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The Mx Group

OUR UNDERSTANDING OF YOUR NEEDS

"Within the HR technology and HR services marketplace, this [shifting landscape] has created a tremendous opportunity for us and our competition—and we all know it."

This is an important time for Cielo to re-establish its leadership position in a way that's authentic, emotional and engaging. In a way that makes the brand critically important to all current stakeholders as well as the stakeholders of tomorrow.

We're excited to take you through our initial thoughts on where the opportunity lies within the industry.

THE SITUATION

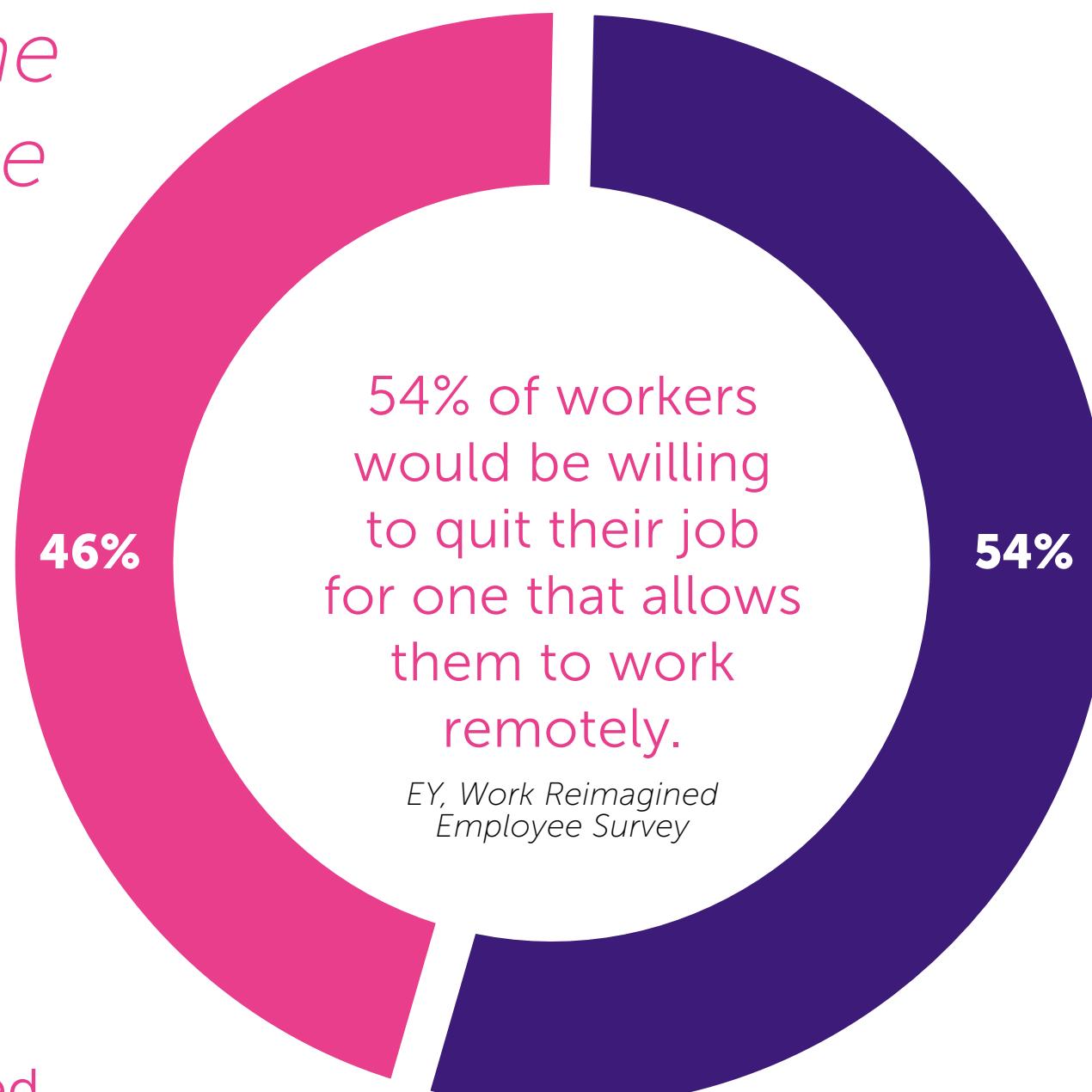
Dramatic shifts are accelerating the pace of change and creating a need for businesses to become more agile, and to find better partners that can help them navigate talent acquisition in this challenging environment.

