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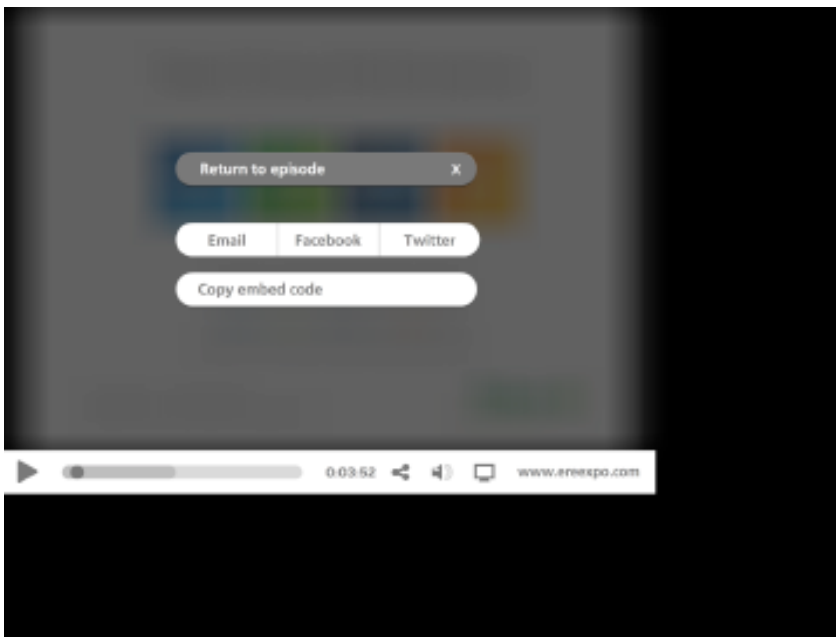
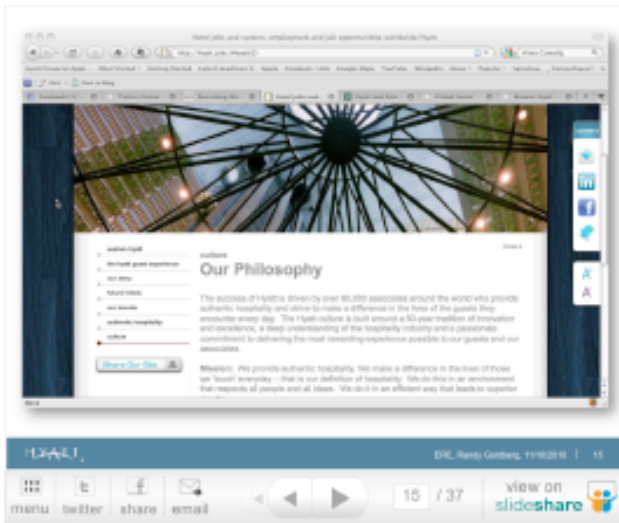
Meeting Expectations: Attracting the Right Talent For Your Company Culture

presented by Randy Goldberg

6

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Join us for this informative webinar as we take a look at how Hyatt has redefined their talent acquisition strategy using these important principles. Learn how to utilize social media to attract and hire candidates that fit your company culture.



Understanding a candidate's expectations of your company and its culture is critical from the very start. If a disconnect exists between a candidate's expectations and the reality of the situation, it can quickly lead to problems with engagement, performance, and business productivity in your organization. The candidate needs to know what is expected of them as well as feel a sense of strong company culture that is not only clear but inviting.

The key to this process is having an open conversation with your target audience from the very beginning. This policy of open and effective communication should extend from your branding efforts, to your initial interactions with candidates, all the way through the hiring process, onboarding, and performance management. Consistency is important.

In this webinar you will learn:

- The strategy of building and leveraging a positive talent brand.
- How to communicate with potential employees about your company's culture and goals.
- Best practice solutions to engage high potentials through social networking channels
- Utilizing technology to further your brand outreach, alignment to business goals, and people insight.

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