



Presented at RecFest 2023

How Did EY 10x a Niche Talent Community?

A conversation between Samantha Ramsay and Katie Obi



Talent acquisition and retention is tough



71%

of executives expect to
continue to experience
talent shortages



51%

of employees say they
plan to **leave their jobs**
next year



36%

of HR leaders say
existing **sourcing
strategies are
insufficient** for talent
needs



There's a growing need to transform into a skills-based organisation



1 in 3

skills in IT, finance and sales from a 2017 job posting are already obsolete



87%

of **executives** said they were experiencing skill gaps



<50%

of **executives** had a clear sense of how to address the problem



Traditional approaches are increasingly untenable





Our mission

“**Beamery** was founded on the premise that regardless of where you live, your background, pedigree, race or religion, that everyone should have **equal access to work** and that companies needed to fundamentally transform their hiring process.”

Abakar Saidov, Co-Founder and CEO





Supercharging your talent strategy



Job
architecture &
skills



Candidate
sourcing,
matching &
engagement



Creating
talent & alumni
communities
and
experiences



Finding and
converting
diverse talent
pools



Developing &
deploying internal
talent

Beamery is designed to plug into and enhance your ATS & HRIS

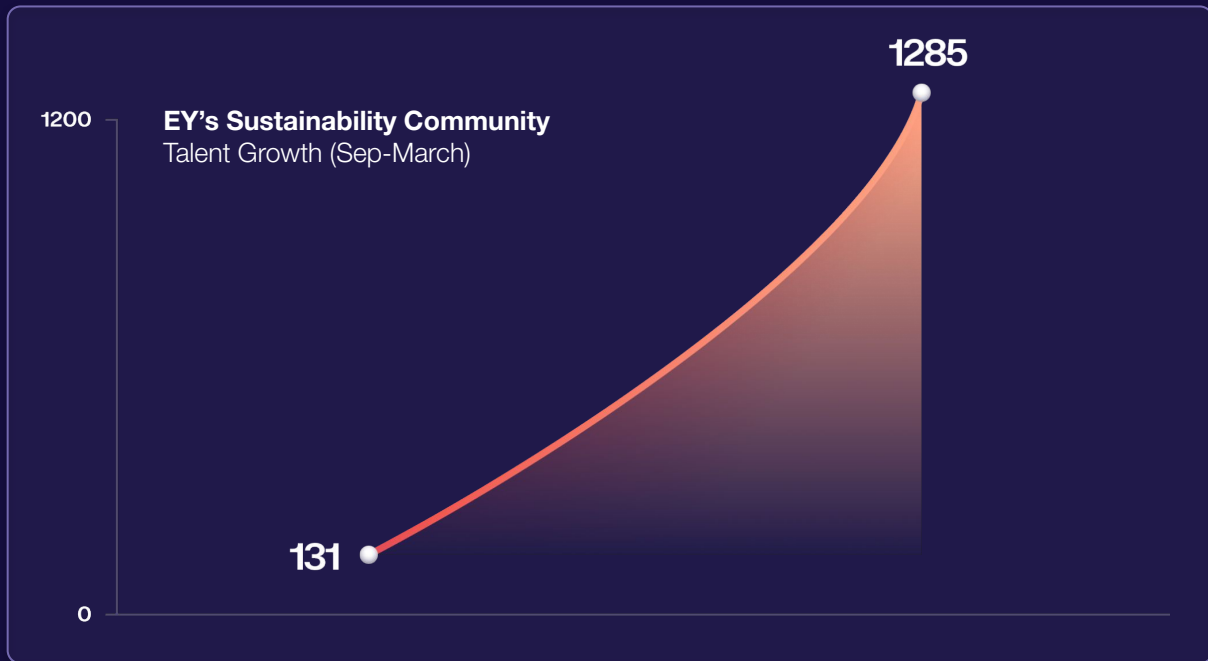
So how is EY doing this?

