

# How is **LinkedIn** changing the world of HRM ...



## E-LEADER VIENNA 2016

**Brigita Lazar Lunder, M. Sc., MBA**



Brigita, congratulations!

You have one of the top 1% most viewed  
LinkedIn profiles for 2012.

LinkedIn now has 200 million members. Thanks for  
playing a unique part in our community!

[Read More](#)



**TOP 1%**

# Social has changed HRM landscape

1995 ----|----|----|----|---- 2000 ----|----|----|----|---- 2005 ----|----|----|----|---- 2010

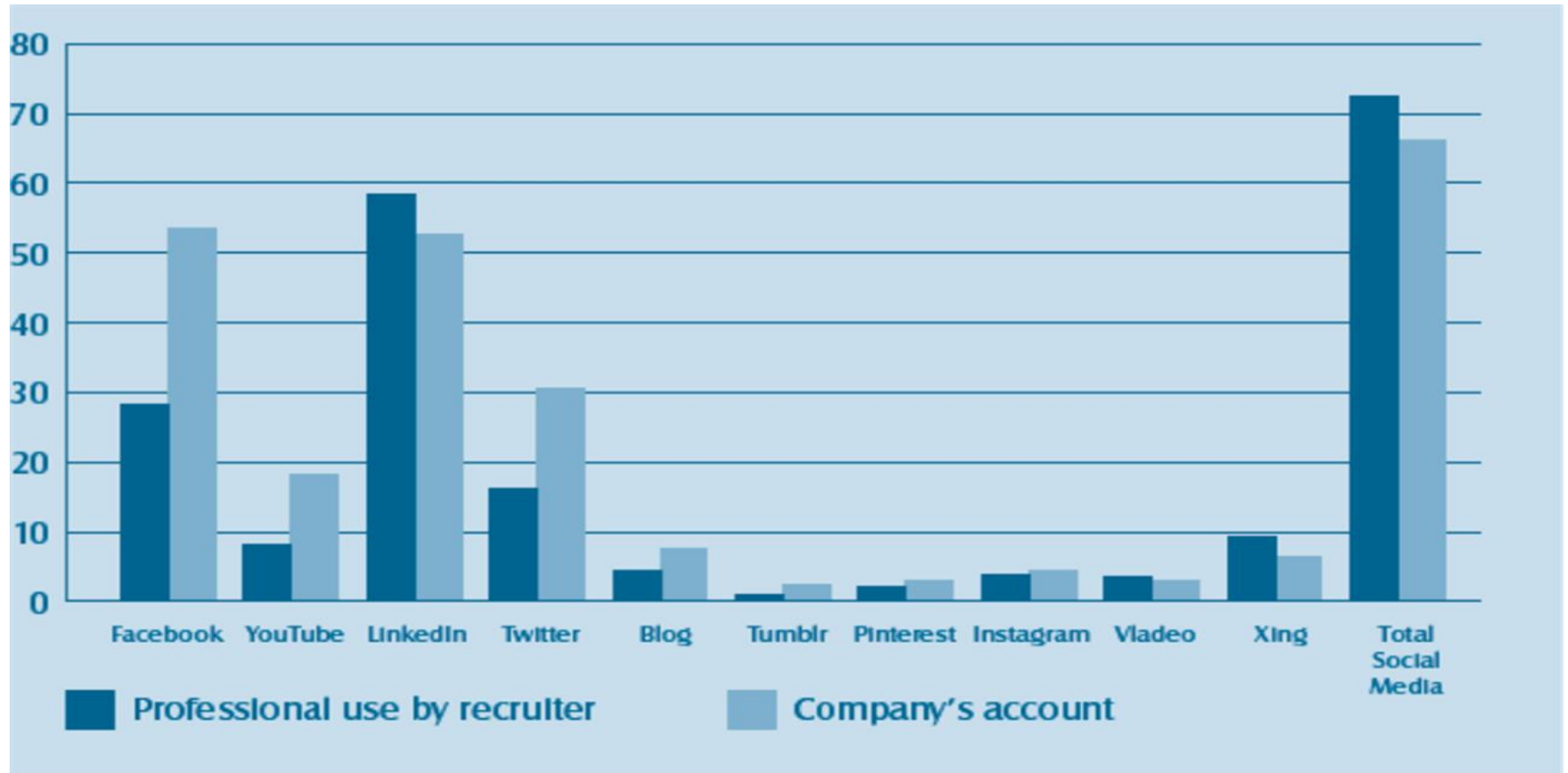
Portals: Be listed

Search Engines: Get ranked

Social: Participate

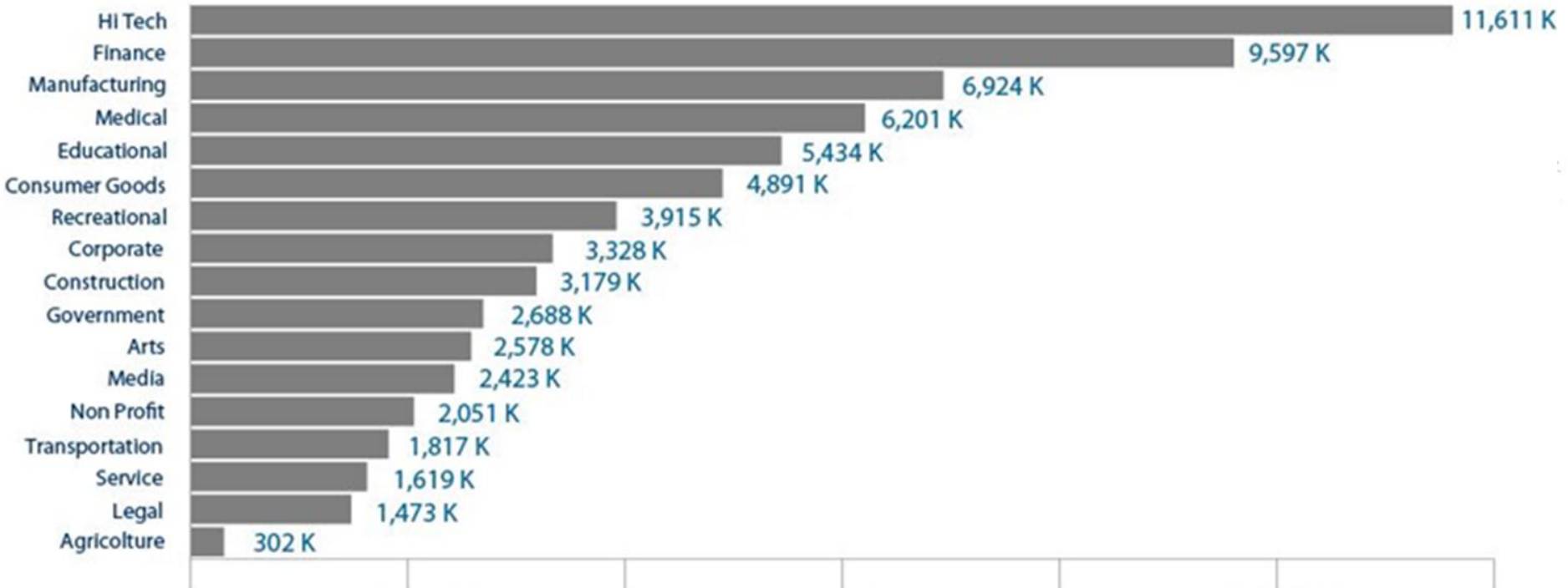


# Social networks, the fastest growing source of quality Hires



Source: Adecco Research 2014, 25 countries, 1,500 Recruiters

# LinkedIn Metrics



## Industry in Numbers

[www.LinkedinforBusiness.us](http://www.LinkedinforBusiness.us)



**LinkedIn**

YOUR DIGITAL  
HANDSHAKE





# Experience

## Director of Talent Acquisition

Universal Technical Institute

May 2010 – March 2013 (2 years 11 months) | Scottsdale, Arizona

Reporting to the SVP of Human Resources, responsible for the development and implementation of talent acquisition strategies, plans and programs that solidify UTI's position as Employer of Choice. Drive the acquisition of top talent to support company strategies and business objectives.

- Transformed reactive recruitment department to proactive, social media savvy team dedicated to acquiring top talent and creating the ultimate candidate and hiring manager experience. Improved hiring manager satisfaction by 57% and slashed external agency fees by \$140K within three years.
- Led full-scale implementation of new Applicant Tracking System (PeopleFluent) using agile methodology in partnership with IT SCRUM team. Conducted thorough project evaluation, documentation and redesign and implemented a company-wide communication and sustainment plan for all hiring managers.
- Consolidated drug and background check process to online solution integrated with HRIS resulting in 11.5% reduction in fees and a more efficient process that cut background check time from 12 days to 4 days.
- Launched a formal contingent workforce solution that included in-house support of temporary agency needs resulting in an annual savings of roughly \$600k in temporary agency fees.
- Designed and implemented a company-wide talent brand initiative leveraging hiring managers use of LinkedIn/social media to drive positive passive candidate impressions and directly hire passive candidates thus avoiding external agency fees; recognized as a "best practice" approach by LinkedIn.
- Served as a featured panelist at LinkedIn Talent Connect annual conference sharing strategies for "Talent Branding on a Shoestring Budget"; published in newly released LinkedIn Employer Brand Playbook.

