

Have we lost it (and them)

Thursday 23 May



IN PARTNERSHIP WITH

Institute of
Student
Employers

ise.

blackbridge

Cappfinity

#BNews24
@_GroupGTI





Simon Rogers, CCO, GTI

Welcome



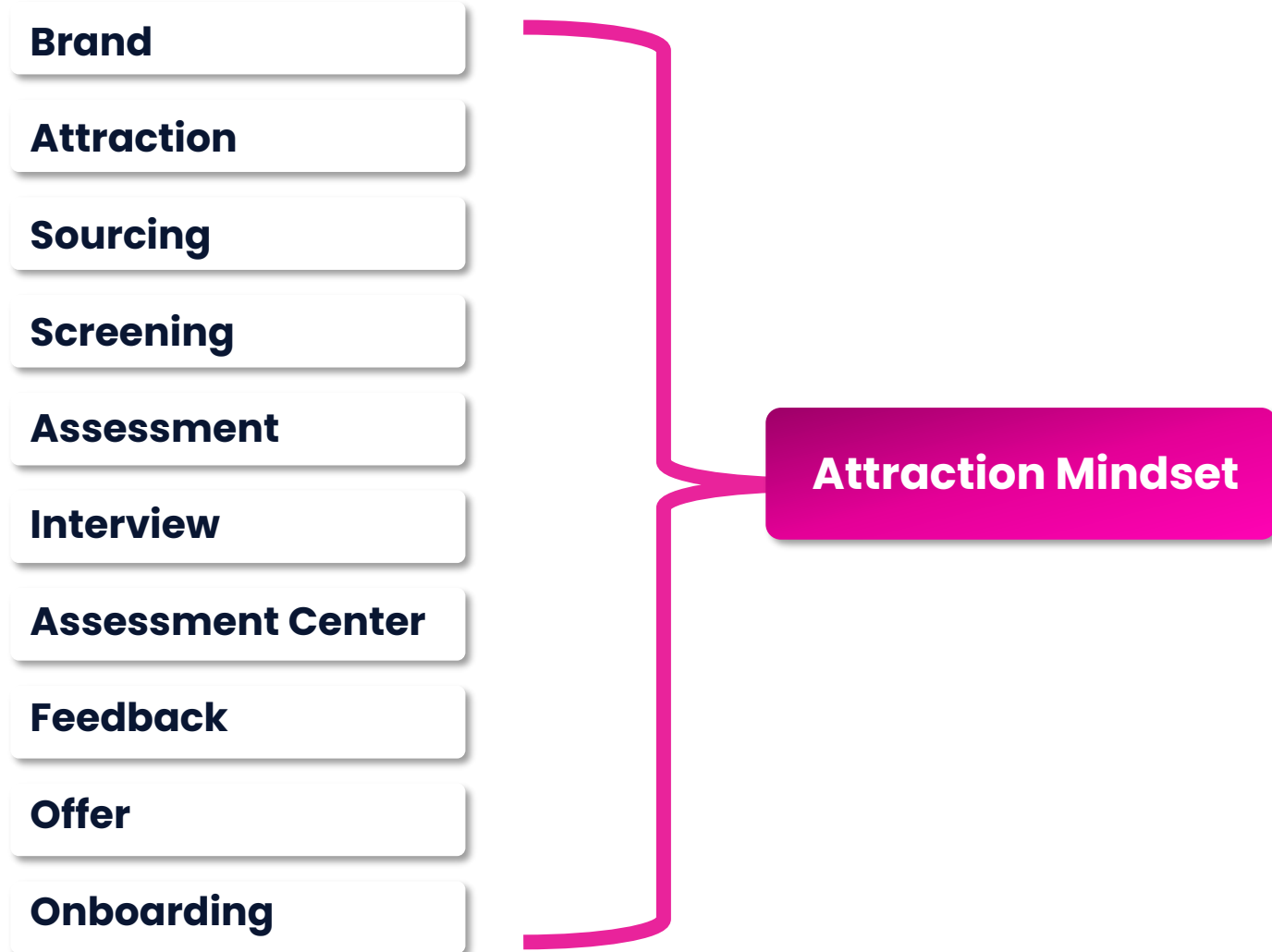
Keep your candidates in the funnel

Are you “Process” or “CX”?