Part 1: Building communities





EY leveraged Beamery's Talent Marketing suite to set up a sustainability-focused community



98%

of the pool are “actively interested in careers with EY”

37%

are considered to be high potential



Hear from the prospective applicants themselves





Hear from the prospective applicants themselves

“ Happy to be a part of the **Sustainability community**. It is quite **reassuring to see one of the biggest companies in the world** so committed about sustainability. **I hope I can be a part of this project and help affect the change for the better.**

“ **Thank you for your email – I** wanted to share that I am incredibly **excited to see that this year, consultancies such as EY, has expanded their offering in Sustainability positions that I’ve** closely been following and hoping for roles to develop, **as I am a huge sustainability enthusiast.**



Emails

Being part of the talent community meant a personalized experience for members

1. Information on EY's own sustainability efforts
2. Direct access to what EY consultants are delivering
3. Exclusive or early invitations to events



Hi Sean,

It's been a couple of weeks since you joined the community and I wanted to share with you some further info on our Sustainability mission here at EY. Click below to hear from Rob, our Managing Partner for Sustainability as he outlines more on our plans and our impact in this space.

You can also learn more about what we're doing to drive the sustainability agenda and what it's like to be part of our EY Carbon team.

[Sustainability at EY](#)

There's also a quick poll which I'd appreciate you completing located within the brochure which will help us to continue to deliver relevant content to the community!

If you have any queries or feedback, please do let me know. Have a good day!



Webinars & content



What can we take away from COP27?



Steve Varley
Global Vice Chair Sustainability, EY

23 articles [+ Follow](#)

November 24, 2022

By [Steve Varley](#), EY Global Vice Chair, Sustainability, and Dr [Matthew Bell](#), EY Global Climate Change and Sustainability Leader.

Progress on the sidelines of COP27's negotiations tells us much about the key

COP27 reflections webcast
90 registered, 71% CTR on emails!



Hanne Thornam • 2nd
EMEIA Deputy Leader & Markets Lead, Climate Change and Sust... [+ Follow](#)
2w •

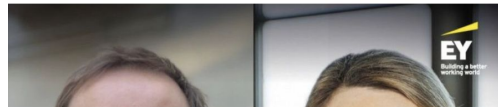
My wonderfully passionate and knowledgeable colleagues [James Higham](#) and [Nathalie Clément](#) will talk about nature, biodiversity and CSRD on May 11! 🌱🌿🌲

They will discuss how companies can start their nature positive journey by assessing their nature impacts and dependencies in accordance with Corporate Sustainability Reporting Directive (CSRD) and Taskforce on Nature-related Financial Disclosure (TNFD).

They will also present what best-practice companies are doing to assess their nature footprints and reduce their impacts.

We hope that you will join our session on Bridging Business and Nature: The Role of CSRD. Register on <https://go.ey.com/3oMtWF2>

[#BetterWorkingWorld](#) [#Biodiversity](#) [#CSRD](#) [#TNFD](#)
[Dan Jakob Wangen](#) [Lars Fermann](#) [Jarrod Luxton](#) [Outi Alestalo](#) [Frederic Papon](#) [Hildegunn Sandal](#) [Sascha Gabriel](#)





Careers in Sustainability

(23 May 2023)

140

Candidates
registered to
date

13%

CTR on
community
campaign

54%

Open rate on
community
campaign



Part 2: Investing in employer branding





Three further communities, yielding a total of 415 candidates who have applied



TECH

(763 in community)

91%

Engagement level

9.1%

applied via the ATS



ASSURANCE

(559 in community)

69%

Engagement level

13.4%

applied via the ATS



NORTHERN IRELAND COMMUNITY

(1205 in community)