3 recommendations, including:



**Tom Riggs**

Principal, Robinson-Riggs Grp . Sr Asso...

Steve is a star. Not only did she transform the p tr



**Erica Gilliland**

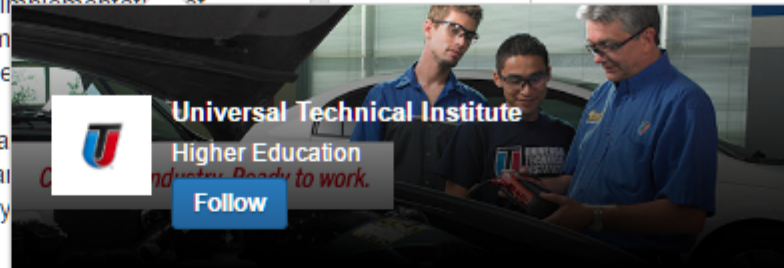
Talent Acquisition Manager at Univers...

She has set a strong foundation for the success of



Travis Laird

Ask Travis for an introduction



Headquartered in Scottsdale, Arizona, Universal Technical Institute, Inc. (NYSE: UTI) is... more

5 jobs posted



Group



Promotion of your Company on Personal Profile Automation

# Endorsments

Get endorsed on LinkedIn

The screenshot shows the 'Skills' section of a LinkedIn profile. At the top, there is a 'Skills' icon and the word 'Skills'. Below this is a 'Top Skills' section. The skills are listed in a vertical column on the left, each with a blue box containing a number representing the number of endorsements. To the right of each skill is a horizontal row of small profile pictures representing the people who endorsed that skill.

Endorsement Count	Skill
99+	Recruiting
99+	Talent Acquisition
94	Interviews
93	Leadership
59	Internet Recruiting
48	Microsoft Office
38	Technical Recruiting
28	Relationship Management
26	Communication
25	Organizational...



- ✓ endorsement 👍
- ✓ min 5
- ✓ SEO / Key words



# Show candidates you rock

- Let candidates know you're a star
- Get LinkedIn recommendations =WOM
- The best recommendations come from candidates



## Mily Jain

Global Staffing Business Partner, gTech Ads at Google

San Francisco Bay Area | Information Technology and Services

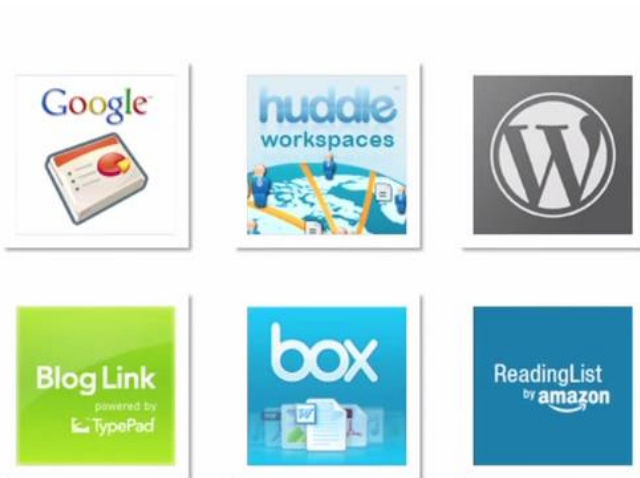
### Recommendations

Mily Jain recruited me for my current position at Google. In the recruitment process, she went absolutely above and beyond in every way, making the experience a journey of discovery — rather than a conventional recruitment process.

Mily worked closely with me at every step of the Google hiring journey — from the phone screen to the onsite interview to the actual moving transition from Texas to California. Throughout the experience, she clarified what and why each step was occurring, gave me rapid, useful feedback on any questions I had, and infused all her communication with genuine care that instilled great confidence in me about my abilities and Google as a good fit for me.

I have been through many academic and job selection processes, and Google was — hands down — the very best experience. Mily Jain is directly and wholly responsible for this achievement. Because of this, Mily represents to me the very best of how to recruit in a Googley way: a dual excellence of rigorous, insightful capacity to find talent for Google and the ability to be a caring companion to the potential hire through the selection process.

