wortell

E-book

How Wortell attracts talent

Recruitment & Employer Branding

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Introduction

1   Introduction

In a world where talent takes center stage, finding and retaining the right professionals is a daunting task. The balance in the labor market has shifted in recent years. Whereas employers previously had the upper hand, candidates now play a more active role in their career choices, and various organizations (especially in niche professions) try to attract them. These candidates are well-informed and seek organizations that offer more than just a job: they want a place where their values and ambitions are shared. At Wortell, we strive to understand these trends and adjust our recruitment and employer branding strategies accordingly to achieve a good match between company and candidate.

In this e-book, we share insights into how Wortell approaches recruitment and employer branding. We cover the following seven topics:

- Strategy & Vision
- Labor Market Communication
- The Use of AI in Recruitment
- Community Management
- Referral
- The Candidate Journey
- Pre- and Onboarding

By exploring these topics, we aim to provide an overview of our approach and how we strive for a mutual match between Wortell and potential employees.

Whether you are a recruiter, HR professional, organizational leader, or simply interested in Wortell's approach, this e-book offers valuable insights and inspiration for shaping your own recruitment and branding strategies.

We empower people.

2 Strategy & Vision

In today's labor market, people seek not just employment but also meaning and passion. At Wortell, we believe that the true difference lies not in the 'what' or 'how,' but in the 'why' behind our actions. Our approach is simple: we aim to attract not only the best talent but especially those who truly believe in our mission and values: empowering people through Microsoft technology.

The Deeper Purpose of Our Strategy

When organizations embrace their "why," the entire recruitment and employer branding process transforms into a reflection of their core values and beliefs. Here are the essential pillars that shape our approach:

- **Be Clear About the Organization's Needs:** It's crucial to know exactly what your organization requires. This goes beyond merely filling a vacancy; it involves understanding the long-term goals, culture, and values of the company. When you have a clear grasp of your organization's needs, you can better determine the type of person you are looking for and what skills and qualities they need to possess to not only fulfill the role but also contribute to the company's growth and success.
- **Know Your Target Audience and Where to Find Them:** Merely knowing what kind of candidates you want to attract is not enough; you must also know where they spend their time and what appeals to them in a job. This means conducting research on behavior, interests, and habits. By truly understanding your target audience, you can more effectively tailor your recruitment strategies and increase your chances of finding the perfect candidate.
- **Use a Mix of Different Channels and Techniques:** There are numerous ways to reach potential candidates. Whether it's through job boards, social media, events, or word of mouth, it's important to adopt a varied approach. By diversifying your strategy, you reach a broader audience and enhance your chances of finding the ideal candidate.
- **Measure the Results of Your Efforts:** Every recruitment effort should be evaluated to determine its effectiveness. This means regularly taking the time to analyze which techniques work and which do not. This way, you can get a clear picture of where to best allocate your time and resources.
- **Manage Your Budget Efficiently:** Recruitment can be costly, and we all know that. It's crucial to have a clear budget and manage it efficiently. This means making smart choices about where to spend your money and always looking for ways to get more value from your investments.

The Methodical Approach of 'ESSA'

Wortell employs a structured and systematic approach to recruitment, which we call 'ESSA.' This stands for four crucial phases that help us build a resilient and effective recruitment process:

- **Eliminate:** Our first step focuses on prioritization. By removing redundant tasks and processes, we concentrate on what truly matters, allowing us to work with clear focus and efficiency.
- **Simplify:** Here, we focus on unraveling complex procedures. By simplifying processes, they become more intuitive and easier to execute, leading to faster and more effective implementation.
- **Standardize:** In this phase, we strive for uniformity. By implementing standardized processes and guidelines, we minimize the risk of errors and ensure consistent quality in all our activities.
- **Automate:** Our final step embraces the power of technology. We automate recurring tasks, which not only saves time but also increases the overall efficiency of our process.

By consistently applying these four steps, we have developed a recruitment process that is not only solid and effective but also scalable. This allows us to grow with our ambitions. In the dynamic world of recruitment, it is essential for recruiters to be flexible, willing to take risks, and quick to adapt to changing market conditions. Above all, we believe that authenticity is the key to distinguishing ourselves in an increasingly competitive market.

