

**...no crowd of candidates
behind the door...**

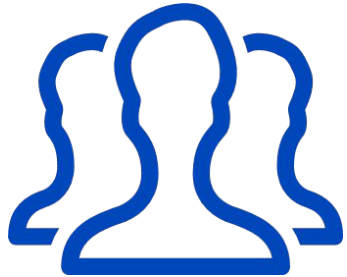
Aušra Grybauskienė, Talentor Lietuva
Baltic Peat Producers Forum
2019.09.05 | Palanga

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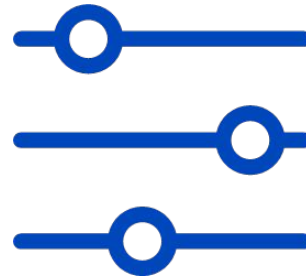


Talentor

Leaders for Tomorrow



Executive Search
International Search
Career Coaching



Assessment
360⁰ Management Survey
Outplacement



29 Countries



Future of Labour Market is Here

What has changed in recruitment in 12 years?

Baltic Labour Statistics

Megatrends shaping workforce of the future

Talent Acquisition Trends: Baltic Perspective



2007



Šiaulių naujienos

Didžiausias tiražas Šiaulių apskrityje

DARBAS

2005 m. gruodžio 1 - 3 d.

NEMOKAMAS

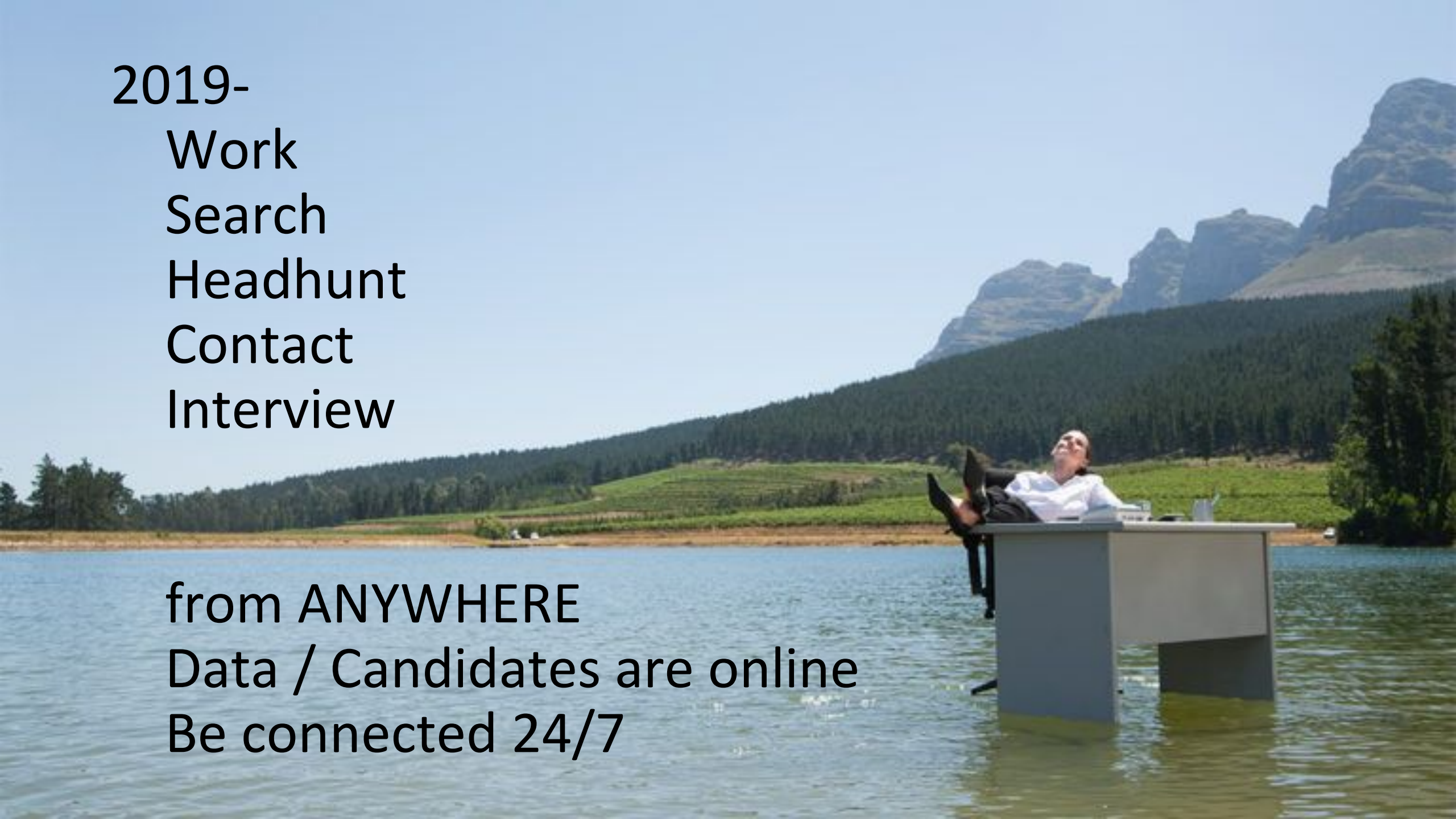
Tiražas 25 000

Gyvenimo aprašymas atvers vartus į išsvajotą darbą

Norėdami gauti trokštamą darbą turime mokėti tinkamai prisistatyti galimam darbdaviui. Vienas iš plačiausiai naudojamų būdų tai padaryti - gyvenimo aprašymas, arba CV (kai kuriose šalyse vietoje CV rašoma reziumė). Įvairiose šalyse taikomi skirtingi CV reikalavimai bei stiliai, todėl šiame straipsnyje

