

*Think & Feel?*

- I need to impress management
- I'm overwhelmed by the number of applicants
- It's hard to assess competence from just a CV then interviews

*See?*

- Hundreds of CVs
- Adverts for hiring software
- Employers that fit well
- Employers that don't
- LinkedIn profiles

*Hear?*

- "You need to provide a good onboarding experience for employers"
- "We need someone with X years experience"
- "The best tech talent gets multiple job offers"

*HR Staff*

*Say & Do?*

- Use hiring software daily
- Pitch talent shortlist to management
- Browse LinkedIn profile and CVs
- Write job ads

*Pain*

- Wasting time on people who aren't the right fit
- Pitching a staff member to management that they reject.

*Gain*

- Impressing Management
- Seeing a happy employee kicking goals