69%

Engagement level

10.2%

applied via the ATS

Part 3: Personalizing the experience





Candidates can choose their preferred communication mode



Video



Audio



Infographic



Narrative

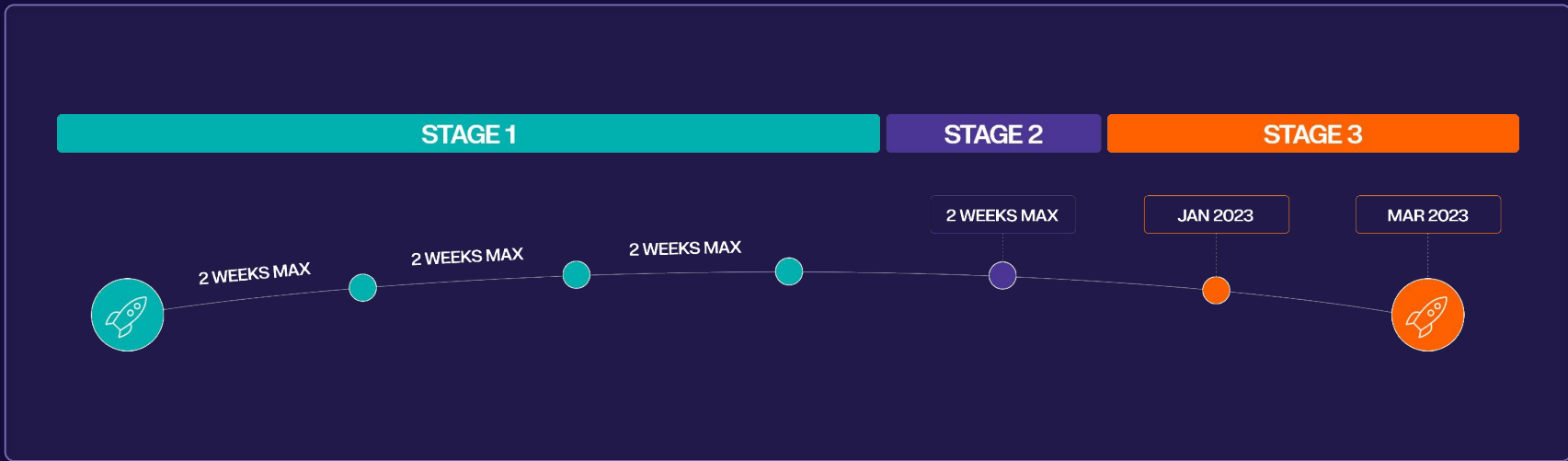


All of these

(Beamery has been critical to enabling this flexibility)



Clear & transparent timelines for the recruitment process





Some best practices to leave you with



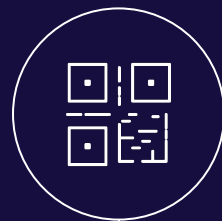
**Build
relationships
(communities)**



**Invest in
Employer
Branding**



**Be as
personalized
and inclusive
as possible**



**Leverage
technology to
do all of the
above and break
the silos**



Our clients achieve a strong ROI with Beamery

16%

Reduction in Time to Hire

30%

Reduction in Time to Fill

35%

Reduction in Ad Spend

2x

Improvement in search accuracy

20%

increase in balanced gender resourcing

2.5X

Increase in retention for employees from under-represented backgrounds

90%

Reduction in admin cost linked to critical talent programmes

30%

Roles filled with internal candidates



Ethical AI: Keeping you safe & compliant

Opaque AI



Data Privacy & IP



Hallucinations &
Explainability



Legal compliance



Bias in training data and
outcomes



Governance

Beamery AI



Fully compliant with data
protection laws



Transparent rationale &
candidate preferences



Compliant with existing and
upcoming AI legislation



Explainability Statement and
third party audit of AI models



Human Governance & AI
Ethics Committee



Delivering results for the world's biggest brands



Talent lifecycle management to support proactive, engaging pipelines of qualified talent through rapid large-scale sourcing campaigns, targeted talent searches and centralized sourcing data.

75%

Reduction in sourcing time



Realignment of approach to talent intelligence with streamlined view of talent lifecycle with Workday at the center, leveraging Beamery to iterate and optimize process, improving candidate experience in fewer steps.

20%

bottom line cost reduction



Internal marketplace as primary method for self-guided career growth and opportunities with identity masking to reduce bias in candidate selection. Automation of talent lifecycle management processes, and central repository to understand employee skills/potential.

2.5x

increase in tenure



Database for proactive, automated sourcing and engagement strategies based on inferred skills AI and skills-based matching, as well as nurturing and engaging top diverse talent.

3x

increase in conversion of diverse talent



To hear about how Accenture,
Canva and Blackrock hope to
'never post a job again' [go here](#).



And to discuss the
ROI Beamery could deliver
to your business [go here](#) (and
mention RecFest in the comments).