2019-
Work
Search
Headhunt
Contact
Interview

from ANYWHERE
Data / Candidates are online
Be connected 24/7



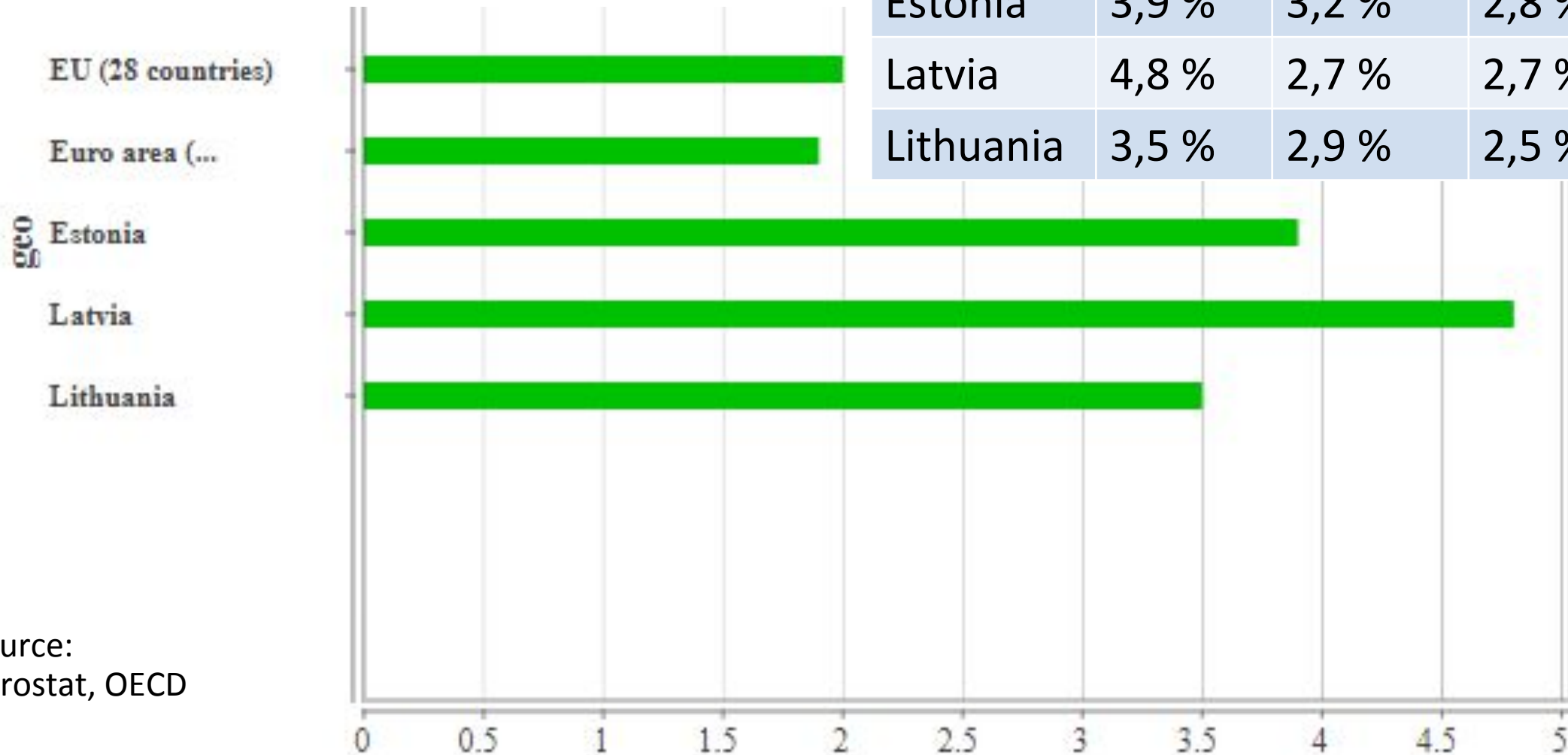


Some statistics about Baltics



GDP growth in Baltics

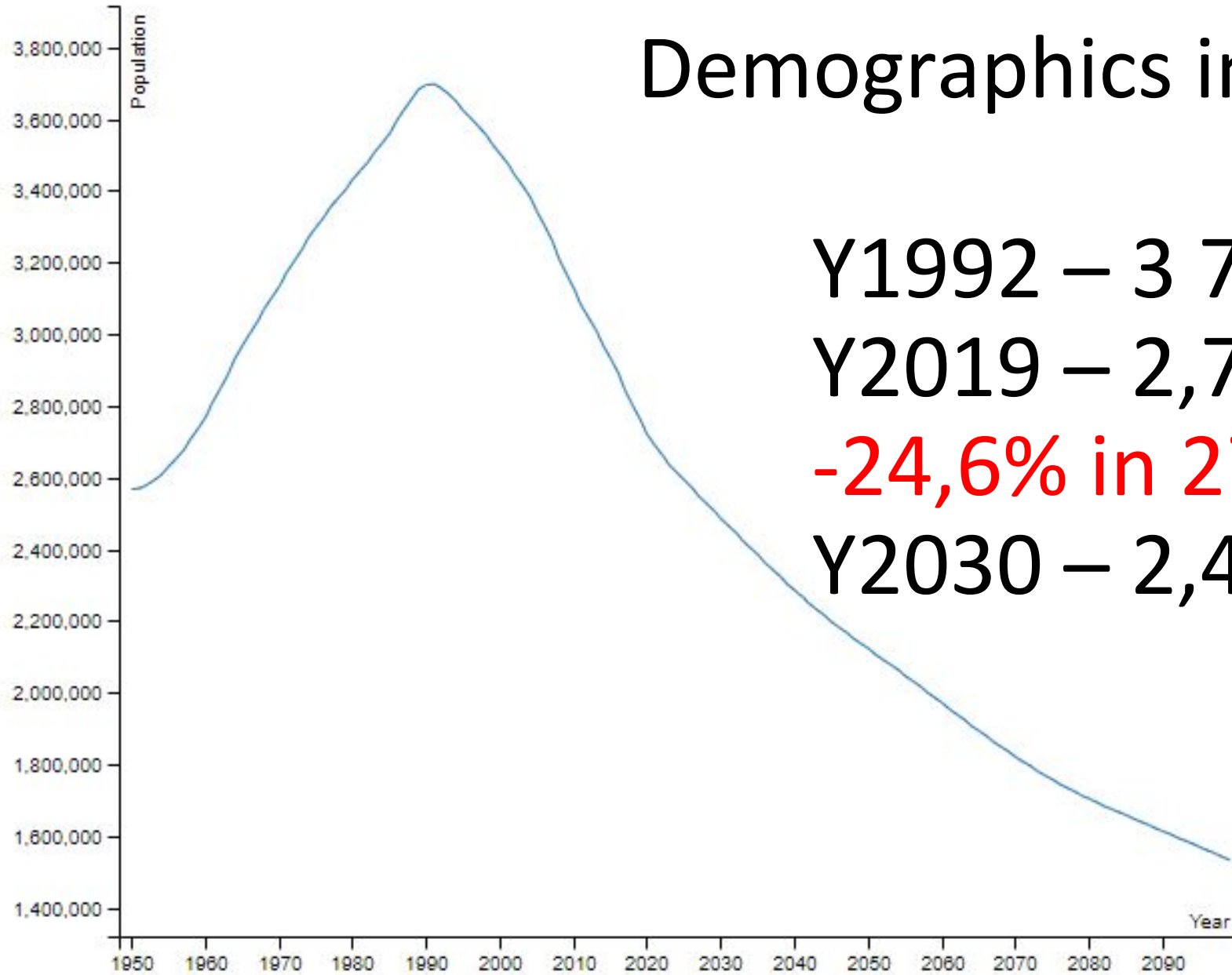
Country	Y2018	Y2019 (F)	Y2020 (F)
Estonia	3,9 %	3,2 %	2,8 %
Latvia	4,8 %	2,7 %	2,7 %
Lithuania	3,5 %	2,9 %	2,5 %



Source:
Eurostat, OECD



Demographics in Lithuania



Y1992 – 3 706 299

Y2019 – 2,793,397

-24,6% in 27 years

Y2030 – 2,484,803 (forecast)

