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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.

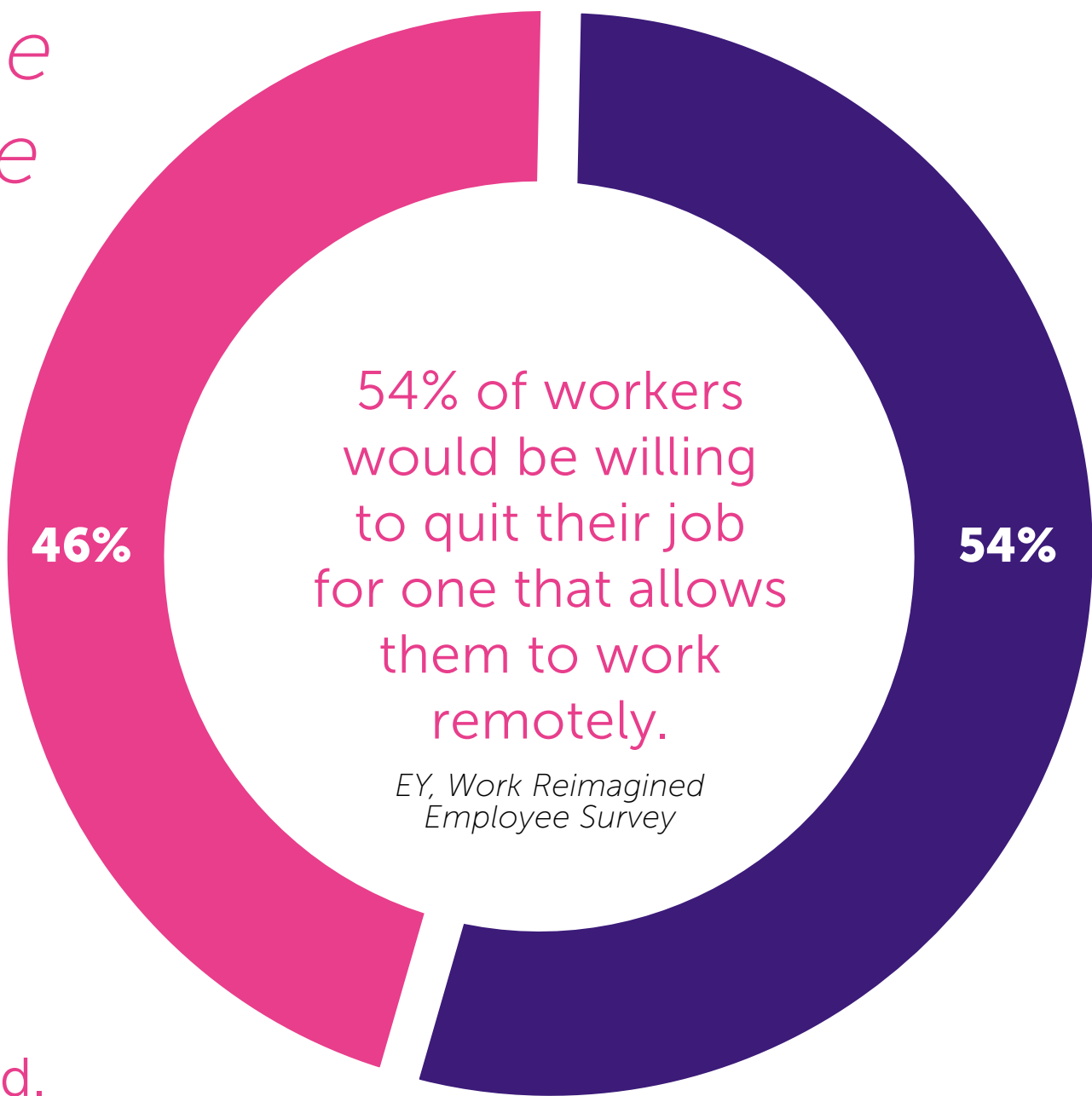
*“Inclusion and fairness in the workplace...is not simply the right thing to do; it’s the smart thing to do.”*