Recruitment "Process"



CX



UI – screen
designs,
avatars etc

Early
Careers ATS

RPO or in
house
resource

Candidate
Charter

CX Enablers

NPS/candidate
feedback

LIVE data

LIVE data

What do students really think?

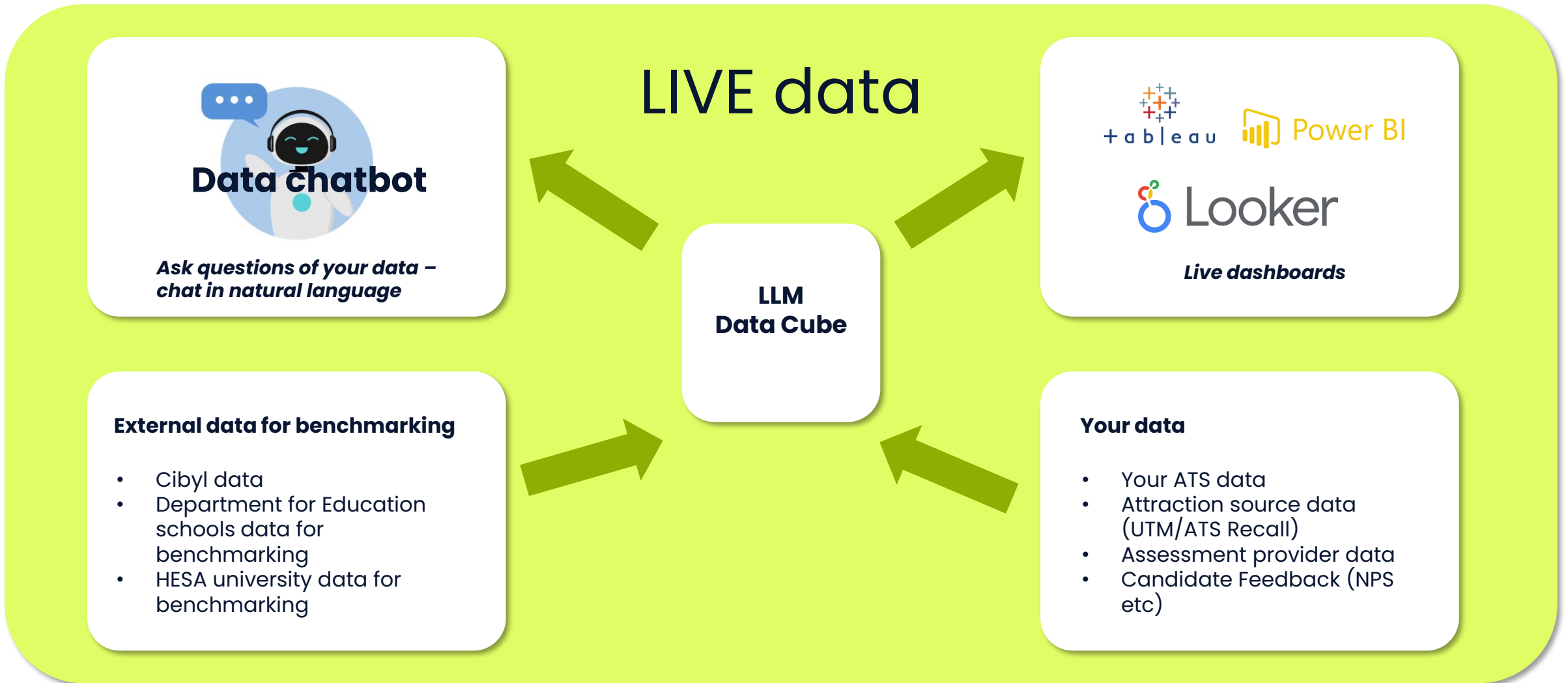
Where is drop-off happening,
which student groups

How does this compare to our
industry sector average ?

