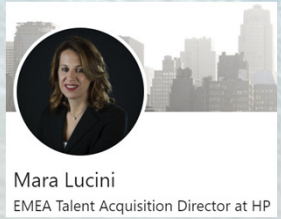
Bringing education and networking together at a critical time in our history for our recruiters

Mara Lucini
EMEA Talent Acquisition Lead

Why?

A bit of myself



- **Current Title**: HP EMEA Talent Acquisition Director

- **Experience:** 20+ years in HP

- **Personal:** Italian
  Married, one baby

- **Passions:** Travelling & Diving addicted

Objectives

Prepare for the future

- Develop new skills to attract, assess, and onboard talent virtually
- Build and reinvent the qualities needed to adapt to the dynamics of the virtual recruiting world
- Increase engagement and grow relationships by connecting our teams together

Our Approach

- Assessed the training needs

- Designed and created a global framework to ensure consistent hiring experience

- Implemented a professional path to develop every day, elevate as a team, and embrace virtual hiring

Learning path

Virtual career fairs

Transform standard and conventional career fairs set-up into Virtual, learn all the tricks and share all experiences globally

Virtual interview

Optimize our Virtual interview skills to secure top customer experience and increase capabilities to share HP culture and values with candidates virtually

Virtual assessment

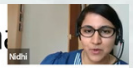
Maximize Virtual assessment for bulk hiring with all available techniques and technologies based on the BU skills requirements

Virtual onboarding

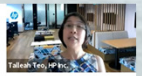
Familiarize with and secure successful candidates Virtual onboarding, refresh all steps to provide great candidates and managers support

Training methodology: have fun!

What is the funniest thing that h… happened to you during an interview?



Welcome call '1st Month onboarding plan'



Hiring manager

New employee

Roles during 1st month onboarding

(Hiring) Manager

New Employee

Buddy

Cohort/Onboarding Coordinator

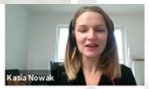
Key activities

Regular check-ins of 90-days onboarding plan

Complete mandatory trainings

Meet the team and all stakeholders

Get to know the organization



Breaking the Ice – How Managers can Create Fun Virtually

Zoom/ MS Teams meeting ideas

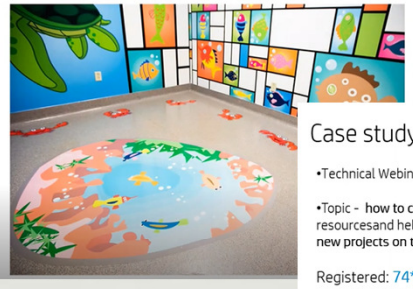
- Schedule virtual happy hours or coffees – e.g. Coffee breaks, breakfast or lunch
- Start each meeting with a team check-in – e.g. Project check-ins
- Guess my Shoes game
- Guess the location – show a picture of a place someone travelled to and guess where it was taken
- Virtually introduce family, pets or plants

…g team meetings

…ted to learning
…tching a video,
…ass

FACs (Friday Afternoon Clubs)

- Scavenger hunts
- Trivia games (ex. Kahoot)
- HP Spirit Events

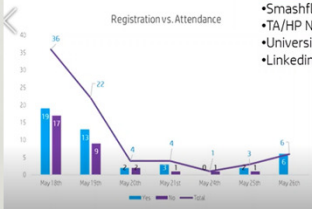


Case study – webinar Spain

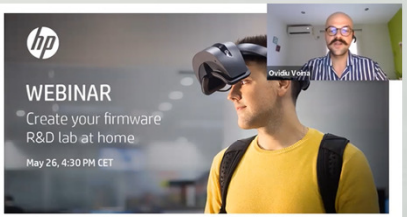
•Technical Webinar delivered by R&D Engineers to University Students

•Topic - **how to create some firmware projects from home** with few resourcesand help participants to raise creativity and **inspiration to start new projects on their own.**

Registered: 74* (5 other source)
Attendees: Max. attendees: 42



Success Ratio:
•Smashfly: 52.9%
•TA/HP Network: 24,8%
•University Event: 15,2%
•Linkedin: 8,2%



Actions on Smashfly:

•**Email Campaign:** Custom an existing template and modify content & Links to become a Webinar invitation. Include Zoom webinar link for registration, hyperlinked into a ***Sign Up*** button.
•**Tracking link:** Once participants register, they received a confirmation email, and there we include HP job portal & tracking link to sign up to Smashfly as new candidates

Feedback from Participants and lesson learned

•Excellent feedback from overall session
•Tech people asking for more tech content
•Low gender Diversity
•Create valuable network with Universities

Participants Feedback

It was brilliant, loved it

Structured and relevant content

It will be good to provide more different cases as example

Looking forward for more such sessions

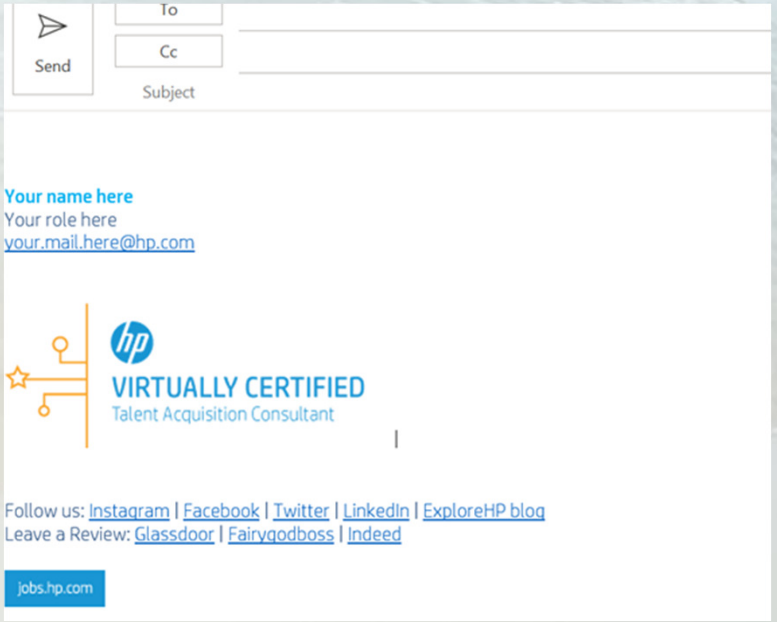
I love the flow and structure. The polls and the question towards the end got more people to engage. …the presenters were very knowledgeable and professional

- ✓ **93%** Overall positive learning experience
- ✓ **95%** Feel more prepared to successfully perform role
- ✓ **100%** Understand how we should approach virtual recruiting

…And what do they say now 6 months later?

I apply these learnings in everything I do daily and love it that I can refer to various resources specifically designed for virtual hiring…

The Badge, the Certificate, the Signature



My lessons learned

- ✓Scale it **Global**
- ✓Invite **multiple speakers** from the different regions
- ✓Deliver it **practical**
- ✓Capture the **best recording**
- ✓Have the trainings **accessible**
- ✓Make it **fun!**

VIRTUALLY CERTIFIED

HP

TALENT ACQUISITION CONSULTANT

Thank you!