3 Labor Market Communication

Communicating the Pillars: Community, Technology, and the Pride of the 'Nerd'

Our labor market communication is like a symphony composed of three notes: Community, Technology, and what we affectionately call 'Nerd' – a title our IT professionals wear with pride.

- **Community**: We believe harmony is created through collaboration. Our passion for technology resonates not only within our company but also with our clients and partners.
- **Technology**: In the tech world, we strive to always be at the forefront. We aim to work with the latest technologies and make them our own. With expertise in Microsoft technologies, we consistently raise the bar.
- **Creativity (Nerdy)**: Additionally, Wortellers are creative. We embrace our unique brand of 'nerdy' and play on nostalgic themes that resonate with our target audience.

The Strategy: A Melody of Four Notes

Based on the Touch-Tell-Sell-Care principle, we have developed a strategy that strikes every note in the melody of engagement:

Touch: This is all about the first impression. We focus on reaching our target audience where they are most active. Through carefully chosen channels, we spark curiosity and interest with engaging content, making them want to learn more about who we are and what we do.

Tell: We share in-depth, meaningful stories that provide a glimpse into our daily operations, successes, and challenges. This highlights not only our professional expertise but also the values, norms, and culture that make Wortell unique.

Sell: It's not just about selling a job but presenting an opportunity. Whether it's a challenging vacancy or an inspiring event where knowledge is shared, we ensure potential candidates see the value and opportunities we offer.

Care: This is where we deepen the relationship. We recognize the importance of sustainable, mutually beneficial relationships. Therefore, we invest in sharing valuable knowledge and creating memorable experiences, whether through webinars, inspiring learning journeys, or rewards.

Practical: The Four Chapters

When we focus on our core themes - Community, Technology, and the playful 'Nerdy' (Creativity) - we bring them to life during the Candidate Journey. In this section, we dive into the practical side of how these themes are integrated into our daily work, projects, and interactions, mapped out across all touchpoints with our potential candidates.

Touch – Binary Blaze: A mix of Nostalgia and Technology

In our Awareness phase, we are currently introducing "Binary Blaze", a comic book that appeals to IT professionals by combining nostalgic elements with technological innovation. The stories are set in environments such as Data Centers and Security Operations Centers, giving readers a captivating glimpse into our IT world.

"Binary Blaze" is more than just a comic; it's a unique fusion of nostalgia and technology. It blends the past and present in an engaging way, making it interesting for tech enthusiasts. We promote this to our target audience through a teaser trailer, connecting Wortell, comics, and the IT world in a playful manner. For those seeking the perfect combination of nostalgia and technological advancement, "Binary Blaze" is a must-read. This way, we lead potential candidates to our website, creating a positive first impression of the Wortell brand.

Tell – Wortell from the Inside: Our Stories, Our People

In the 'Tell' phase, the goal is not just to communicate but to truly connect and inspire. We reveal the core of Wortell's teams by spotlighting their stories, achievements, and growth. We introduce not only the projects we are proud of but also the challenges and obstacles they have navigated and the techniques that are used. This aims to present an honest and nuanced view of Wortell. We translate this into genuinely curated content - both written and visual - where our team members share their experiences with Wortell.

It's not just about the current status but also the journey to get there. We involve our audience in the evolution and development of our teams and individuals. We package this in a mix of formats to reflect the diversity of our teams and their experiences, resulting in various stories that collectively form the authentic face of Wortell.

Sell – From Vacancies to Visions: Recruitment and Knowledge Sharing

In the 'Sell' phase, Wortell goes beyond traditional recruitment approaches and also leverages moments of knowledge sharing, such as meetups and webinars. Examples include our job videos, designed to highlight not only the role and expectations but also the culture and environment in which they will function. This experiential approach allows candidates to truly envision themselves in the position and environment before taking the step.

Additionally, we contribute to the community by sharing knowledge within various fields. Through meetups, webinars, and livestreams, we emphasize our commitment to knowledge sharing and community growth. The goal is to position Wortell not only as an employer but also as a thought leader who actively contributes to the advancement and enrichment of the sector.

