

Customer First Personalized Experience On Global Scale

Eva Čásenská – Head of Talent Acquisition EMEA

EMEA

2.45 bn
inhabitants



835 Mio Europe
415 Mio Middle-East
1200 Mio Africa



Growth in GDP/capita
2,3% EU
2,7% for EM

Stable unemployment rate 2015-2017:
~8% EU
~7% EM
(exception of South Africa ~27%)

Johnson & Johnson in EMEA

>9000 open roles in EMEA per year
>200000 applications in EMEA per year

>43,000 employees in more than 45 countries
79% in Europe
21% in EM

Q4 2015

Q1 2017

Q2 2017

Q3 2017

Q4 2017

ES&P

My
Next
Step

Textio

Data
IntegrityBe Vital
App

Shine



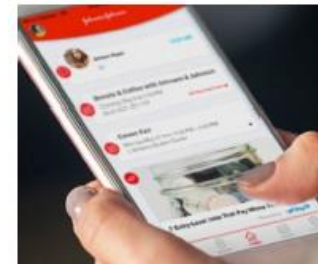
Careers.jnj.com

Tells a story about J&J as Employer to differentiation and create an emotional connection with prospect candidates.



Textio

Leverages Artificial Intelligence to reduce bias, boosting diversity in minutes.



Be Vital App

Connects university students with J&J employees to help them move from campus to a career through a mentorship experience.



Shine

Brings transparency and helpful content for every candidate throughout the J&J hiring experience.

We have **advanced** significantly and are receiving accolades for our great work:

FORTUNE

#1 Employer Brand
in Fortune 500
Employment Brands
report.

CandE AWARDS

**#1 in Candidate
Experience** in North
America, EMEA and
APAC.



Alex Gorsky

Chairman of the Board and Chief Executive Officer, Johnson & Joh...
4d

When I attend speaking events at universities, I've always found the opportunity to connect with potential talent to be the most rewarding aspect. For anyone interested in a career in healthcare and at Johnson & Johnson, I alwa ...see more



From Campus to Career: How the Johnson & Johnson BE VITAL App is Re-Im...
careers.jnj.com



Josh Bersin

@Josh_Bersin

How Johnson & Johnson Takes Talent Acquisition to the Next Level. A world class example for others to learn from.



3 Ways Johnson & Johnson Is Taking Talent Acquisition to t...

The best way to attract top candidates? Evolve the hiring process with technology aimed at reinventing what it's like to apply for a job.

jnj.com

11:34 PM - 18 Oct 2017



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QUARTZ at WORK

OBSERVATIONS | ABOUT | QUARTZ

NO MORE TEARS

A big employer is finally addressing a major pain point for job applicants

By Oliver Staley • October 18, 2017



THIS IS A CREDO ISSUE AT ITS HEART

“We believe our first responsibility is . . . To mothers, fathers and all others who use our products and services.”

Our Candidates are also our Customers

A bad candidate experience not only has an impact on our employer brand, but also on the bottom line.



42% of unhappy candidates are less likely to purchase your product again



63% of unhappy candidates are more likely to actively tell others about a bad experience they had with J&J



SHOPPING

ENTERTAINMENT

LEARNING

EXERCISING

TRAVELING

PAYING

Digital influences all aspects of our lives

So why would candidates have a different expectation from their hiring experience?

Our Mission at Johnson & Johnson Talent Acquisition

Inspire the world's most exceptional, diverse talent to be part of Johnson & Johnson taking a relationship-centric, digitally driven approach to candidate attraction, engagement and assessment

What We Heard from Candidates

"With all due respect, the recruitment process has been confusing"

"Recruiting / hiring is a black box. I have no idea how matters are evaluated. I have zero feedback."

"Communicate the decision or timing instead of providing radio silence."

"Make the process more transparent!"

"The process is a complete black box. It would be nice to know that a position has been filled and why I am not the right fit for a particular job."

"It comes across as a black box, you apply and then nothing happens so you just assume that you are not a good candidate. "