# Multimedia



## Habilitated Lecturer & Consultant: Marketing & Sales

Independent

September 2011 – Present (2 years 5 months) | Slovenia

CIO Conference 2013, Akademija Finance, 12. Adriatic Controlong Conference, European Social Fund and the Employment Service of Slovenia, Competence Center for Chemical industry, Slovenian Chamber of Commerce and Industry, JUB Ltd., IIBA Chapter Slovenia, Faculty of Economics, Ljubljana; Chamber of Commerce Dolenjska and Bela krajina; SIQ Ltd, CRMT d.o.o., open IT d.o.o., Scahermayer d.o.o.; Regional Development Agency of the inner Karst Region; Development Center Novo mesto; Faculty of Economics and Business Manjor; Gea Oil Ltd;

Habilitated Lecturer at Velnes high school study program: Service Marketing, Economics and Entrepreneurship.

In-house and public seminars/ workshops: "LinkedIn for Marketing and Sales" "LinkedIn hidden Business Opportunity"; "Marketing minimum for enetpreneurs"; "Getting and maintaining customers and increasing sales", "What is new strategic role of marketing?", "Trade fair your selling opportunity"; "Getting and maintaining customers and increasing sales in the Education Services", Marketing Basics for the Chemical Industry", "Getting and maintaining customers and increasing sales in the Chemical Industry in time of recession"; "Fundamentals of Sales and Marketing for entrepreneurs", (over 800 attendees, 300 hours)

▶ 2 courses



Nasvet: 17 napak, ki se jim kaže izogniti na LinkedInu



Article: How LinkedIn changed Business (slovenian language); Marketing Magazin October,



References Lecturer & Consultant



CIO FORUM, INFOSEK 2013



12 Kontroling konferenca.: CRMT

SEE MORE

# Create and share content



Miki Furnish via [Carhartt](#)

Seriously... is there anything better than McConaughey wearing a [Carhartt](#) coat?



**How a Carhartt jacket went from blue-collar uniform to hipsterwear to Interstellar**

[theguardian.com](#) • Morwenna Ferrier: In Christopher Nolan's new film, Interstellar, the only thing to get more screentime than Matthew McConaughey is his sand-coloured Carhartt jacket. But its appearance is no accident...

Like (9) • Comment (2) • Share • 4d ago

Share content

## 04 Summary or Brand Ad?



## 05 Updates as Art



## Experience

### Senior Recruiter

Epic Games

July 2013 – Present (11 months) | Cary, NC



Part of a passionate, heavy-hitting Recruiting team who loves to connect talented developers with their new home at Epic Games.

Be it for our headquarters in Cary, NC, the start-up atmosphere at Epic Games Seattle, or one of our global offices, I strive to bring an exceptional candidate experience that reflects Epic's focus on quality and community.

Through the interview process, it's my pleasure to represent Epic's dedication to its employees by highlighting our state-of-the-art work spaces, exceptional benefits, and casual atmosphere. We are passionate about the innovative tech and games we ship. We can't do it without people who love what they do!

Teams are expanding, and there are a ton of great opportunities across all departments right now!



Game Engine Technology by Unreal



Epic Games' Fortnite

## 06 Volunteerism

### Committee Member

Boston Post Mortem

2008 – June 2013 (5 years) | Greater Boston Area

I was fortunate to be a part of bringing together one of the most supportive, innovative, and passionate development communities in the country, every month for nearly four years. Cheers to the great volunteer committee/organizers, indies, AAA devs, interactive artists, game audio geeks, and educators of Greater Boston!