Care – Engagement and Rewards: From Game nights to Great Adventures

In the 'Care' phase, we believe that recognition and appreciation of employees go beyond formal acknowledgments and systematic rewards. Instead, we enter the realms of continuous engagement, creating moments that not only recognize achievements but also celebrate the individuals behind those achievements. Our initiatives, such as Game Nights, are moments of interaction, bonding, and celebrating the community we have built together. It's also a moment where we reward our employees for their dedication.

Our 'Referral Roulette' is another intrinsic element where we recognize the importance of everyone's contribution to Wortell's growth. By rewarding employees for introducing new talent to the organization, we celebrate not only their networking abilities but also their belief and trust in Wortell as a great place to work. This varied approach to 'Care' values contributions in a formal manner while also creating space for spontaneous, genuine appreciation and celebration of our shared success.

The Four Phases: The Complete Scopte

These different phases provide a rich, nuanced view of how we approach every aspect of the employee journey. From the initial introduction to the ongoing relationship and development within the organization, the focus is consistently on authentic stories, substantive insights, and genuine, deep-rooted care for the people who are part of Wortell. A blueprint of these four phases can be found in the appendices in Chapter 10.

4 The Use of AI in Recruitment

Integrating AI and Recruitment: A New Era in Talent Acquisition

At Wortell, we recognize the power of artificial intelligence (AI) and advanced technologies as means to elevate our labor market communication and recruitment processes to new heights. Our commitment lies in developing optimized and intelligent strategies that not only align with potential candidates but also have a sustainable impact on our entire organization.

Refining Job Marketing with Large Language Models

At Wortell, we employ Large Language Models (LLMs) like ChatGPT, Gemini, and Copilot not only to create job postings but also to analyze and enhance existing texts. This enables us to optimize job descriptions for the most suitable candidates. By ensuring an inclusive writing style, we prevent the exclusion of potential candidates based on sentence structure.

However, it is essential that these texts are not created from scratch using an LLM to avoid detection by search engines like Google, which could affect our website's SEO ranking. As a test, AI-generated texts can be run through an AI analyzer tool to check if they are indexed as AI-generated by search engines. Various tools for this purpose are available online.

Data-Driven A/B Testing and Job Marketing

To improve the effectiveness of our recruitment efforts, we systematically conduct A/B tests. This allows us to compare different approaches and determine which is most successful in attracting the right candidates. We integrate artificial intelligence into our marketing strategies to continuously optimize and refine them based on real-time data. Instead of repeatedly crafting texts ourselves, we use ChatGPT to experiment with different writing styles, such as the 7 principles of Cialdini. This helps us determine which styles resonate best with our target audience and allows us to easily continue experimenting with new content.

Video Creation and Optimization: Connecting Dynamically and Emotionally

Video marketing is an essential part of our recruitment mix. The AI tools we use for this purpose are Kapwing and Opus Clip. Kapwing is a handy tool that automatically generates subtitles for our videos, removes silent moments, and even creates videos from text prompts (although this feature is still in its early stages). This not only saves time but also ensures that our videos are of higher quality.

With these tools, we can optimize video content for maximum impact while spending less time on it ourselves.

5   Graphic Creativity and Innovation: Bringing Your Imagination to Life

Using text-to-image tools like Midjourney, DALL-E 3, and Adobe Firefly, we unleash our creative expression, creating, enhancing, and optimizing visual images. In the past, we often relied on freelancers from various platforms to design images, logos, or stickers for us. These tools enable us to save on graphic production costs and realize these tasks in-house. This not only saves us time but also eliminates expenses for such graphic design tasks. Moreover, there is no risk of miscommunication during content delivery, as anyone, even without graphic design experience, can create everything. The only limitation is one's own imagination.

Our ultimate goal in all of this is the seamless integration of AI and other technologies, not as substitutes for human interaction and creativity, but as enhancers that enable us to work more efficiently, purposefully, and authentically.

Revolutionizing Interview Administration: Your Personal AI Assistant

At Wortell, we leverage cutting-edge AI tools to streamline our recruitment processes, ensuring efficiency and accuracy. One such tool is Carv, an AI assistant that takes interview administration to the next level.

Carv accompanies you in your interviews, analyzing and transcribing the conversation in real time. This powerful tool conducts a gap analysis between the candidate's responses and the requirements of the open position. By identifying key areas where the candidate excels or falls short, Carv.com provides a comprehensive score along with a detailed summary of the interview.