Source: workpopulationreview.com
and Statistic Department



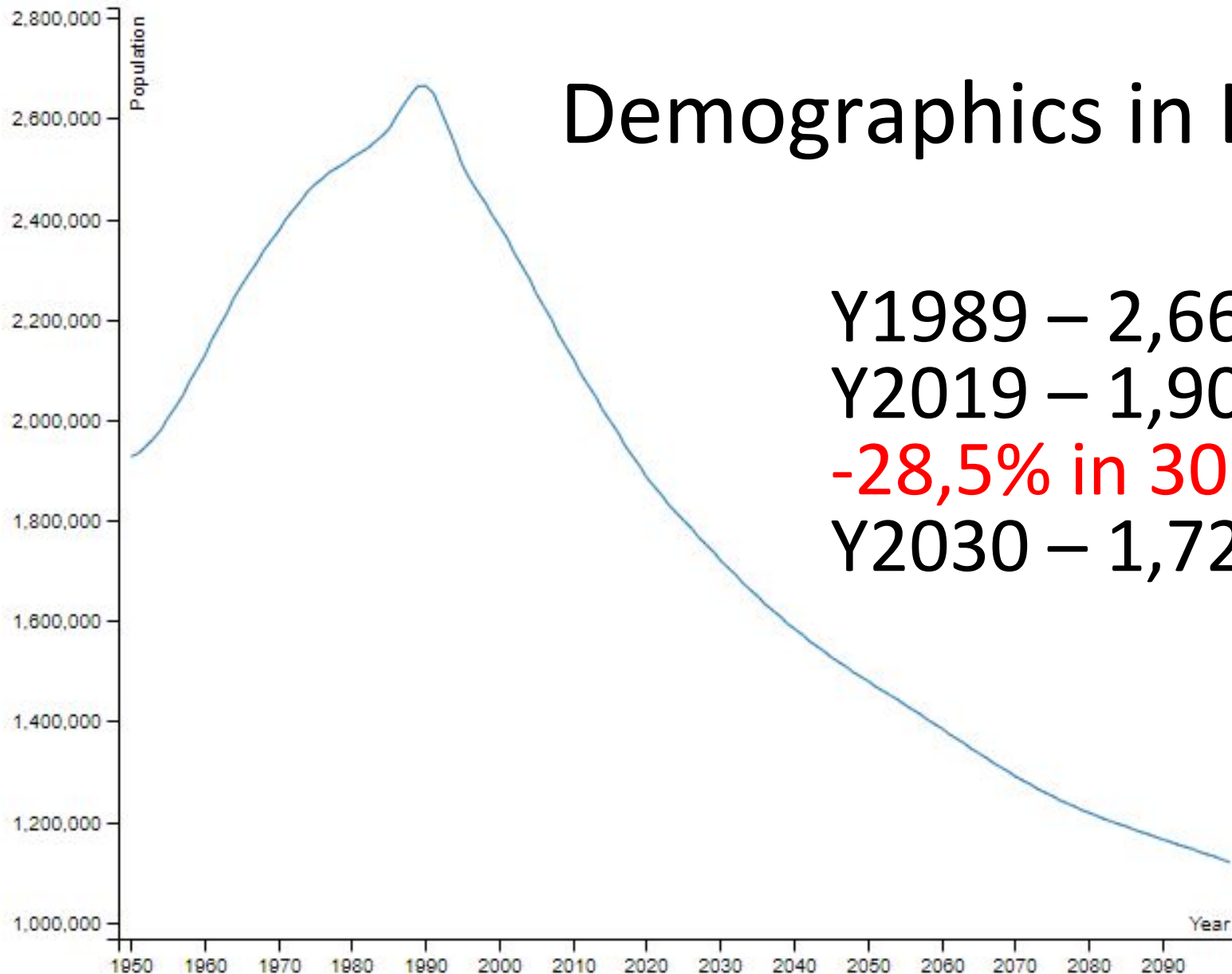
Demographics in Latvia

Y1989 – 2,663,933

Y2019 – 1,904,017

-28,5% in 30 years

Y2030 – 1,720,146 (Forecast)

