



Big Data and the HR Professional

Geoff De Lacy 11 April 2018

- First applications are received on average 200 seconds after a job is posted
- Ave time spent looking at CVs is 5 – 7 seconds
- 17 % chance that your cover letter will be read
- 1 spelling or grammar mistake and your CV will be thrown in the bin
- 68 % of employers will find you on Facebook
- 76% of CVs with an unprofessional email address are ignored

Recruitment Industry Data*

- 88% job rejection rate if you have a photo of yourself on CV
- An average 250 CVs are received for each job position
- 89% of businesses plan to use social media networks for recruitment – 86% used LinkedIn, 60% used Twitter, 50% used Facebook
- 1 in 3 employers have rejected candidates based on something they found out about them online
- 427K CVs are posted on Monster each week

Change is the Only Constant

- The Changing Face of Recruitment
- Traditional Models are a concern
- Generational expectations
- The Impact of Technology
- The Moneyball Model
- Changing our thinking
- Educating those who recruit
- Reviewing our Practices

The Changing Face of Recruitment

- Has the interview had its day?
- Advertising and response models
- Honesty and checking
- Individual rights and organisation rights
- Tailored Marketing

Traditional Models

- Do they work in this new age ?
- There are snakes everywhere in the processes
- Outsourcing bits of the process...Valuable?

Conventional Wisdom

- This can be a significant obstacle to advancement because it is often made up of ideas that are convenient, appealing and deeply assumed

Change To:

- Moving away from largely subjective means of assessing talent and making hiring decisions to more objective, fact and empirical data-based means

Current Generational Expectations

- On going Education
- Training for the future not the past
- Change
- Excitement
- Variety

The Impact of Technology

- Have we adjusted to this well?
- Social Media...Is it for all
- Print ads?
- Seek et al ...designed for us and user friendly?
- Apps?

The Money Ball model

“The art of winning an unfair game” Michael Lewis

Facts

- 30% of male CEOs in the US are 6 foot 2 inches tall, yet only 3.9% of US males are that tall
- In Australia taller men and women get paid more (ANU study)
- In the US a person with more facial beauty get at least 5% more or \$230,000 over a working life

The best predictor of success

- The best predictor of performance across all jobs is not personality, not interview performance, not prior work experience but **Intelligence**
- Many major companies and organisations are going back over their records and analysing successful staff and their backgrounds to develop data bases for future recruitment

The Future

Challenging our processes

- What can, or should we do, with the mass of data we have access to?
- We need to educate or re-educate those who recruit
- We need to constantly review our processes

Moneyball Material

- The large Moneyball power point presentation (about 60+ slides) can be sent to you.
- Email: iparker@mintrac.com.au
- Plus the article : ***Dehumanising, impenetrable, frustrating': the grim reality of job hunting in the age of AI*** from the Guardian news paper 4 March 2018