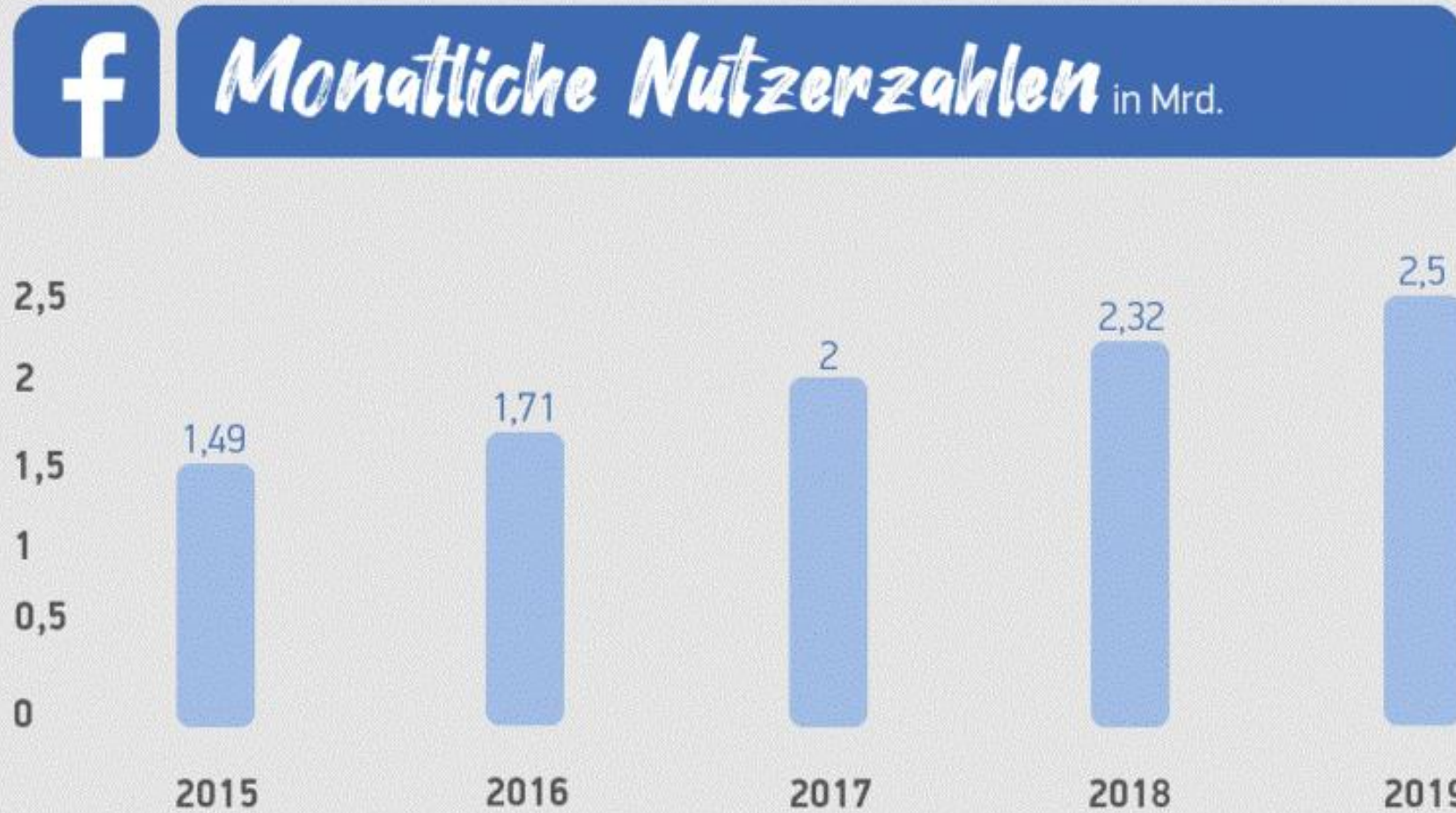
Process Transparency

Video testimonials

Technical Intern

"At Intel, the door is always open for you. You can ask anyone for support."

Learn more →

MEMBER of EPIC

Search more than 1000 **Photonics jobs!**

Search by keyword
e.g. Optics, Fiber, Laser, Sales, Business Development

Search by location
e.g. Munich, France, Europe

Search Jobs

Life is too short, work for a great company!   *Work for a member of EPIC!*

We bring amazing people together to make amazing things happen.

We're a diverse collective of thinkers and doers, continuously reimagining our products and practices to help people do what they love in new ways. That innovation is inspired by a shared commitment to great work — and to each other. Because learning from the people here means we're learning from the best.

Apple

JOIN OUR TEAM

Company culture

Work-Life Balance

Job — Für mich

Umgang miteinander

Resultate erzielen — Zusammenarbeiten

Führung

Richtung vorgeben — Mitarbeiter beteiligen

Strategische Richtung

Stabilität sichern — Veränderungen antreiben