"Inclusion and fairness in the workplace...is not simply the right thing to do; it's the smart thing to do."

Alexis Herman
Former U.S. Secretary of Labor

70%
of hiring managers say that in order to improve long-term business impact, recruiting programs at their organization need to be more data-driven or fact-based.

Visier Inc, Hiring Manager Study



The competitive landscape is crowded—from large incumbents to upstarts—but with minimal differentiation. Unfortunately price becomes the deciding factor.

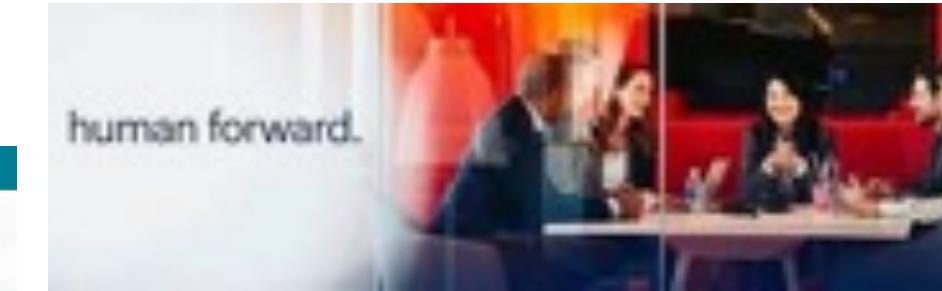
WORLD



WORKFORCE



DEXTERITY



ACQUISITION



POTENTIAL

CIELO'S BRAND OPPORTUNITY

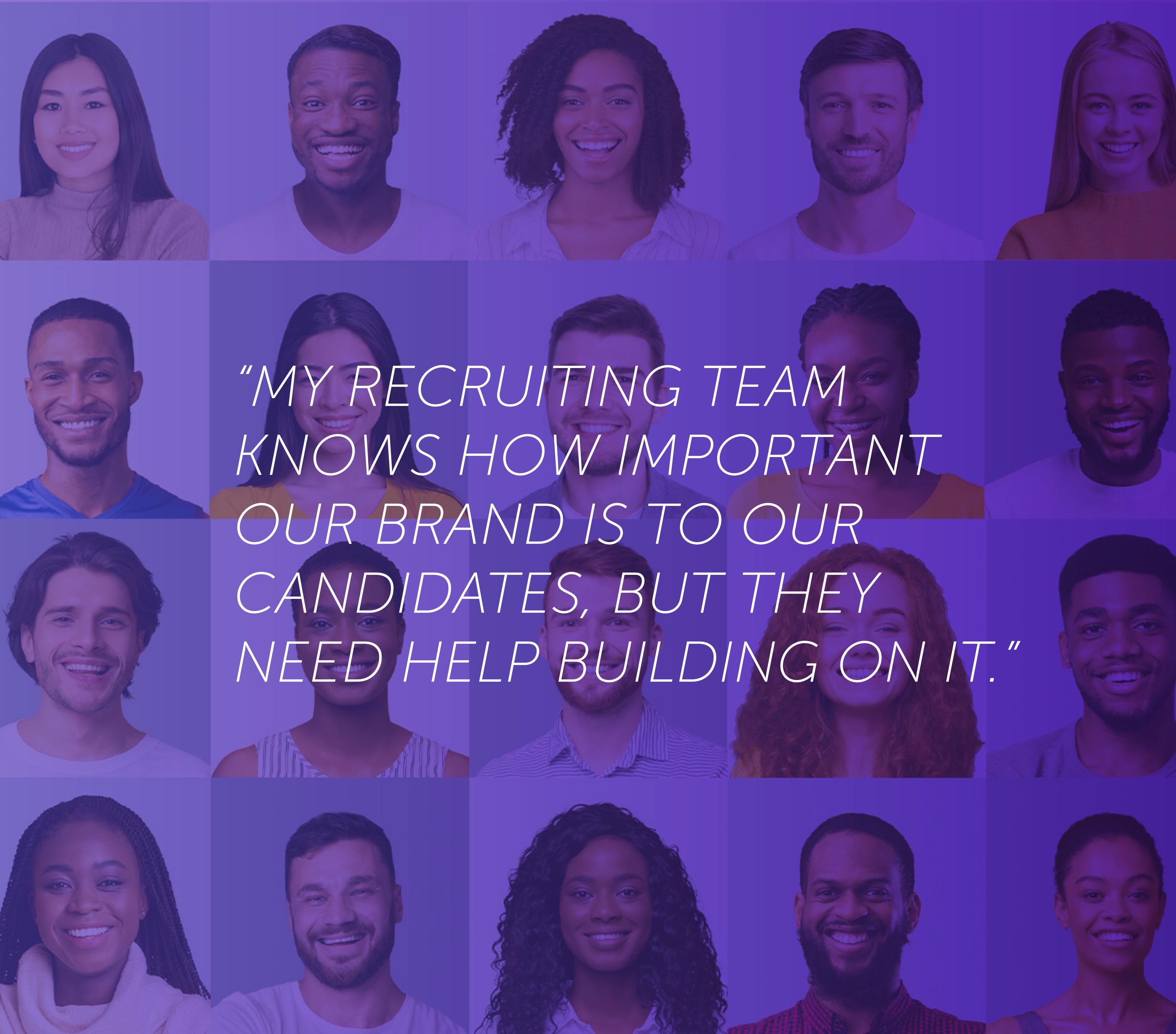
OBSERVATION 1: BEING A “RISK” CAN BE AN ADVANTAGE