# Sourcing for modern recruiters

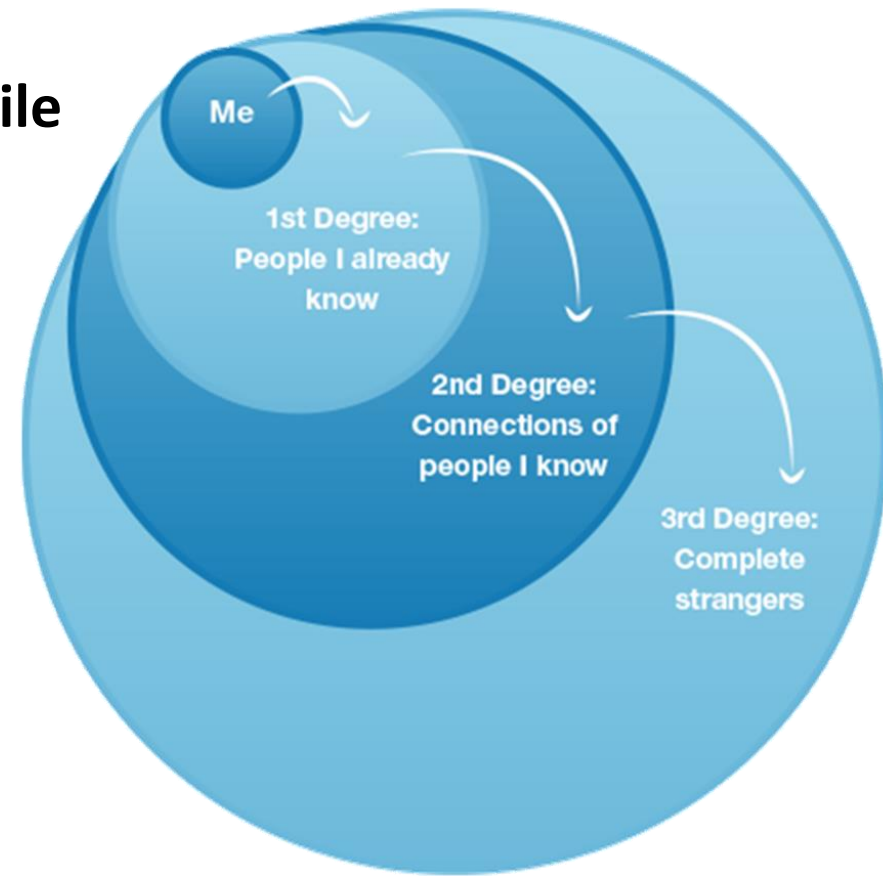
1. boolean search ( Google , etc. )
2. networking
3. activate viewers of your profile
4. advanced search
5. join groups
6. activation of the employees on LinkedIn
7. LinkedIn Recruiter





# 4 x Networking → 501+

1. **start with people you know** - contacts from your address books, email accounts and calendars
2. **find people in search tab**, "company", so that you can begin to look for employees who work in the industry
3. **join groups**
4. **activate viewers of your profile**



# Networking- people you know

Search for people, jobs, companies, and more...

Home Profile Connections Education Jobs Interests Add Connections

This is what your profile looks like to [Connections](#)

**Brigita Lazar Lunder, M. Sc., ME**  
 Director/Board Member /Regional Mng/ O Australia/360 LinkedIn Solutions/ Top 1%  
 Slovenia | Management Consulting

Current Plan B+, CASA, Mojo Video Marketing  
 Previous Slovenian Direct Marketing Association, Institut  
 Education Faculty of Economics and Business Maribor

[Send a message](#)

**Invitations (163)** [See all](#)

Tamara Predan  
Attended Economic school Oct 14

Duabe Phillips  
Offshore Associate at Accenture in India Oct 14

Tim Osborne, Facebook Marketing Exp... Oct 14  
Feel like your marketing dollars aren't working?  
Let me show you how PROFITABLE...

**People You May Know** [See all](#)

Miha Portelli  
Design Professional

Niko Starman

**For greater respond:** Customize your invitation with reference common interest or LinkedIn group , or an indication of how you know

# Company Search & follow

The image shows a LinkedIn company page for Fitbit. At the top, there is a search bar with the text "Search for people, jobs, companies, and more...". A red arrow points to this search bar. Below the search bar, a navigation menu is open, showing options: People, Jobs, Companies, Groups, Universities, Posts, and Inbox. A red arrow points to the "Companies" option. On the right side of the page, there is a "Follow" button. A red arrow points to this button. Below the "Follow" button, there is a section titled "How You're Connected" which is circled in red. This section displays the following information:

- 1 first-degree connection
- 139 second-degree connections
- 812 Employees on LinkedIn

Below this section, there is a "Careers" section with a sub-section titled "Interested in Fitbit?" which includes the text "Learn about our company and culture." and "150 jobs posted".

The main content area of the page features a large image of a Fitbit office interior. Below the image, there is a text block: "We're a passionate team dedicated to health and fitness who are building products that help transform people's lives. While health can be serious business, we feel it doesn't have to be. We believe you're more likely to reach your goals if you're encouraged to have fun, smile, and feel empowered along the way." Below this text is a "See more" link.

At the bottom of the page, there is a "Recent Updates" section with a post from Fitbit: "See how ESPN SportsCenter anchor & Fitbit fanatic John Buccigross finds his fit off-camera to hit his 10k step goal."