This summary, complete with a score, is then forwarded to the hiring manager, offering a clear and concise overview of the candidate's suitability for the role. By automating these administrative tasks, Carv allows recruiters to focus on building meaningful connections with candidates and making informed hiring decisions.

An Overview of the Tools We Use:

- ChatGPT – Developed by OpenAI, this language model is capable of understanding and generating human-like text based on a given prompt. The Plus version integrates Dall-E 3 for creating images.
- Kapwing – An online platform offering various digital media editing tools, allowing users to easily and collaboratively create, edit, and share videos, images, and GIFs across different platforms.
- Opus Clip – A generative AI tool that assists in creating animated images based on textual descriptions or converting long videos into short clips. It serves filmmakers, game developers, and content creators by providing an intuitive platform for generating visual content.
- Midjourney – An AI-powered tool that transforms digital design by converting text prompts into photorealistic images or artistic visuals. It acts as a digital artist bringing creative ideas to life.

- Carv – An AI tool that participates in your job interviews. It analyzes and transcribes the conversation, performing a gap analysis between the candidate and the open position. It provides a score and summary, which is then sent to the hiring manager.
- Gemini – A Large Language Model, comparable with ChatGPT. While ChatGPT excels in text generation and conversation, Gemini leverages AI for data analysis, offering deep insights and recommendations to enhance recruitment outcomes.
- ElevenLabs – An advanced AI tool specializing in voice synthesis and natural language processing, enabling the creation of realistic and dynamic voiceovers for various applications.
- Suno – A comprehensive AI platform that supports creative projects by generating music and soundscapes based on user inputs, tailored for musicians, game developers, and content creators.
- ChatSimple – An AI chat tool integrate-able on your website designed for efficient visitor interaction, providing quick, accurate responses to enhance user experience and customer satisfaction.
- Microsoft Copilot –AI-powered assistant integrated into various Microsoft 365 applications like Word, Excel and Outlook, designed to boost productivity and streamline tasks.
- Perplexity – Comparable with the AI version of Google. Able to give you a summary of the multiple outputs you would normally get when Googling something. A handy research tool.
- Blaze – A dynamic AI tool that optimizes marketing strategies by analyzing consumer behavior and trends, offering actionable insights to improve campaign effectiveness and engagement.

Our own Custom GPT's

- Recruitment Radar: A GPT designed for enhancing employer branding and recruitment processes. It provides insightful strategies and tailored advice for creating attractive job descriptions, optimizing recruitment workflows, and developing a compelling employer brand. Recruitment Radar GPT helps Talent Acquisition professionals and hiring managers in making informed decisions, improving candidate experience, and streamlining the hiring process.
- EVP Advisor: A GPT designed to help companies create their Employee Value Proposition (EVP) using the 40 motivators model. It starts with a questionnaire to identify top motivators, followed by in-depth questions. It offers targeted advice on reflecting these motivators in the EVP through policies and communication, enhancing employee engagement and employer branding. (created in Dutch, but usable in every language)
- Boolean Builder: Crafted to assist recruiters in creating precise Boolean search strings for LinkedIn Recruiter. It enhances candidate search efficiency by generating optimized search strings with relevant job titles, synonyms, and common misspellings, ensuring comprehensive and

accurate results for talent acquisition professionals. (created in Dutch, but usable in every language)

- Referral Radar: A GPT that specializes in optimizing employee referral recruitment strategies. It offers tailored advice for creating, promoting, and enhancing referral programs, motivating employee participation, and measuring program success to attract top talent through internal networks. Referral Radar assists HR professionals in leveraging referrals to improve hiring outcomes and foster a culture of proactive recruitment within organizations. (created in Dutch, but usable in every language)

6   Community Management

Weaving human connection and knowledge

Communities are groups where both ideas and knowledge are shared, often expressed through events and gatherings where professionals from the same field come together. Especially in the IT sector, there is a vibrant and growing interest in such gatherings. At Wortell, we are consistently rooted within this community landscape and have incorporated this into our strategic recruitment approach. Three main communities form the core of our engagement:

- **Azure Platform Engineering (APE)**: In this relatively new community, Azure infrastructure specialists come together to share knowledge.