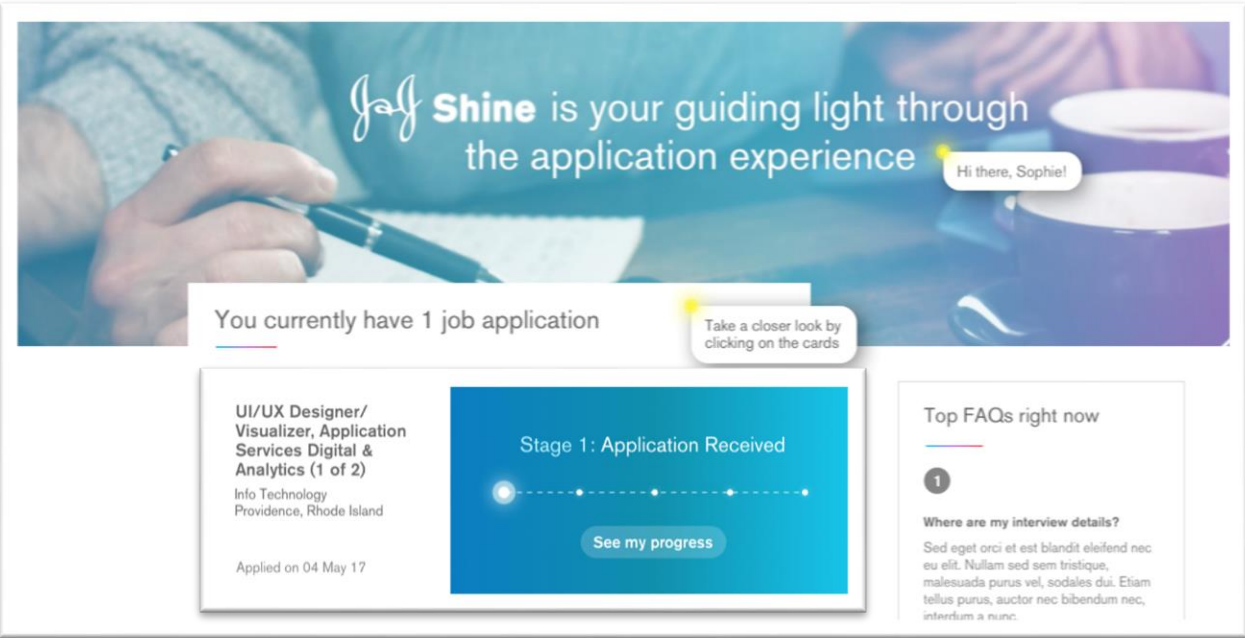
Shine: Changing the Candidate Hiring Experience



*Shining a guiding light
through the hiring experience*

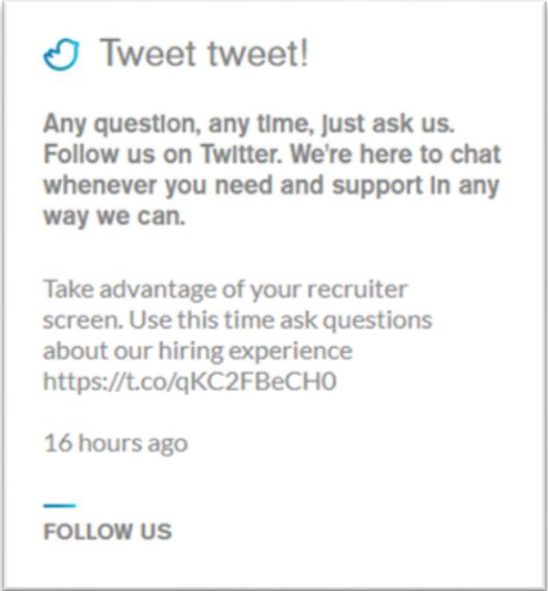
*Allowing candidates to check up on
the progress of their application,
get information on what to expect
next and browse content relevant
to the hiring stage they're at.*

Introducing Shine



Individual Job Cards for each role a candidate has applied for

Candidate specific twitter handle for advice & to answer all questions. Follow us @JnJShine



Insider tips from recently hired employees

INSIDER TIP

“Be positive, confident and interested. Take the time to learn about the organization and culture.”

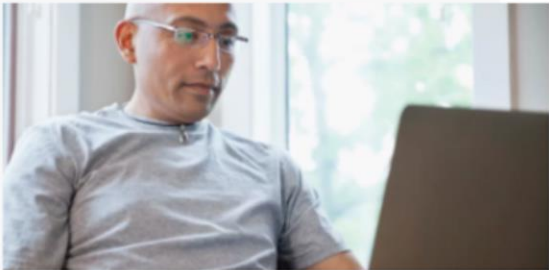
Darcy Gregory | Hired June 2017



Johnson & Johnson content highlighting history & innovation

Expert Career Content Powered by The Muse

3 Silly Mistakes Smart People Make After Submitting Their Application



—
READ ON

th

The Right (and Wrong) Way to Ask Questions When You're Applying for a Job



—
READ ON

themuse

The Muse is an online career resource that offers original career advice from prominent experts. They believe that you can and should love your job – and be successful at it – and want to help make it happen.



Johnson & Johnson TALENT ACQUISITION

Stage appropriate career articles to help candidates prepare

J&J and The Muse proprietary videos providing advice and guidance throughout the process

What We Are Hearing Now



Maggie O'Connor
@maggie_carruth

Follow

Good recent newsletter fm @MuseEmployers. Specifically @jnjshine is pretty awesome - will for sure positively affect candidate experience.

4:51 PM - 31 Oct 2017 from Atlanta, GA



Ladders
@LaddersHQ

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Johnson & Johnson's new hiring platform @JNJShine promises not to leave job applicants in the dark ladde.rs/2yUheZz



11:00 AM - 18 Oct 2017



Josh Bersin
@Josh_Bersin

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How Johnson & Johnson Takes Talent Acquisition to the Next Level. A world class example for others to learn from.



3 Ways Johnson & Johnson Is Taking Talent Acquisition to ...
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jnj.com

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@Glassdoor

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Submit resume, wait, wait. Know the drill? That's why #JNJ launched @JNJShine to be #transparent to job seekers. gldr.co/2yz26zG



8:54 AM - 18 Oct 2017



Antonette Waller
@WallerAntonette

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@JNJShine Love the new shine platform! Great transparency. How can I ask a question about my status?

9:54 AM - 31 Oct 2017



Q&A

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