



TALENTSUM

WHAT WE DO



ANGUS HAS BEEN IN THE

FUNNY FRUIT

BUSINESS FOR 20 YEARS

CREATIONS LIKE THIS



AND ONE DAY HE HAD
AN IDEA

**A GLORIOUS HAT
MADE OF FRUIT**



AND THAT IDEA GAVE HIM

ANOTHER IDEA



(note: some cats need crash helmets; bike helmets are too big for cats; fruit comes in all sizes)

SINCE ANGUS WAS ALREADY IN THE FRUIT BUSINESS, HE DECIDED TO EXPAND AND SELL FRUIT HATS ON CATS – BUT DOING SO HAS CREATED A SET OF REAL CHALLENGES:

- THE RIGHT TALENTS ARE HARD TO FIND**
- MOST NEW HIRES QUIT AFTER 1 MONTH**
- 40% OF THE CATS ARE UNHAPPY**

**AND SO NOW ANGUS HAS A
REAL PROBLEM**

**HE IS NOT GOING TO FIND ENOUGH
PEOPLE WILLING OR ABLE TO MAKE
ENOUGH FRUIT HATS FOR CATS TO
CONTINUE TO GROW HIS BUSINESS**

ANGUS KNOWS THAT IN ORDER TO GROW AT HIS CURRENT PACE AND EXPAND PAST HIS INITIAL TEAM OF EMPLOYEES HE NEEDS TO QUICKLY SETUP...

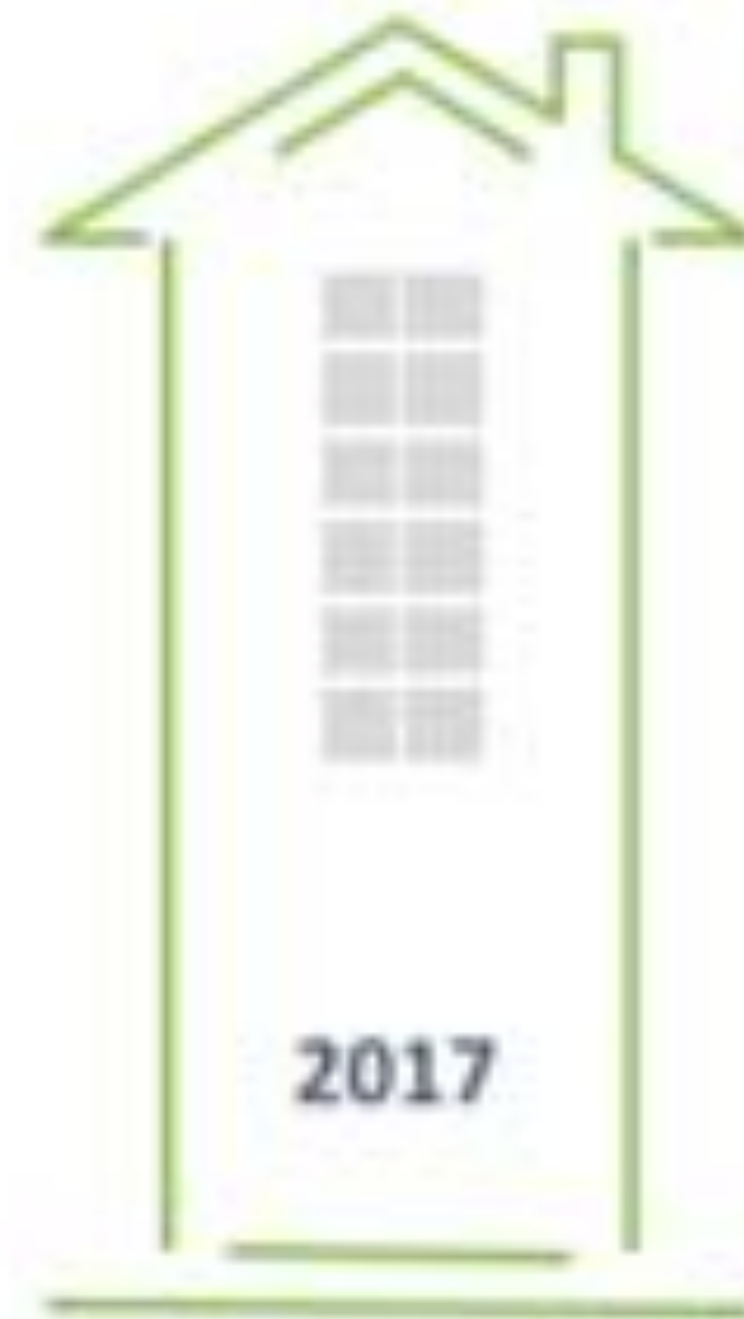
A TALENT ACQUISITION PROGRAM THAT WORKS.