- **Dutch Microsoft Security Meetup**: This network, with a sharp focus on cybersecurity, provides a platform for experts to explore the latest developments and challenges in cybersecurity.

- **Dutch Women in Tech**: This community creates an inspiring space specifically for women in the tech sector, promoting connection and inspiration among women in ICT.

In addition to these, we maintain relationships with various other communities and ensure a strong presence at renowned events such as Experts Live, Azure Lowlands, and our self-initiated Community Day.

Why Invest in Community Management?

For us, investing in community management is a strategic choice to build sustainable relationships and contribute to the growth of a unique pool of talent in the IT sector. This not only creates value for our organization but also aims to provide reciprocal value to our communities through insight and engagement.

- **Insight into the Target Audience**: Community involvement allows us to not only feel the dynamics of our target audience but also to build and maintain relationships.

- **Cost-Effective Engagement**: It creates a pathway to developing authentic interactions with potential candidates without requiring a large financial investment.

- **Affirmation of Values**: Being present within the communities highlights and brings Wortell's core values to life while also providing a contact point with potential candidates.

The Benefits for the Organization

Active community management is not just a strategy but a way to collaborate, learn, and grow with the IT community. We see it as a means to increase our visibility and genuinely stimulate engagement in knowledge exchange and strengthen relationships with potential candidates.

- **Enhanced Presence, Both Online and Offline**: By actively managing communities, the visibility of your organization and job openings is strengthened in an authentic and human way.

- **Promotion of Knowledge Sharing**: This not only stimulates the exchange of knowledge but also positions your organization as an intellectual leader within the sector.

- **Candidate Engagement**: It builds a bridge to potential candidates, allowing us to not only reach them but also engage them on a meaningful level.

- **Feedback Mechanism**: It serves as a reliable source for receiving and processing valuable feedback, which can be used to refine your organization and recruitment strategies.

At Wortell, we delve deeply into community management. For us, it is more than just a method; we focus on harmoniously bringing together the organization, the community, and the individual professional in a way that is positive and valuable for everyone involved.

7 Referral

Creating Everlasting Memories

Referral recruitment often presents a double-edged sword; on one hand, it offers a cost-effective method to tap into new talent, while on the other, maintaining an active program within an organization can be a common challenge. At Wortell, we decided to shift the focus from standard financial rewards to creating everlasting memories.

The Challenges

Setting up a referral program brings its own challenges, where it is important to balance what motivates the employee and what is sustainable for the organization.

- **Reward Mechanism**: It is crucial to design a reward system that balances intrinsic and extrinsic motivation and provides lasting memories for employees.

- **Engagement**: Creating a culture where employees are proactively involved in the referral program requires more than just a call to action.

- **Added Value**: Above all, the program must have a clear, positive impact, not only for the organization but also for the individual employee.

The Solution

In our quest to create a meaningful and effective referral program, we explored where the desires and needs of our employees lie. From this, four key aspects emerged that were crucial to the success of the referral program:

- **A Game Element**: At Wortell, we transform the experience of winning a prize into an exciting moment. Instead of simply sending a financial bonus, which is often quickly forgotten, we anchor the joy of winning in a game. It is not just about the prize but the whole experience surrounding it, enhanced by the excitement of what will be won. With prizes chosen by our employees themselves, there is always something for everyone. The prizes range from a new game console or a Kamado barbecue to a trip to New York. If the employee already has the prize or it is not appreciated, we always ensure a suitable solution.

- **A Touch of Nostalgia**: Our reference to the well-known 'Wheel of Fortune' is not only a game mechanism but also a way to evoke a bit of nostalgia among employees. The iconic game show jingle with which we start the update puts employees in the mood for spinning the Referral Roulette.

- **The Desire to Be Surprised**: While surprises are often appreciated, we recognize the need for a certain degree of predictability to prevent disappointment. By allowing employees to choose their desired prizes

themselves, we combine the best of both worlds: a surprise that is guaranteed to be well-received, wrapped in a moment of uncertainty and excitement.

- **A Company-Wide Update Moment**: By integrating the 'Referral Roulette' into our monthly company updates, we create not only a platform that draws attention to the available prizes but also a consistent reminder of the importance and value of participating in the referral program. This makes the program not just an afterthought but an established, monthly celebration within the organization, where everyone is reminded of the impact their contributions can have.