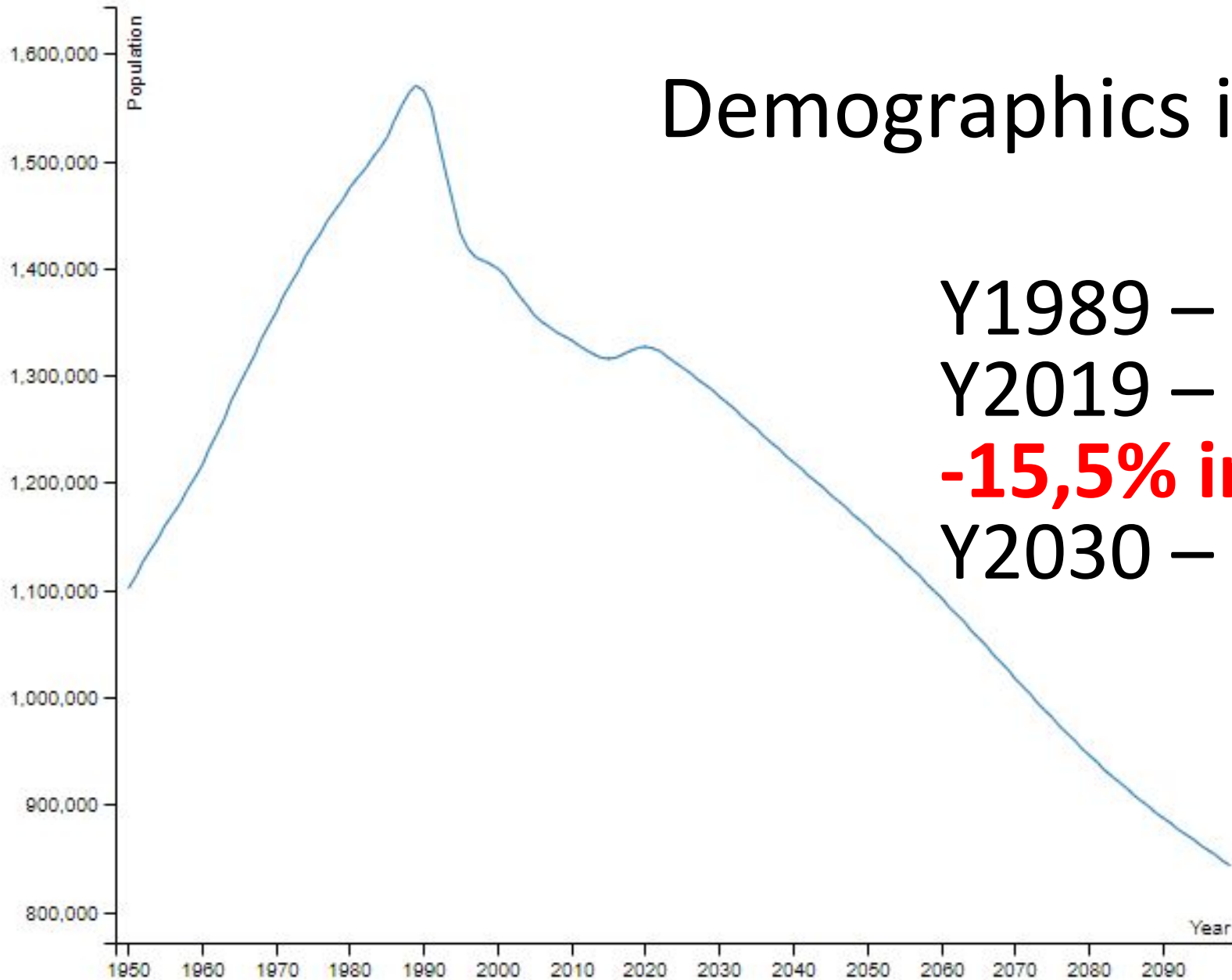


Source: workpopulationreview.com



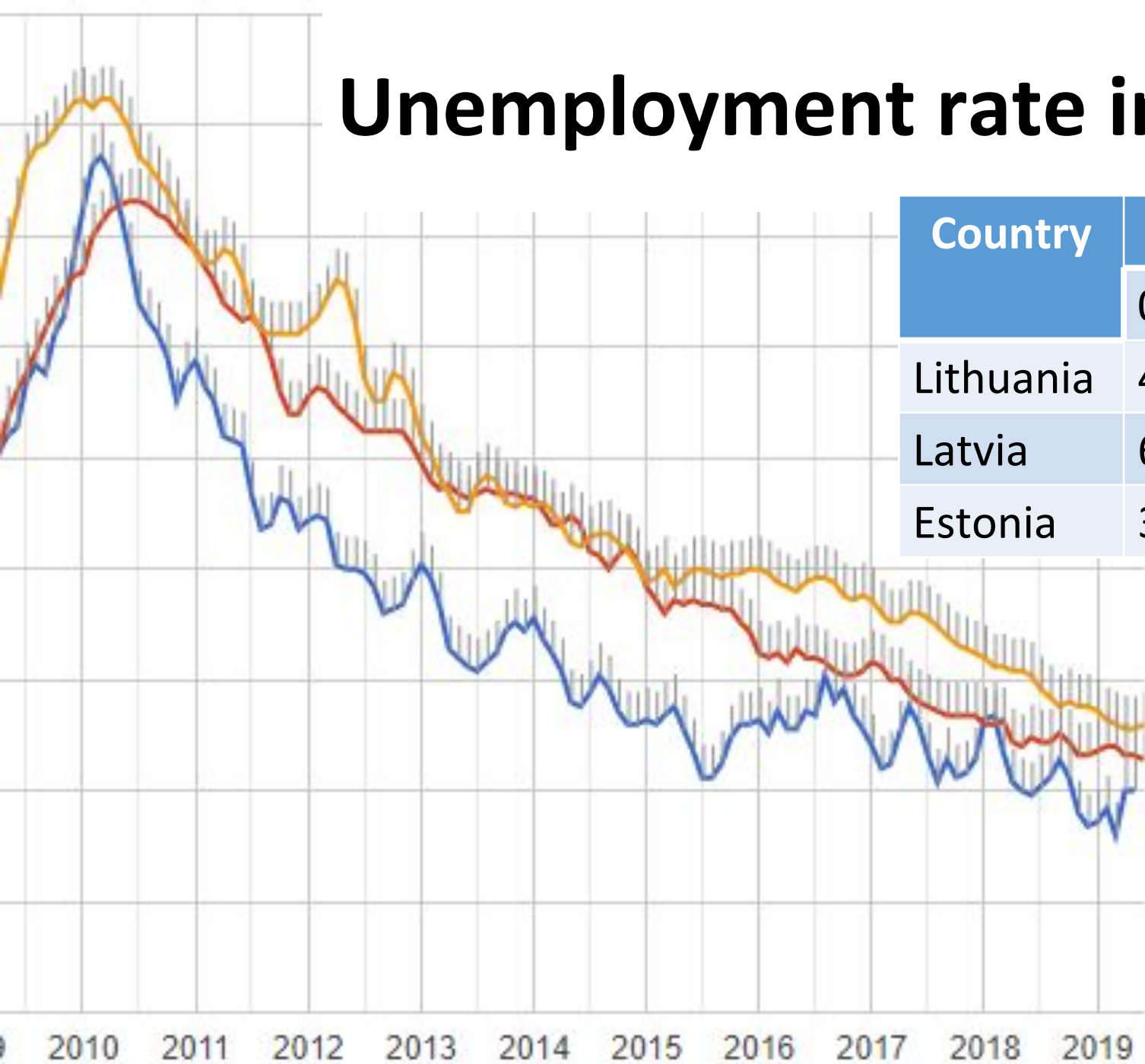
Demographics in Estonia

Y1989 – 1,569,973
Y2019 – 1,325,789
-15,5% in 30 years
Y2030 – 1,279,962



Source: workpopulationreview.com

Unemployment rate in Baltics



Country	Unemployment rate, %		
	04/2008	2010 (highest)	05/2019
Lithuania	4,1	18,3	6,4
Latvia	6,4	20,6	5,8
Estonia	3,9	19,3	5,0

