



# Recruiting Creatively

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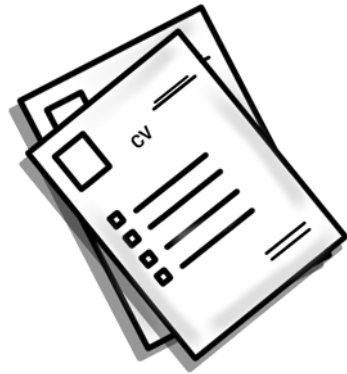
# Agenda

- What is Recruiting?
- Recruiting Process
- 4 Recruiting Methods
- Employment Branding

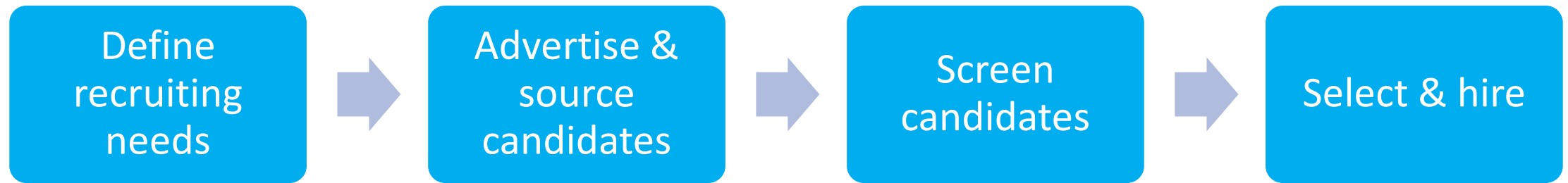


# What is Recruiting?

The process of sourcing, screening, selecting, and onboarding talent



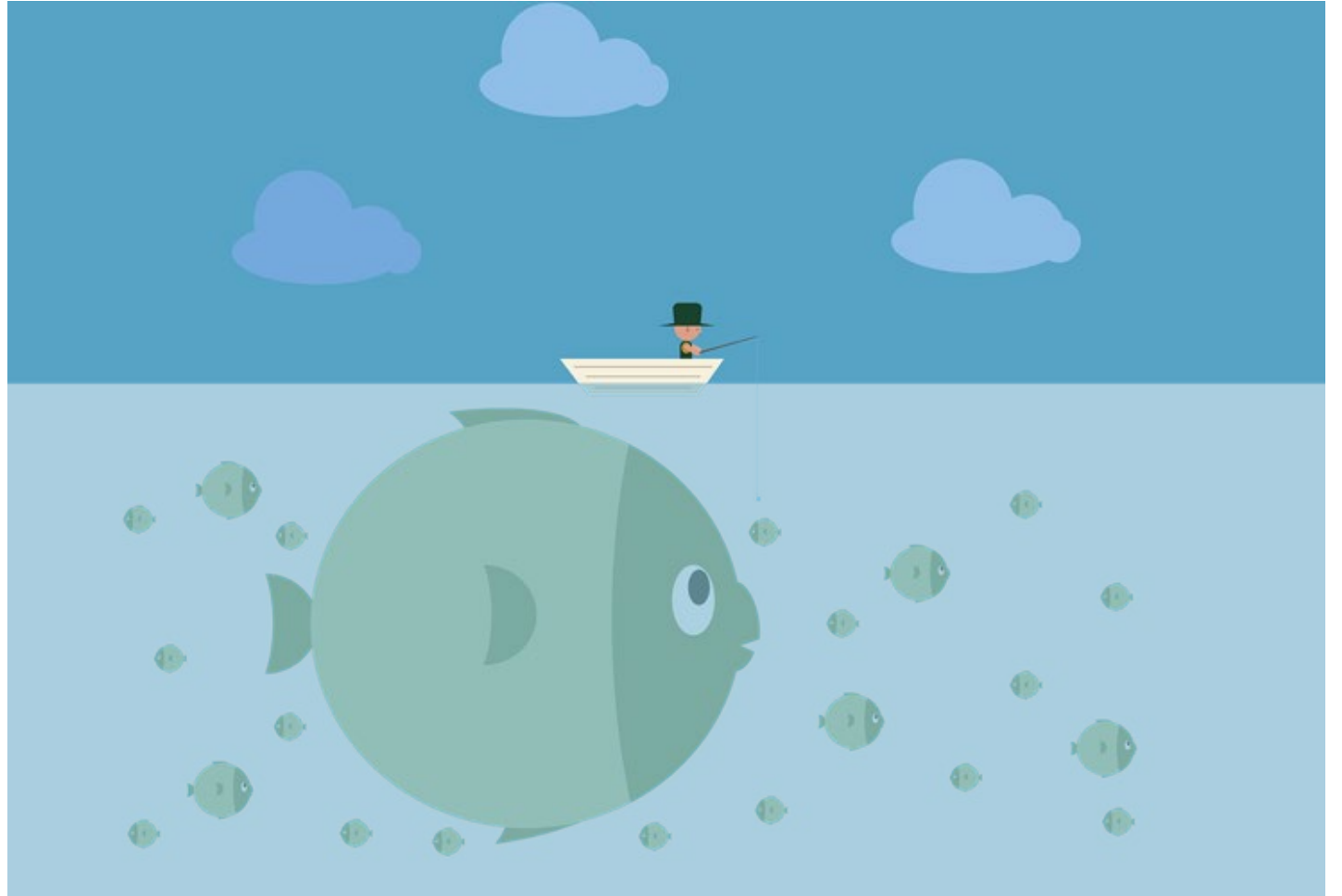
# Choose the Right Approach(es)



Hunt



Fish



Farm



Mine





# Be an Attractive Brand

Employment Brand + Candidate Experience = Candidate Pipeline

- Embrace technology
- Build your reputation
- Promote belonging
- Demonstrate community mindedness