6 new results for your search **Linea snella**



**Maja Mihelcic Kurent** 1<sup>st</sup>

Marketing Director Vichy Zone Americas at L'Oreal Cosmetique  
Active International

Paris Area, France .Cosmetics

80 shared connections

[View Profile](#)



**Aaron Lebovitz**   1<sup>st</sup>

VP Client Development and Medical Management Consultant  
9,200+

Phoenix, Arizona Area Hospital & Health Care

423 shared connections

[View Profile](#)



**Candice (Hemmerly) Belinsky** 1<sup>st</sup>

North Shore Therapeutic Massage & Wellness Center

Greater New York City Area Health, Wellness and Fitness

608 shared connections

[View Profile](#)



**José Ignacio González Andrada**   1<sup>st</sup>

International Sales Manager / Marketing / Market Access /  
Business development / Medical Devices at G.R. Bard | LION

Madrid Area, Spain Medical Devices

537 shared connections

[View Profile](#)



**Agastus Naik** 1<sup>st</sup>

Owner at The President/CEO Elite

Hyderabad Area, India Hospital & Health Care

924 shared connections

[View Profile](#)



# Activate viewers of your profile

Who's viewed your profile

How you rank for profile views

Hide charts ^

**1,005** Profile views  
Last 90 days

**190** Viewers found you from  
Homepage

**4** Viewers who work at University of  
Ljubljana

**58** Viewers with the title  
Consultant

● Profile Views    ○ Projected Views    ■ Actions Taken



Jan 19 – Jan 25

**69** Profile views  
Down 8% from the previous week ▼

**152** Actions taken  
Up 117% from the previous week ▲

What you did:

- Endorsed 111 people
- Added 36 connections
- Shared 4 updates
- Commented on an update

[Get more profile views ▶](#)

Viewers ▼








**Brigita Lazar Lunder, M. Sc., MBA**



Director/Board Member /Regional Mng/ Consultant /EU USA Germa...

## Are you a Master of Pharmacy? Are ready for the challenges? Would you like to work in Germany?

For our client - HRM Agency from Germany we are looking for more Pharmacists to work in a pharmacy: Pharmacist / Apotheker in several cities in Germany.

 What we offer:

 work is available in different parts / cities in Germany (more than one po... [Show more](#)



# Sourcing for modern recruiters

LinkedIn



Can't find the ideal candidate?

Source anyone on LinkedIn.

[LinkedIn Recruiter](#) ▶



Job boards attracting the wrong crowd?

Target just the right person.

[Jobs Network](#) ▶

## TALENT SOLUTIONS



Do prospects know your employer brand?

Showcase your company's culture

[Career Page](#) ▶  
[Work With Us](#) ▶



LinkedIn

1. Logo

791,996 followers

Following

Tools

Home

Careers

Analytics

LinkedIn



Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 300 million members worldwide, including executives from every Fortune 500... [see more](#)

### How You're Connected



481 first-degree connections

2. Banner

[See all](#)

### Careers



Interested in LinkedIn?

Learn about our company and culture.

384 jobs posted

[Learn more](#)

3. Updates

### Recent Updates

LinkedIn Getting stuck is the worst thing you can do to your brain. Create the brain you want to live with in the future: <http://linkd.in/1oKdT3e>



#### The Worst Thing You Can Do to Your Brain

linkd.in - (And Vice Versa) The brain hasn't ever been unimportant, but it has risen to new heights in an age where neuroscience and genetics are sharply focused on it. We are gaining so much insight into brain processes that it's easy to assume that the brain...



Organic

Targeted to: All Followers

32,342

208

53

0.81%

### LinkedIn Showcase Pages



LinkedIn

Internet  
5001-10,000 employees



LinkedIn Marketing...

16,880 followers

+ Follow



# Nothing easier! Just leverage your employee's network: Talent attracts Talent!

## Featured Employees



**Brad Cumiskey**

Manager, Web Program

“ Ritchie Bros. provides a genuine opportunity to be part of a company leading in innovation. It's a rewarding experience to work for a company that pursues an ambitious technology road map.