Latvija
Lietuva
Estija

Source: Eurostat

GLOBAL MEGATRENDS SHAPING WORKFORCE OF THE FUTURE



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Megatrend #1: Demographic shifts

Source: PwC's Global Megatrends



Megatrend #2: Automation, Robotics and AI

Source: PwC's Global Megatrends



Megatrend #3: Rapid Urbanisation

Source: PwC's Global Megatrends





Megatrend #4: Shifts in global economic power G7 vs E7

In...

1995

E7

were
half
the size of

G7

By...

2015

E7

were
around the
same
size as

G7

And in just
25 years...

2040

E7

could be
double
the size of

G7

Source: PwC's Global Megatrends

G7: US, UK, France, Germany, Japan, Canada and Italy
E7: China, India, Indonesia, Brazil, Russia, Mexico and Turkey

Megatrend #5: Climate change

Source: PwC's Global Megatrends

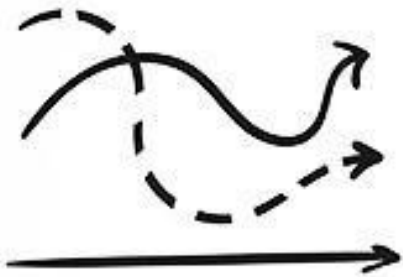




VUCA – the new normal

VUCA

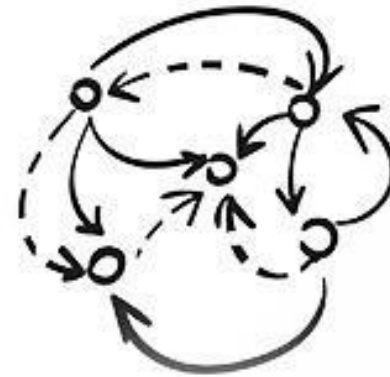
Volatile



Uncertain



Complex



Ambiguous



Largest Emerging
Talent Acquisition
Trends:
Baltic Perspective

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Trend #1:
Employer Branding

A green rectangular road sign with rounded corners and a white border. The sign is mounted on a metal post. The background of the sign is a solid green color. The text on the sign is white. The top two lines of text are in a large, bold, sans-serif font. The bottom line of text is in a smaller, regular sans-serif font. The sign is set against a background of a blue sky with white clouds.

**EMPLOYER
BRANDING**

Straight Ahead



Employer Brand Statistics



72%

of recruiting leaders worldwide agreed that employer brand has a significant impact on hiring.



50%

cost-per-hire reduction.



The top three channels SMBs plan to extend their

employer brand

are company website (69%), online professional networks (61%), social media (47%).



50% more

qualified applicants.



1-2x faster

time to hire.