In today's dynamic market, your buyers need to be able to pivot quickly to find the right talent, which isn't always served best by a partner with greater size and complexity.

Your sole focus on RPO enables you to stay ahead, to innovate and to respond quickly and flexibly to meet their current needs as well as those they haven't discovered yet.



*“I WISH MY RPO PARTNER WOULD
BRING ME SUCCESSES, BEST
PRACTICES AND IDEAS THEY’VE
GATHERED FROM WORKING WITH
OTHER CLIENTS LIKE ME.”*



OBSERVATION 2: IT'S STILL A PEOPLE BUSINESS

"MY RECRUITING TEAM KNOWS HOW IMPORTANT OUR BRAND IS TO OUR CANDIDATES, BUT THEY NEED HELP BUILDING ON IT."

A company's brand and culture come from its people. As the workplace becomes more dynamic, there will be increasing pressure on corporate stakeholders to not only efficiently find, source and scale talent with the right tools and technologies, but make sure that our new talent supports our culture and brand.

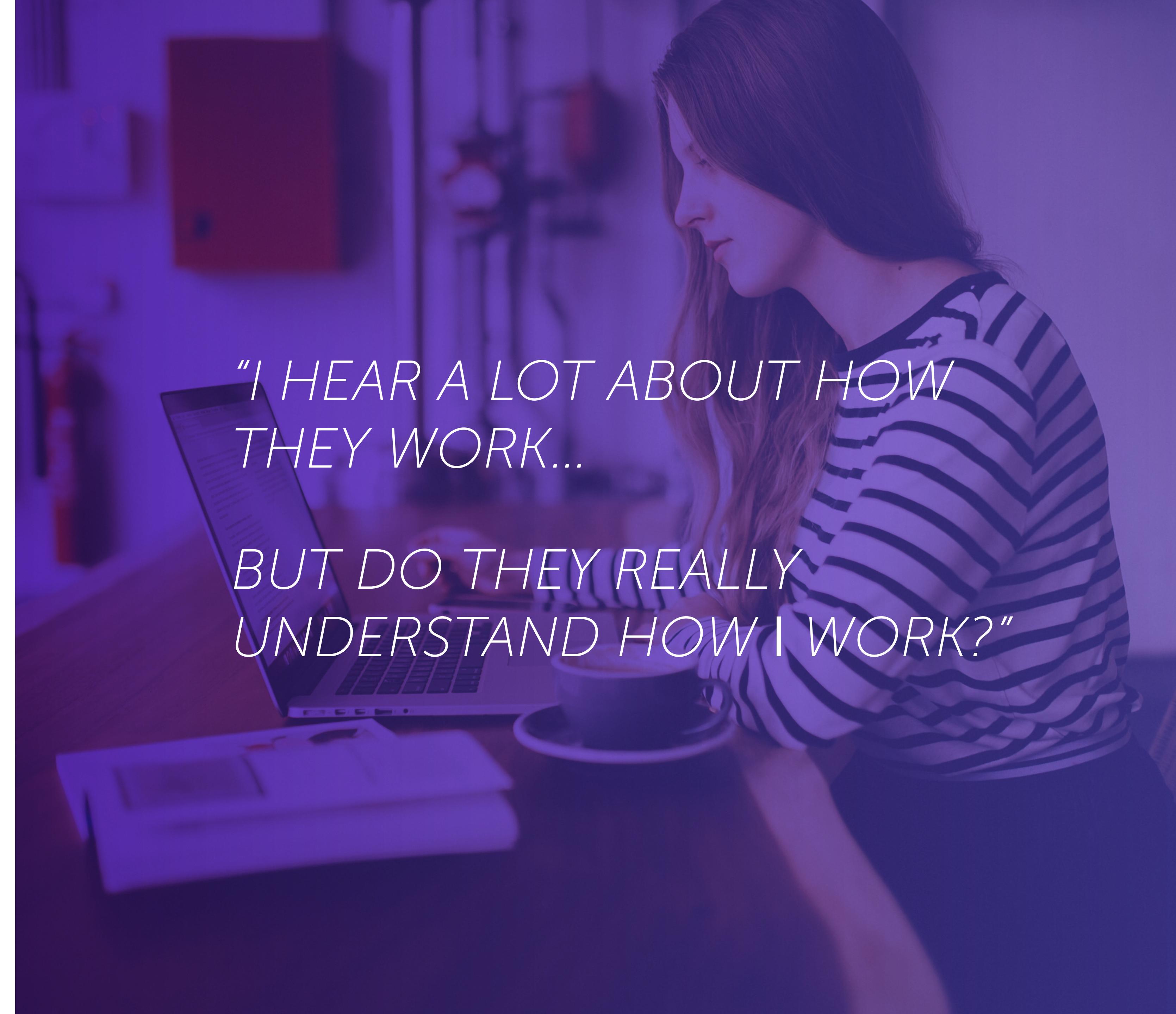
Cielo embodies the people-as-brand thinking, and can bring that forward to how you work with clients

OBSERVATION 3: YOUR HEROES NEED YOUR HELP

Today, you tell your clients,
“we become you.”

The most powerful brands don’t need to state that plainly. Rather, they reflect to their audience who they are and who they desire to be.

The category isn’t making the recruiter the hero of their stories—creating an opening for you.



*"I HEAR A LOT ABOUT HOW
THEY WORK...