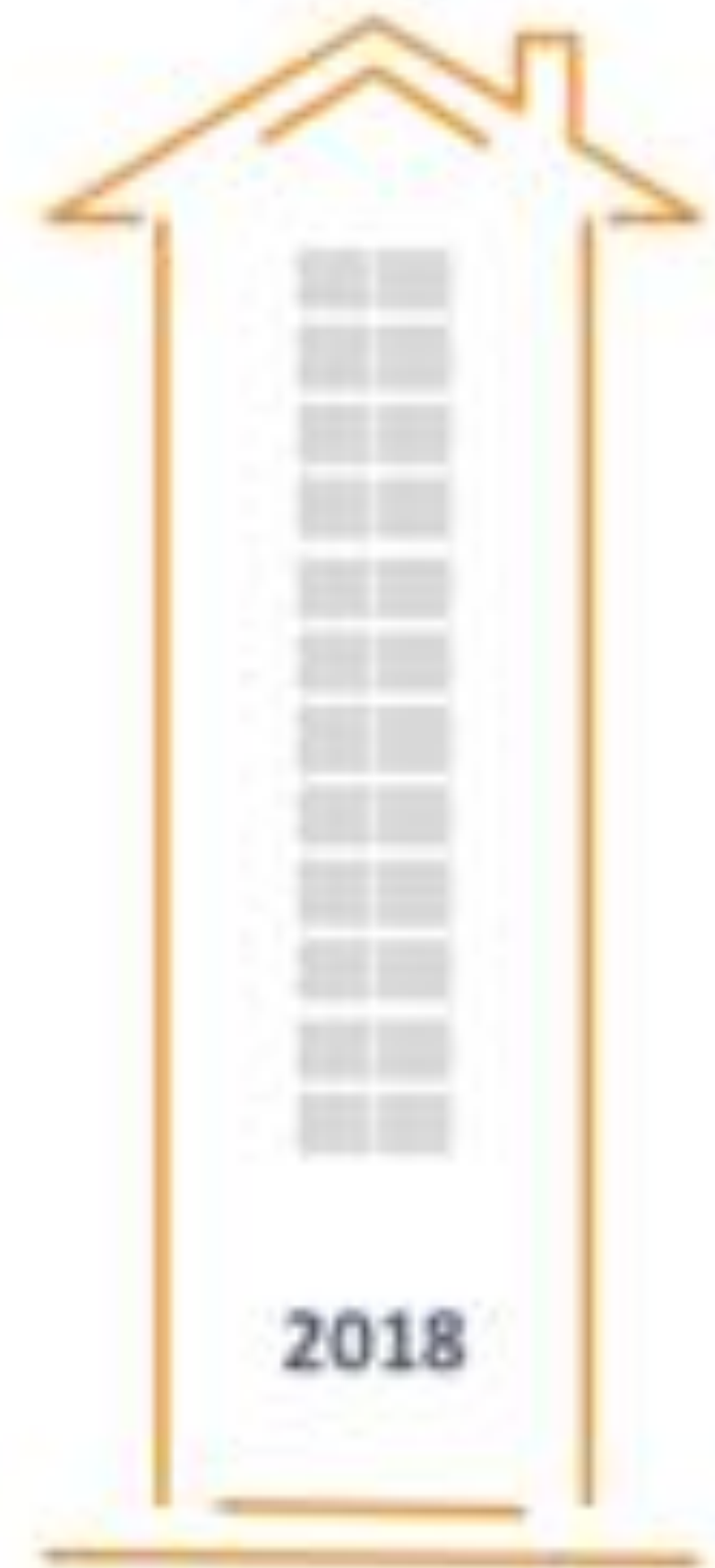
10M



40M



60M



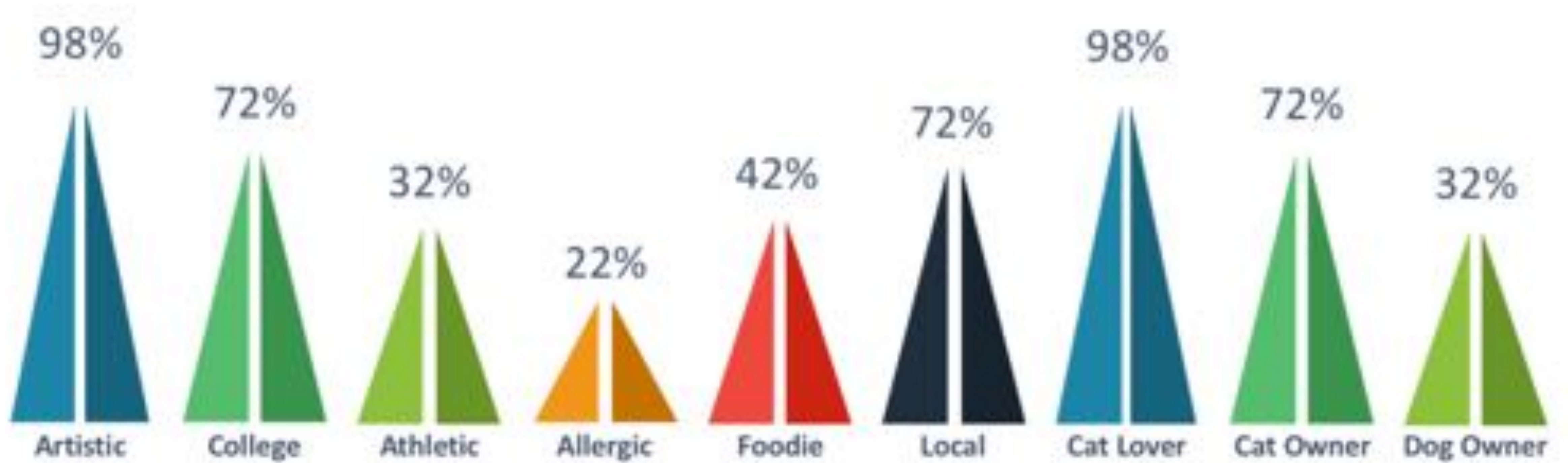
80M

A professional headshot of Christopher Mengel, a man with short dark hair, smiling slightly. He is wearing a dark suit jacket over a light blue patterned shirt. The background is a dark, neutral color.

HELLO. I'M

CHRISTOPHER MENGEL

FOUNDER OF TALENTSUM LLC



**MY COMPANY PARTNERS WITH PEOPLE LIKE ANGUS
TO DEVELOP TALENT STRATEGIES, CREATE ROADMAPS
AND TURN DATA INTO USEFUL INSIGHTS**

BUT THAT'S NOT ALL - WE ACTIVATE EMPLOYER BRANDS AND DELIVER RECRUITMENT MARKETING





**WE EVALUATE
AND
IMPLEMENT
TOOLS AND
MODERNIZE
SYSTEMS AND
PROGRAMS**

**AND WE WORK
ALONGSIDE IN-
HOUSE TEAMS
TO IDENTIFY,
SOURCE AND HIRE
THE BEST PEOPLE**



**IN FACT, EVERYTHING WE DO
IS DESIGNED TO HELP YOU GO FROM
TALENT ACQUISITION 'AS USUAL'
TO 'AS IT SHOULD BE'.**



ABOUT TALENTSUM LLC

TalentSum is a talent acquisition consultancy and best practices implementation firm committed to helping our clients achieve sustainable results all across their talent acquisition landscape. We bring a depth of expertise in strategy, marketing, advisory services, technology, sourcing, and analytics to improve performance and outcomes, reduce costs, leverage technology, and transform their ability to attract, engage and hire their people.

