

**Finding  
Talent  
in a  
social  
world**

# Let them stand out to you



## The future of recruiting is here...

BraveNewTalent is bringing social media to the recruitment market in a secure, effective and inexpensive way. We have created our own purpose built social network which is fully integrated into Facebook, Bebo and MySpace. This enables you to have a presence on these 'entertainment' networks in a professional, safe and secure way. Our platform enables candidates to create professional profiles, research and understand their careers and become part of your own online communities.

For you the employer, BraveNewTalent enables organisations to see who wants to work for them before receiving their applications. Essentially, 'employer profiles' attract a pool of candidates who are informed, engaged and happy to act as brand ambassadors for the companies they are interested in.

## BraveNewTalent believes that social media:

- Is the new and most appropriate way to communicate with your candidate
- Only works for employers when relationships are initiated by candidates
- Builds communities around your brand and your recruitment needs

# Attract

Quality not quantity



## It's time to become a 'Talent Magnet'

The best employees are often defined as those individuals who are engaged, knowledgeable and enthusiastic about the business they are in. Some companies spend considerable time and money actively advertising to find candidates, but others such as Deloitte, BP, Accenture and Olswang save time, money and resources by using BraveNewTalent and becoming 'Talent Magnets'.

“ We are constantly seeking innovative ways to attract the most gifted graduates to our dynamic business and BraveNewTalent's ground breaking use of social media is at the forefront of our plans to extend our engagement programs to the undergraduate population.

*Richard Mortimer, HR Director, Orbis*

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We believe in giving candidates control of their online presence. Candidates create professional profiles with companies that interest them. They have a greater understanding of employers' visions, values and expectations before they apply. This creates an active, quality 'Talent Pool' for employers who can engage, nurture and ultimately recruit them into their organisations.

### Benefits:

- Engage early for wider choice of prospective candidates before they apply
- Well informed, highly engaged candidates mean higher quality, lower quantity applications
- As candidates find you, the cost of recruitment reduces

# Engage

Be part of the community



## Build online communities around your brand

The Facebook generation are information hungry, relying heavily on peer to peer relationships, viewing them as sources of information and advice. They hunt for honesty and know that through the power of the internet and social networking, they will be able to find it. With this generation spending more time on social networks than in lectures, they are used to sharing experiences, opinions and being part of online communities.

“ Traditional methods of recruitment left me feeling frustrated; I want to interact with employers in a setting in which I am comfortable. Understanding the businesses I want to work for is an important phase of my job search and would be made more engaging if I could share this experience with my friends.

*David Willett, BA English & Philosophy, University of Nottingham.*

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The historic recruitment toolbox for corporate brand awareness was brochures, websites and roadshows, promoting opportunities, values and benefits. Now, many employers are trying to influence the social network ‘noise’. The best solution is enabling everyone to participate on a professional platform. By integrating with Facebook, Bebo and MySpace, BraveNewTalent provides a controlled, secure environment for you to join the community to promote your brand.

### Benefits:

- Participating in online conversations will strengthen your employer brand
- Candidates who are part of your online community will become your brand ambassadors
- Conversations will help manage candidates’ expectations and encourage commitment to you before application

# Get social

Recruitment begins with conversations



## Social media can slash recruitment costs

Many employers know that recruitment begins with conversations. Events, open days and careers fairs are a large part of most graduate employers recruitment programmes. Social media allows employers' to converse 365 days a year, and enjoy dialogue between themselves and their talent pipeline.

“ After 10 years experience in the recruitment advertising industry, I have finally found a medium which will allow my clients to reach their target audience. Surprisingly, this solution comes at a low cost and requires minimal time or effort from the recruiter.

*Natalie Barnes, Account Director, CJA Group*

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The conversations between members of each online community will ultimately save time for employers, no longer will they have to worry about keeping their Talent Pool 'warm' or providing them with up to date information. With each member of their community acting as a brand ambassador for the business, your brand is constantly strengthened.

### Benefits:

- Using social media allows interaction in an environment in which candidates are comfortable
- Online is more responsive to change and therefore more immediate to you
- Online knowledge exchange saves you time and money

# Build

Longer lasting relationships

## Informed candidates make the best employees

Employee engagement, loyalty and retention are all growing concerns for many employers. Through providing candidates with a social and familiar way of targeting employers, retention and loyalty will ultimately improve. Communities provide the best environment for candidates to really understand if they want to work for a company before applying. This means you get candidates who have made more accurate and better informed career decisions.

“ BraveNewTalent.com introduced us to some great graduates who attended our insight days. This allowed us to give them a better understanding of what life is like at Deloitte and ensure that our personalities match, as well as the skills we, and they, are able to offer on paper. We have found that building relationships before application results in fewer, higher quality applications, many of which are committed to the business for a number of years.

*Darren Page, Recruitment Officer, Deloitte*

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Recruiting candidates who have already shown an understanding of and commitment to the employer saves time at all stages of the recruitment process and as a result saves you money.

### Benefits:

- One reliable source of information for candidates means better informed candidates for you
- Better informed candidates deepens and shortens your recruitment process
- Building online communities extends your future recruitment pipeline further

# Who is behind BraveNewTalent?

## About Us

Our award-winning team has both experience and desire for innovation. Our team has worked for established corporations to start-ups, including Google, YouTube, JWT and KPMG. Led by Lucian Tarnowski, winner of the Global Enterprising Young Brit 2009, the team have been widely recognised for their achievements and potential.

The company is on the UKTI's Global Entrepreneur Program where it has received UK Government backing and support as 'A Technology Company of Exceptional Potential'.

## One Young World

BraveNewTalent is leading the global social media search to find 1500 young leaders from 192 countries. This is the world's most ambitious use of social media for recruitment purposes. We are working with some of the world's largest companies, social networks and online channels in order to deliver this epic initiative. Our mission is hugely ambitious and we invite you to join us.

## In the media

"Companies can reduce their recruitment costs and use social networks for recruiting without themselves having to take the plunge and get to grips with the medium."

*Tech Crunch*

"Wouldn't structured, informed recruitment conversations be better?... It's now time to build your own online brand."

*The Daily Telegraph*

"The idea is simple – instead of posting a hundred and fifty job applications, students get their own online free community, where they can create dynamic profiles, choose favorite employers, and research and link to them."

*The Economic Times*

**Be part**  
**of the**  
**recruitment**  
**revolution**

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