BUT DO THEY REALLY
UNDERSTAND HOW I WORK?"*

TO WIN IN THIS MOMENT,
YOU NEED TO CREATE A SHIFT

FROM
BEING A
RISKY CHOICE

A BRAND THAT
SERVED ITS PURPOSE
IN BRINGING FOUR
COMPANIES INTO ONE

"WE BECOME YOU"
AS A STATEMENT

TO
BEING THE
RIGHT CHOICE

A SINGULAR BRAND
WITH A VISION
FOR THE FUTURE

"WE SEE YOU"
AS A STATEMENT

SO...
HOW DO WE SEE CIELO?

Cielo has some good momentum going. RPO 4.0 is technically capable of keeping companies ahead of the technology curve. But technology isn't very interesting on its own. Especially now.

Now is the time for Cielo to move

BEYOND TECHNOLOGY

BEYOND TALKING ABOUT “TALENT”

And become a brand focused on redefining RPO...

REALITY-BASED

To change the way the world views talent, you have to have a compelling view of it yourself. Lean into (and lead) humane and honest conversations about operational challenges, people's changing needs and the importance of DEI.

PEOPLE-OBSESSED

You have the ability to make recruiters better, so they can create opportunities, carve new career paths and strengthen corporate brands. Technology and process are sidekicks to your real heroes.

OPPORTUNISTIC

You're in the business of helping companies and individuals seize the moment and use disruption to their advantage. We're in the business of helping brands like Cielo do the same.

In fact, helping brands become bigger, better
and stronger versions of themselves is what we do best.

TAKE A LOOK...

THE POWER OF 

HOPE TO SEE YOU SOON!