**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



## DEXTERITY

## WORKFORCE



## ACQUISITION



## POTENTIAL



# CIELO'S BRAND OPPORTUNITY



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

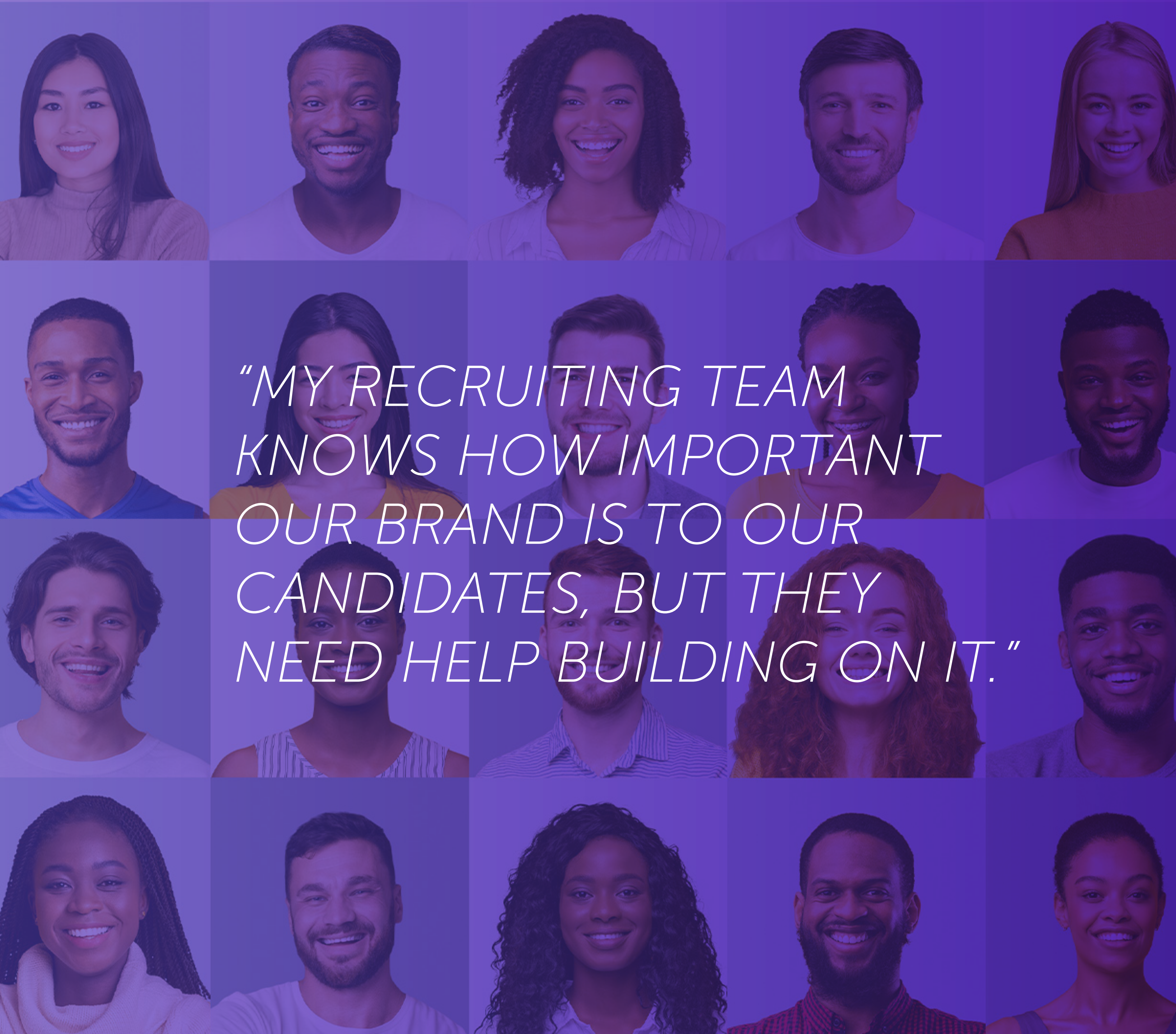
In today’s dynamic market, your buyers need to be able to pivot quickly to find the right talent, which isn’t always served best by a partner with greater size and complexity.

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.

A woman with long brown hair and glasses, wearing a white blazer, is shaking hands with a man whose face is partially visible on the right. They are in an office environment with whiteboards in the background. The image has a purple overlay.

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





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

## **OBSERVATION 2:**

# IT'S STILL A PEOPLE BUSINESS

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 X**



HOPE TO SEE YOU SOON!