**Pat Quesnel**

Systems Transformation Program-Operations Team Lead

“ I have really never experienced to such a great degree the amount of educating, coaching, mentoring and generous sharing of information from all levels of the organization.



www.planbplus.biz

mag. **Brigita Lazar Lunder**, MBA  
predavateljica & konzultantka  
direktorica

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🌐 www.linkedin.com/in/brigitalazarlunder

**Plan B+**  
Brigita Lazar Lunder s.p.  
Marije Hvaličeve 19  
1000 Ljubljana

**Forbes**

New Posts  
+27 posts this hour

Most Popular  
Jessica Alba's \$1 B Company

Lists  
Most Powerful Women

Video  
Billionaires

Search companies, people and lists

Log in | Sign up | Connect < f t in >

10 Stocks to Buy Now

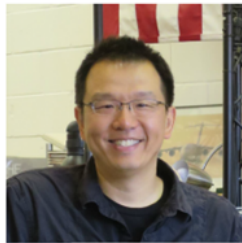
## High Quality MBA Program

Best MBA Program in Italy accredited by AMBA. Apply Here!



# Entrepreneurs

+ Follow (2,781)



## AppleCore Vs. Apple Corp: How One Man Is Slicing A Trademark Battle

Nothing can take the wind out of an entrepreneur's sails faster than a trademark battle, especially when the fight is with one of

the world's largest firms.

