unRecruitment - www.unRecruitment.org

Finalist -European Recruitment Innovation Awards

To what extent does any innovation lead to any real change?

What is different as a result of the innovation?

unRecruitment

What is it?

How does it work?

Is it truly innovative?

Two Observations:

People don't know themselves very well

Often recruitment processes encourage people to pretend

Why is this a problem?

It means you can ask many **good questions** as part of the application, interview and assessment process and still get **bad data**.

If people don't know themselves well, how can they be clear with you?

Which means when you ask a candidate a question, they aren't able to give an accurate answer.

Candidates are also guessing what recruiters want them to say and how they want them to act, and then doing what they think the recruiter wants.

This distorts the data which then leads to worse recruitment decisions.

The longer term problem.

You recruit talented people who then realise the opportunity or the organisation is not right for them.

And they leave the organisation, 6 months or 18 months later.

Or worse, they stay or don't even realise it is not right for them.

They may become disengaged, more difficult to work with or low performers.

They may experience increased stress and tension. Not good for them or the organisation.

Imagine a world where people join an organisation with a clear sense of:

Who they are: Their **Values**, and what is important to them

What they have to offer: Their **Brilliance** and why it matters

The contribution they want to make:
Their **Purpose**; what they want to use their talent in service of

Imagine a world where **everyone** is clear on their values, purpose and brilliance

This is why we designed **unRecruitment**

By enabling candidates to get clear on their **Purpose**, **Values** and **Brilliance,** candidates learn a lot about themselves.

And we learn a lot about them too.

It then becomes **much easier** for the candidate and the recruiter **to work out whether the role is right for them**.

People stop pretending and start learning. (The ones who don't are easy to spot).

And it means that the people who are hired are able to **make a greater contribution more quickly**, and have a deeper understanding of how they are aligned with the organisation's purpose.

In essence, **they are able to create more value in ways that are sustainable for themselves, the organisation and the world**.

What this means in practice.

Some candidates that an organisation would usually hire, they now **don't**, because they see there is not a good fit

Some candidates that an organisation previously wouldn't hire, they now **do**, because they get to see how brilliant they are.

How do we do all this?

How do we do all this?
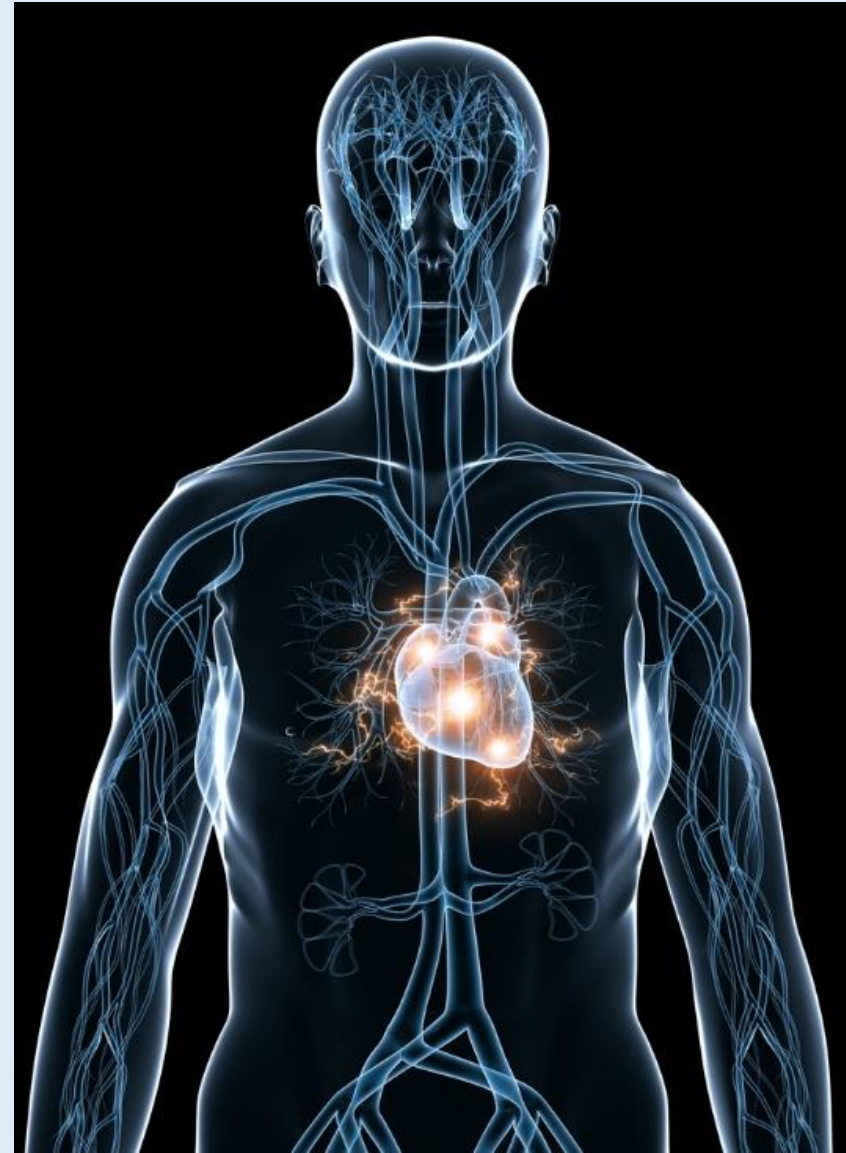
We stimulate people's **brains**.

They discover many things about themselves and new insights.

And we stimulate their **hearts**.

They come to a better understanding of what is important to them.

And we give them lots of
space and time for reflection.

*"Through a multistage selection event, **candidates took responsibility to select themselves** for the opportunities on offer.*

*The process fostered an **honest dialogue**, through which everyone was empowered to understand what skills they really offer and **which jobs would suit their potential**. This wasn't about winning: it was a voyage of self-discovery." Client Feedback*

Example question we explore with candidates
'What skills, qualities, characteristics would the ideal candidate have for this role?

Candidates work in groups of 6-8 to work on the question and then present to the whole of the group. Candidates are then invited to rate themselves based on the most important qualities that they have identified, by standing on a number line. Candidates reflect further on what it means to be world-class in an particular area and what that means for the role in question.

Here is what organisations
who have used unRecruitment
are saying…

Kate Robertson, Chairman of Havas UK

*"This a really exciting opportunity for Havas. Traditionally, our industry is not easy to get into. This is graduate recruitment 2.0. It's a really special opportunity for young, creative individuals, but it's also **an important opportunity for our companies to change a very important part of our recruitment process**."*

Peter Shawyer, CEO Full Circle

"Our eyes were opened to people who we would not normally consider. They all developed through the event as they gained greater self-awareness.

We ended up hiring more people than planned *and, several months later,* ***they are delivering significantly more than any previous group of graduates that we have taken on****. An amazing experience."*

And here is what the candidates had to say...
http://youtu.be/I3tUBKoVOEQ

unRecruitment

A *true recruitment innovation*