These four aspects enable employees to create valuable and lasting memories in a playful way.

Results

Since the implementation of the 'Referral Roulette' three to four years ago, we have achieved an annual referral rate of 45% to 60%, which is a substantial increase compared to the previous 11%. This not only highlights the success of this approach but also the potential that a well-designed and authentic referral program can have within the organization.

8 The Candidate Journey

The Experience from Interested to New Employee

Navigating the candidate journey can often be seen as a discovery voyage, where the applicant immerses themselves in the culture, values, and people of an organization. At Wortell, we have chosen a careful approach to make this process seamless, transparent, and infused with our values.

The Essence of the Wortell Experience

Our careers website is more than just a place where people can apply; it's a reflection of who we are. This allows us to communicate the essence of the Wortell culture while providing a smooth and positive experience for everyone visiting our careers page. With just a few clicks, applicants are guided to a simple application form, designed with a minimal set of required fields to keep the application threshold low.

Challenges in the Candidate Journey

Despite our efforts, we recognize that there are aspects in the industry that may not contribute to an optimal candidate journey. Here are some challenges and how we proactively anticipate them:

- **Clarity in Job Descriptions and Company Culture**: To avoid confusion or mismatched expectations, we ensure our job descriptions not only explain the roles and the company textually but also include a visual agenda. This agenda outlines the daily tasks of the candidate with clickable items for more details. We also provide a work distribution chart showing the types of tasks and their proportions. As well as department pages to highlight team culture, members, and technologies used, giving candidates a clear view of the organization, the team, and the role.

- **Complexity in the Application Process**: We believe in facilitating an efficient and seamless application process, ensuring candidates are not discouraged by excessive steps or information overload. Many organizations still require account creation or long forms with numerous mandatory fields. Every extra step is a potential drop-off point. Often, cover letters and resumes are mandatory, yet many candidates access job listings through mobile devices. By allowing candidates to apply without a resume or cover letter and sending a follow-up email requesting these documents, we increase the likelihood of filling vacancies promptly.

- **Responsiveness and Speed**: Timely and empathetic communication is a priority. We respond quickly and adequately to all applications and inquiries to maintain the candidate's interest. If a candidate is not a fit, we ensure timely rejection to avoid uncertainty. During the interview process, prompt scheduling is crucial to keep candidates engaged and prevent them from losing interest or choosing another employer.

- **Flexibility in Interview Methods**: Recognizing that candidates may have current job commitments, we offer various interview options, such as video interviews and flexible schedules, to meet the diverse needs and preferences of potential candidates.

The Wortell candidate journey is one where we continually strive to balance operational efficiency with a human-centric approach, aiming for a meaningful and memorable experience for every person wanting to be part of our community.

9   Pre- & Onboarding

As the Recruitment team, we want to ensure a smooth transition for new employees, from the moment they receive an offer to their first week at Wortell. This journey is divided into two chapters: preboarding and onboarding.

Preboarding: Maintaining Contact Between Offer and First Day

This crucial period, typically lasting 1 to 2 months, covers the time between contract signing and the first day of work. During this phase, the candidate often finishes their current job and prepares for their new role with us.

- **Onboarding App**: We have developed a dedicated app that continuously sends important documents and information to the new hire from the moment they accept the job offer until their start date.

- **Preparation for Start**: Before the new hire starts, we send a welcome package and schedule a meeting to answer any questions and discuss the first day.

- **Technological Preparation**: We ensure all necessary equipment and access are ready, such as sending a pre-configured laptop in advance.

Onboarding: Integrating New Wortellers

Our focus is on the smooth integration of new employees. From their first day to the one-month review, we ensure every new hire feels supported, informed, and valued.

- **First Day**: After a warm welcome, the new hire receives a tour of the workplace, facilities, and meets their new team. We then discuss the onboarding plan for the upcoming weeks.

- **Mentorship**: Every new employee is assigned an experienced colleague as a mentor for the first few weeks to provide guidance and answer questions.

- **First Week**: This week focuses on training and integration, with sessions on our systems, processes, and procedures. The new hire is also introduced to ongoing projects and discusses how they can contribute.