Cheryl Conner, Contributor

Good Exits: MP

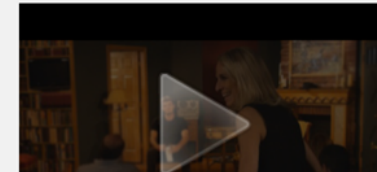
The Trouble With

For Entrepreneurs,



Když chcete **BÝT NEJLEPŠÍ**

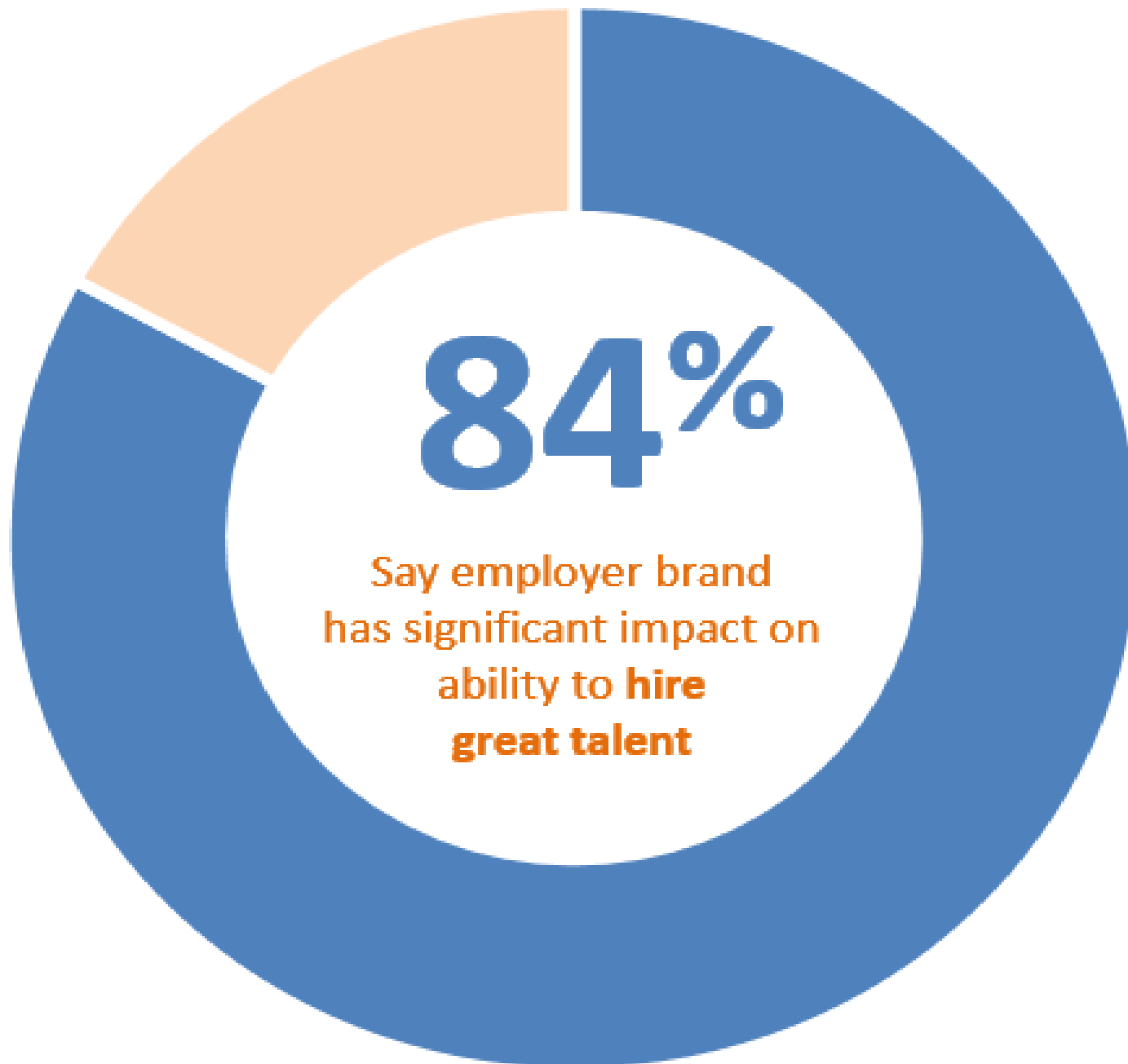
FORBES VIDEO



- 1.2k
- f Share
- 663
- Tweet
- 263
- in Share
- 2
- reddit
- 125
- +1
- 5.3k

Cookies on Forbes





**84%**  
Say employer brand  
has significant impact on  
ability to **hire**  
**great talent**

# Career Pages - Your Employer Brand



Great visual communication  
(and the banner is clickable)

Clear messages that speak to  
Marketing professionals

## Life at NISC

Starting in 2004, NISC has been listed among the "Best Places to Work in IT" for 10 years running, listed 11 of the past 12 years overall. While NISC focuses on providing the best technological solutions possible to their Members and Customers, Computerworld takes many factors into consideration, including NISC's dedication to shared values - integrity, relationship

Culture and values displayed  
through text and rich media



## People at NISC spa →



**Penny Patel** 2nd  
Microbiologist

## Jobs at NISC spa →

ger (TEST-DO NOT  
a  
ply  
y Area

Jobs that fit the  
Marketing  
professionals

omaha

# Career Pages - Your Employer Brand

**Fuschia Oil And Gas Careers** 1,365 followers [Follow](#) [Tools](#)

Home Careers Analytics

**FUSCHIA CAREERS**  
Oil & Gas Career Specialists

[www.fuschiacareers.com](http://www.fuschiacareers.com)

**About Fuschia Oil And Gas Careers**

At **Fuschia** we spend quality time to understand the needs of the candidates. Our focus is to provide them with services which are "second to none".

Our endeavour is to gain a complete understanding of the candidates' skills and experience and discuss opportunities that match their expertise and aspirations.

We promise to assist you with your career decisions and advice you on the best way to make "that"

**People at Fuschia Oil And Gas Careers**

[Ankur Gupta](#) 2nd  
Technical Project Manager LAMP (Linux, Apa...

**Customize your employer brand messaging**

# Reduced Recruiting Costs by 50%



## Objective:

Sourcing of multi-skilled quality talent in the shortest possible time, such that there is no significant impact on business

## Solution:

Move to social recruiting by adopting LinkedIn Recruiter and Job Slots

## Results:

Successful adoption of social recruitment as a culture  
Larger talent pool accessibility by engaging with passive candidates  
Reduction of turnaround time leading to significant reduction in costs

*“LinkedIn Talent Solutions has greatly helped us in sourcing candidates with complex and varied skill sets. We have been able to reduce our turnaround time by 40% and recruiting costs by 50%.”*

**Yuvraj Bhatnagar**  
Director – Talent Acquisition  
GlobalLogic India



# Acquired Right Talent at the Right Time



## Challenge:

Being in a niche industry, finding the right talent with the desired skill sets at the right time was a major challenge

## Solution:

Adopted Recruiter License to increase their reach beyond the active pool of candidates



## Results:

Talent which was inaccessible before through other channels was easily identified and sourced through LinkedIn Talent Solutions. This also helped reduce the time to hire

*“LinkedIn Talent Solutions are the best solutions available today for social recruitment. Using the recruiter license, I was able to close some key positions within a shorter period of time – otherwise through other sources it would have taken longer. Thus the ROI on the recruiter license has been phenomenal”*

**Kaushik Panda**  
**Corporate HR & Employee Relations**  
**Renew Power**





# Conclusions: ready to start?



Time to hire is part of a recruiting strategy and have to be defined and calculated



LinkedIn can help you to reduce your time to hire



LinkedIn doesn't give you only tools but also continuous support and consultancy to achieve common goals

# 360° LinkedIn Solutions

360<sup>in</sup>

LinkedIn<sup>TM</sup>

Plan B+

- Workshops
- Consulting & Coaching
- In-house workshops
- 360° Analysis of LinkedIn personal profile & LinkedIn company page
- Implementation of LinkedIn personal profile & LinkedIn company page