Source: LinkedIn

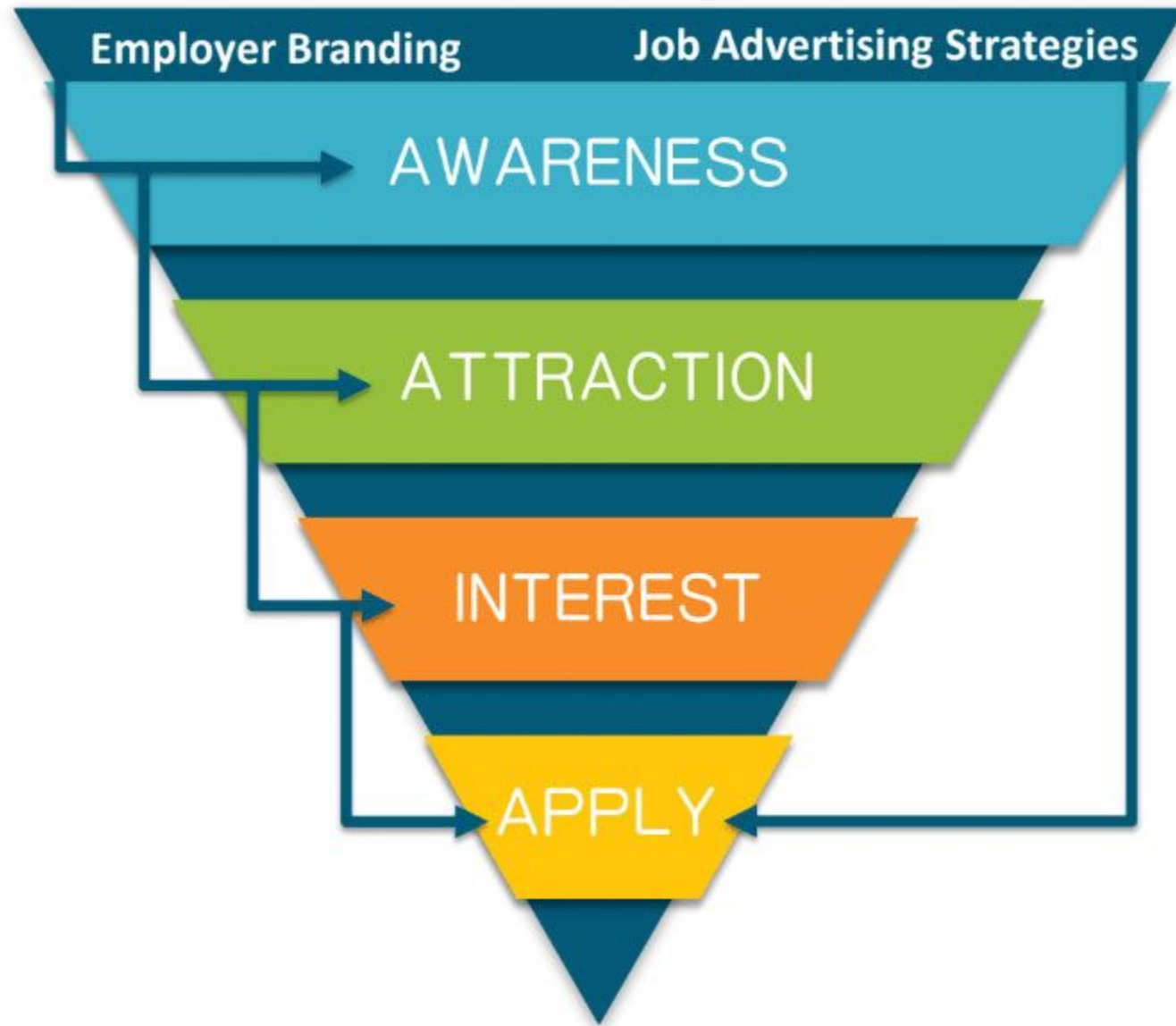


Who is accountable for Employer Branding?