Companies partner with TalentSum to evolve and adapt to the rapidly changing talent acquisition environment, create a real competitive advantage for the business, transform their ability to attract and engage candidates that fit, build teams of highly engaged employees, and deliver high-performing culture.

Our approach is very different from the traditional recruitment firm model. We don't drive our business model with a focus on high-fee recruiting. Instead, we rely on a much more consultative approach and work alongside our clients as a full partner with complete transparency to drive long-term talent acquisition success.

Think of us as your rapid-response team – a mix of seasoned talent professionals, data analysts and researchers, marketers and strategists, sourcing specialists, technologists and innovators – set up to improve the way talent acquisition work is done. We'll help you to improve your ability to attract top people while reducing expenses and time to hire.

We do all of this because we believe strategic talent acquisition creates a real competitive advantage for the business, supports the objectives of talent leaders, hiring managers and recruiting professionals, and can lead to highly engaged employees and high-performing cultures.

Whether you need advice and assistance to get work done, consulting to implement leading practices, hard-hitting marketing or scalable POS/RPO to extend in-house capacity, or additional people to augment your team, TalentSum is here for you.

WE SPECIALIZE IN TALENT ACQUISITION

We frame our work with the following six (6) interconnected areas in mind:



Talent Data and Strategy – We’ll work with you to collect talent data and translate it into actionable insights. And we’ll work with you to improve your ability to attract, engage and hire the right talented people.

Brand Activation – Together, we’ll work to strengthen (or validate) your employer brand and compelling value proposition. And we’ll help you to establish an authentic set of attraction and engagement messages to stand out from the competition and connect with those you want to hire most.

Recruitment Marketing – We’ll help you to share your organization and connect, attract, and engage with potential candidates using best practice marketing, including: candidate marketing, career websites, optimized content, SEO social media and more.

Recruitment and Hiring Optimization – There are times when old approaches, systems, and processes need to be streamlined or made new. Our team has

the knowledge and expertise required to help you to design, optimize or modernize all across your talent acquisition landscape.

Technology and Tools – Implementing the right solution can be a real challenge. We’ll help to guide your team through the comparison process. And we can even support or take over implementation or maintenance of hundreds of useful talent acquisition and HR technologies.

Pipeline Development and Sourcing – And if all that’s not enough, we’ll help you source for more talent and prepare for what comes next. Our people can work with you to shortlist candidates, build pipelines of talent, gather intel from potential candidates and more.

NEED TO GO FROM ZERO TO HERO IN 30 DAYS?

We begin with a discovery and planning session

We'll learn about your company and your specific requirements – and work together to set project timelines and objectives based on requirements. We'll define our project team and establish a Statement of Work (SOW) to set project goals, performance expectations, and key performance indicators (KPIs).

We customize your program to fit the real need

With the right tools, KPI's, and SOW in place, and after we assign a dedicated project manager to your account, we can begin our work.

- ✓ strategy, planning/roadmap
- ✓ data collection and analysis
- ✓ employer branding
- ✓ compelling value proposition
- ✓ career site
- ✓ new content and messaging
- ✓ screening and assessment
- ✓ interview process/ scorecards
- ✓ recruiting technology
- ✓ customized stages/ workflows
- ✓ recruitment/hiring processes
- ✓ program launch
- ✓ pipeline of potential candidates
- ✓ online advertising/social media
- ✓ screening/ interview support
- ✓ hiring and onboarding support



We support your team the whole time

We'll remain hands-on during, and after, program launch via ad-hoc breakout sessions, weekly check-ins, phone, text, email and shared document. After our time together, we'll debrief and complete an outcomes evaluation – and can even provide post-engagement training or retained support at your request. As a bonus, we'll leave behind a full document kit that includes all your data research, pertinent information, content and more.

To see an actual engagement with a full list of deliverables please go to <http://talentsum.com/portfolio/talent-acquisition-accelerator-program/>

**WE IMPROVE
THE WAY
TALENT
ACQUISITION
WORK
GETS DONE.**

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