

EXAMPLES FOR THE TRAINER

Just a few decades ago, industrial machines were the dominant technology, and market success was often determined by factors directly related to the product (e.g., availability, quality, packaging) and price.

Currently, information and communication technologies play a key role, thanks to which customers are well informed and the market is transparent. This was the case in one organisation dealing with the acquisition of new employees for a corporation.

The recruitment specialist conducted a number of interviews with candidates for the position of an IT specialist at the Staff Engineer level. However, operating in 2021, he had to conduct all interviews online. He used ZOOM and Teams depending on the candidates' capabilities and access. He was very well prepared in terms of content and technology for recruitment. He wanted to select the best candidate from hundreds of applications. What determined the success of the interviews and communication?

Availability of our specialist on links and messengers. The best candidate had several questions after the interview, and the specialist answered them all very quickly via the chosen messenger, thus the candidate decided to move to a new company in just 2 months, which was a great success and allowed the launch of a new IT project in the corporation that month. Online communication often streamlines and accelerates processes, which is its clear advantage.

