



ALLIANCE FOR  
ORGANIZATIONAL  
EXCELLENCE LLC

## BECOME A TALENT MAGNET



HOW WILL YOU ENTICE, ENDEAR  
AND ENGAGE TOP TALENT?  
WHY SHOULD THE BEST CANDIDATES  
CHOOSE TO WORK FOR YOU,  
CHOOSE TO DEDICATE  
THEMSELVES TO YOUR SUCCESS  
AND CHOOSE TO STAY?  
**WE HAVE THE SOLUTION!**



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WE STRENGTHEN YOUR REPUTATION  
AS AN EMPLOYER OF CHOICE SO  
YOU CAN ATTRACT, OPTIMIZE  
AND RETAIN TOP TALENT

[UExcel.com](http://UExcel.com)



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## The **TalentMagnet** Employment Branding Solution Gives You Competitive Advantage and Helps You Attract Top Talent...

A strong employment brand (e-brand) acts as a magnet that draws in talented workers and influences them to “buy” your company’s value proposition, providing a steady flow of qualified applicants.

- Are you communicating a compelling proposition on your career webpage, job postings and candidate collateral?
- Does your messaging entice, endear and engage top talent, influencing them to seek employment with your organization?

Our TalentMagnet E-Branding Solution gives you competitive advantage and helps your organization “stand out from the crowd” to attract the best candidates.

### **The Hottest HR Practices + Video Technology Gives You The Edge**

We are committed to strengthening your reputation as an employer of choice so you can attract, optimize and retain the best talent. Our 20+ years experience in human resources and organizational development means we understand your talent acquisition challenges and can offer proven solutions.



We combine our expertise in HR with 30+ years experience of high-end video production. Now instead of just telling prospective job candidates your organization is a great place to work - you can show them! If a picture is worth a thousand words then video of your employees telling their real stories about why they love working for your organization is priceless! In fact, studies show a good recruitment video can increase job applications by 30% and qualified applicants by 100%!

### **Let Us Help You Become A Talent Magnet!**

1. Visit us online at [www.Uexcel.com](http://www.Uexcel.com) and click on the MAGNET
2. View some of our best recruitment videos and imagine what we can do for you
3. Contact us at e: [info@Uexcel.com](mailto:info@Uexcel.com) or p: 858.481.7742 to get started

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## The TalentMagnet Employment Branding Solution Includes:

### Employment Brand Development

- Creative consulting to identify your unique employment value proposition
- Development of key themes and messaging to communicate why qualified candidates should choose your organization
- Comprehensive recommendations to strengthen your employment brand and improve recruitment results, including valuable tips on how to use your career webpage and job postings to entice, endear and engage the best candidates

### Complete Video Production

- One day onsite video shoot includes: four in-depth video interviews with key stakeholders, eight mini interviews with selected employees and professional B-Roll (background shots)
- Professionally produced and edited 3-4 minute video

### Custom Video Template Design

- Custom video template to house your video with direct links for viewers to complete an application and contact you directly

### Online Streaming Video Hosting

- Conversion to Flash and Windows Media formats for streaming video
- Video is hosted on our server for term of contract or uploaded to client server
- Copy of video is provided to client in DVD format for use at job fairs

### DVD Production

- 100 DVD's for distribution to potential candidates

This complete service is offered at the low, introductory rate of:

**\$995/month\*** FOR 12 MONTHS \* Does not include nominal travel expenses



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## Do's and Don'ts of Recruitment Videos

### DO:

- Hire a professional video production team that specializes in recruitment videos
- Highlight your unique value proposition and key messages
- Feature employees who represent the DNA of your target audience
- Ask interviewees to stand not sit for better delivery and energy
- Appeal to prospective candidates on an emotional level (stories stick, facts don't)
- Show real employees sharing real stories
- Limit the video to 3 to 4 minutes
- Include a strong call to action

### DON'T:

- Hire your uncle's brother to produce the video
- Interview people sitting behind their desks
- Hire a sloppy crew who intimidates interviewees
- Over script interviewees
- Use a voice-over to tell your story
- Rely on static images and stock footage
- Make it all about your CEO
- Ask poorly prepared questions - they will elicit poor answers
- Promise anything you can't deliver

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