- **Feedback**: We organize various check-in moments to answer questions, provide feedback, and receive feedback. Every month, we use these insights to improve our preboarding and onboarding processes.

- **Final Evaluation**: After the first month, we evaluate the onboarding period during a progress meeting, discuss goals and expectations, and organize informal coffee moments with other departments to gather feedback on our onboarding process.

Thanks to this detailed and careful approach, we not only guarantee a smooth start but also build long-lasting relationships, ensuring new team members feel welcome and valued from day one.

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10 Closing words

Thank You for Reading Our E-Book on Recruitment and Employer Branding at Wortell

We appreciate you taking the time to explore how we at Wortell approach recruitment and employer branding. Our goal is to create an organization where people love to work together and achieve great things.

In this e-book, we've shared insights on how we develop our strategy, leverage technology and creativity, ensure new hires have a great start, and keep our team members happy and engaged. We've also discussed our collaborations with various communities.

However, we want to emphasize that this is our way of doing things at Wortell. We don't claim it to be the perfect method for all companies. We're simply sharing our stories and experiences in the hope that others may find them interesting.

We continually learn new things and experiment with new methods. Our ways of working will evolve, new stories will emerge, and our Wortell family will continue to grow and flourish. We aim to be a place where people not only work but also learn, discover, and feel at home.

Thank you for joining us on this journey. We look forward to all the adventures and stories that are yet to come at Wortell.
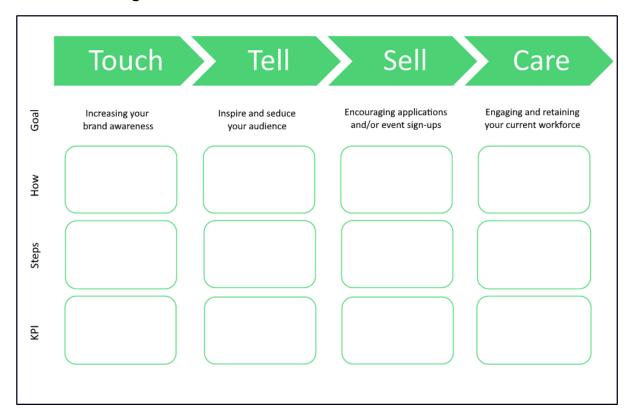
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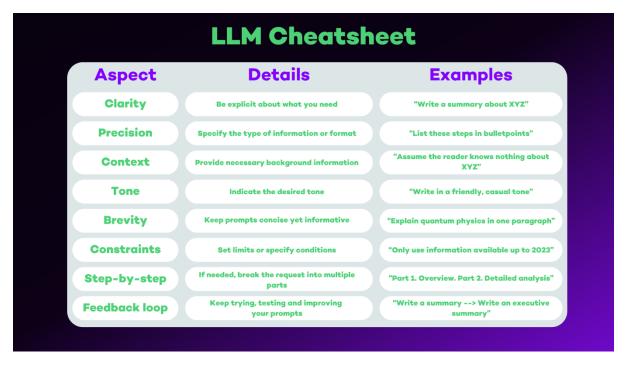
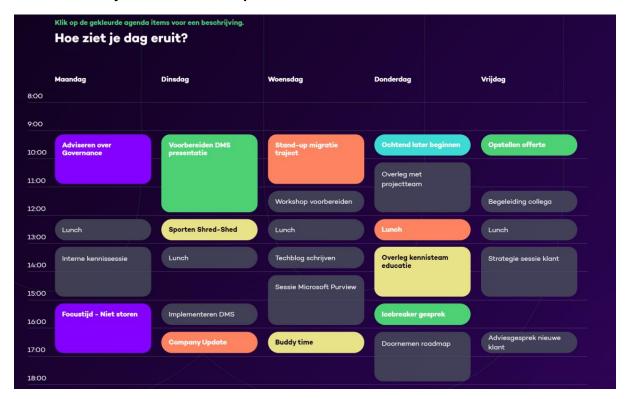# 11 Appendices & Examples

10.1. The 4 stages of labor market communication

10.2. Large Language Model Cheatsheet

10.3. Vacancy calendar example

10.4. First page of the comic "Binary Blaze"