- HR
- Marketing
- CEO
- Hiring Managers
- Every Employee



Trend #2: Recruitment Marketing





Trend #3: Candidate | Employee Experience



Source: Telia 2019

Trend #4: Recruitment Technology



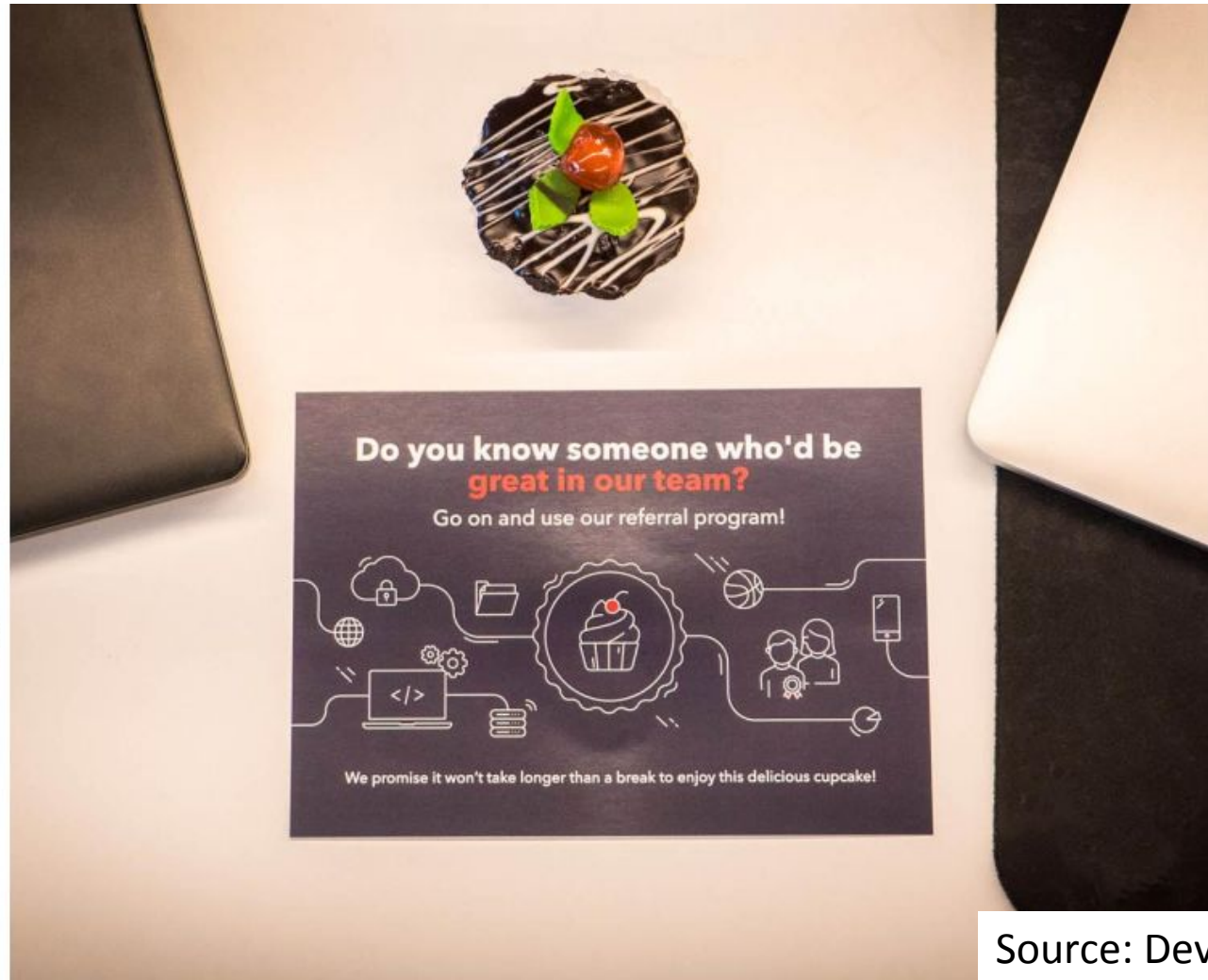


Trend #5: Employee Referrals





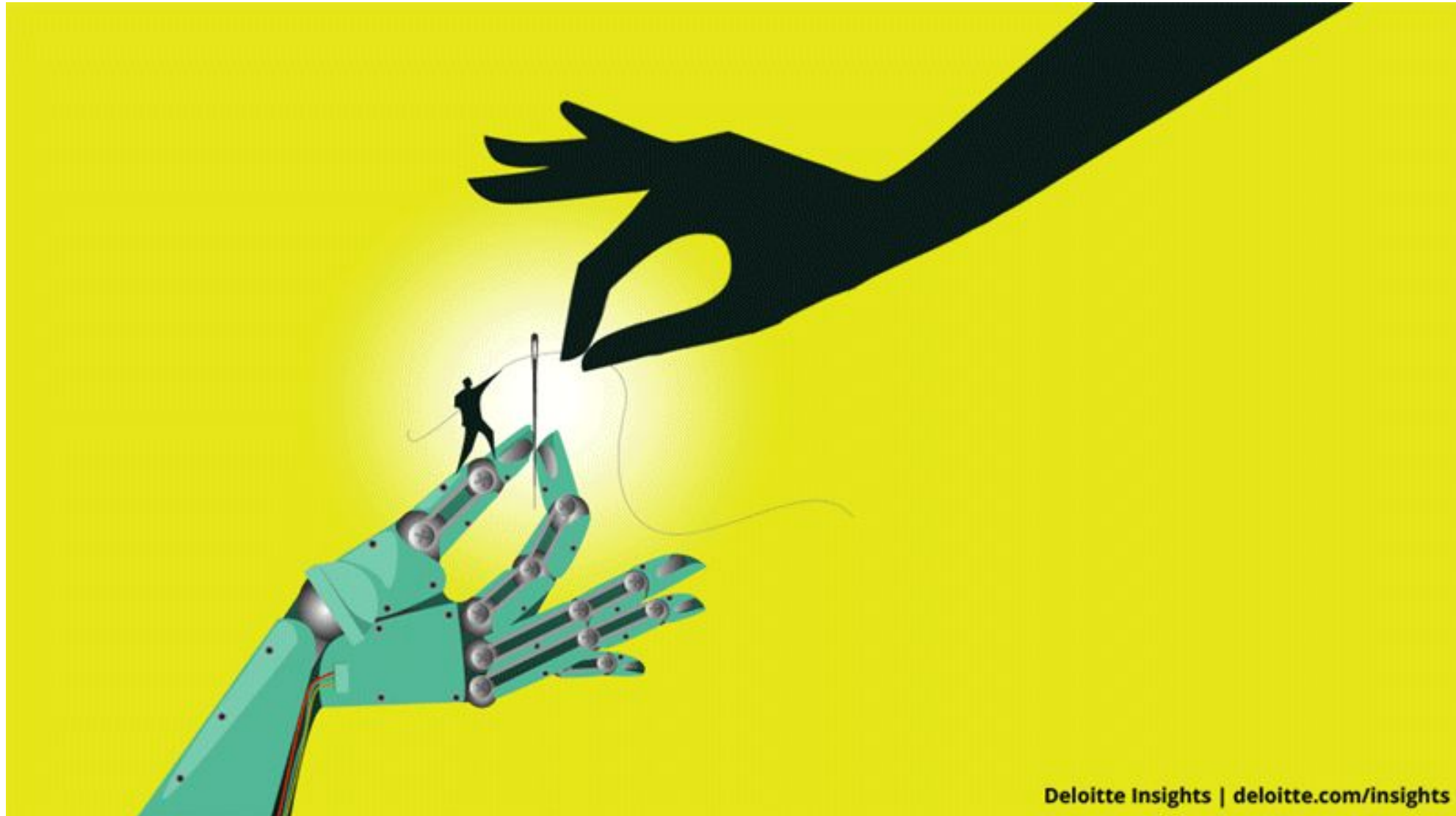
Employee Referrals



Source: Devbridge 2019



The future of work is human



THANK YOU!

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