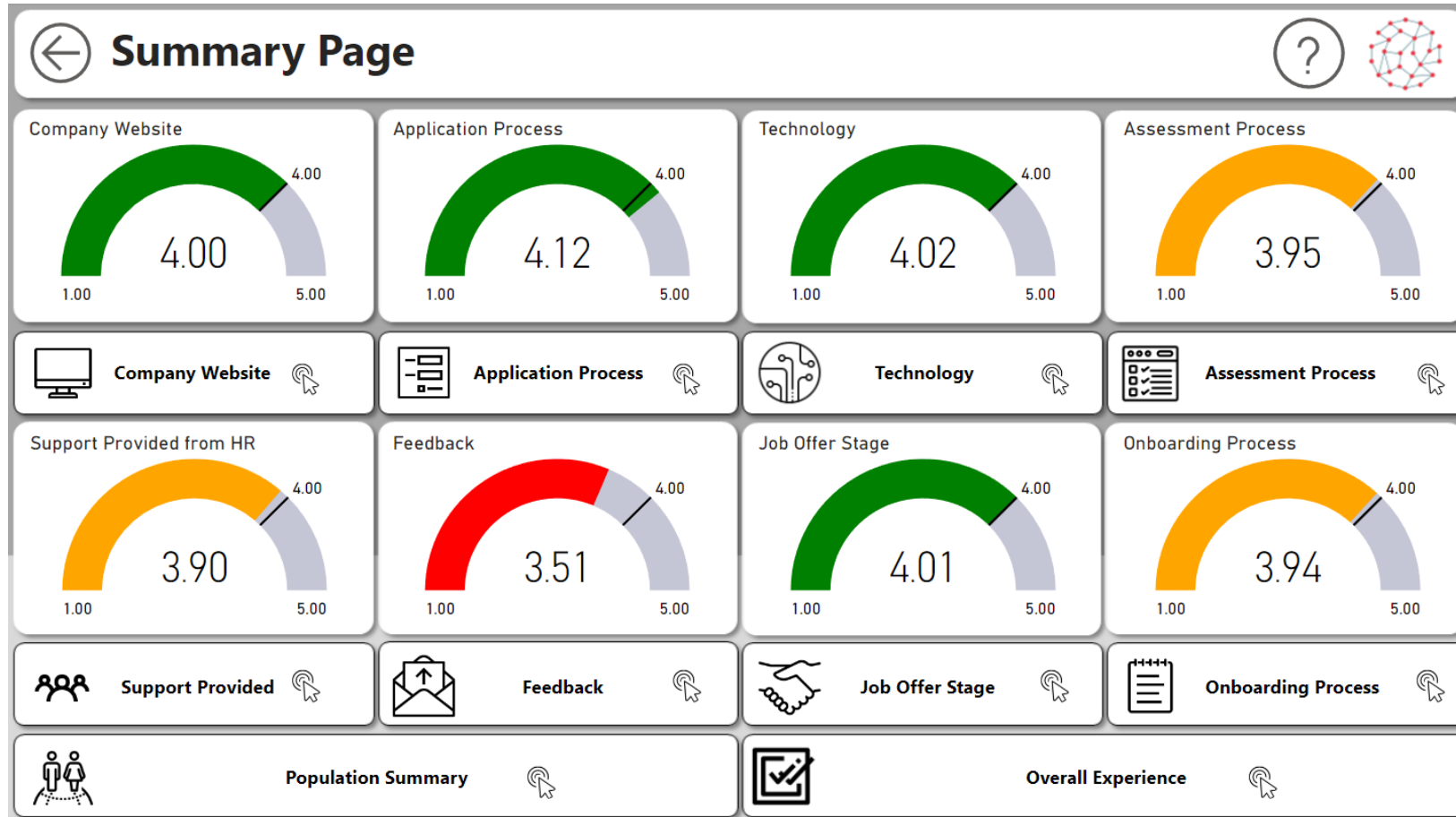


Live optimisation –
attraction,
assessment and
process changes in
real time

Not EOC reports



NPS Candidate Feedback – By Stage and EDI Group



Today's agenda

Welcome

Simon Rogers, CCO, GTI

The economic backdrop

Vicky Pryce, Leading Economist & Business Advisor

ISE's perspective on student experience

Georgia Greer, Head of Insights, ISE

Psychologically Safe Recruitment

Nicky Garcea, Co-CEO, Cappfinity
and **our employer panel**

Why we pulled out of a recruitment process

Our candidate panel

Standing out from the inside

Marcel Khan, CEO, The Fulham Shore (Franco Manca
& The Real Greek), former UK MD, Nando's





Vicky Pryce, Leading Economist & Business Advisor

The economic backdrop

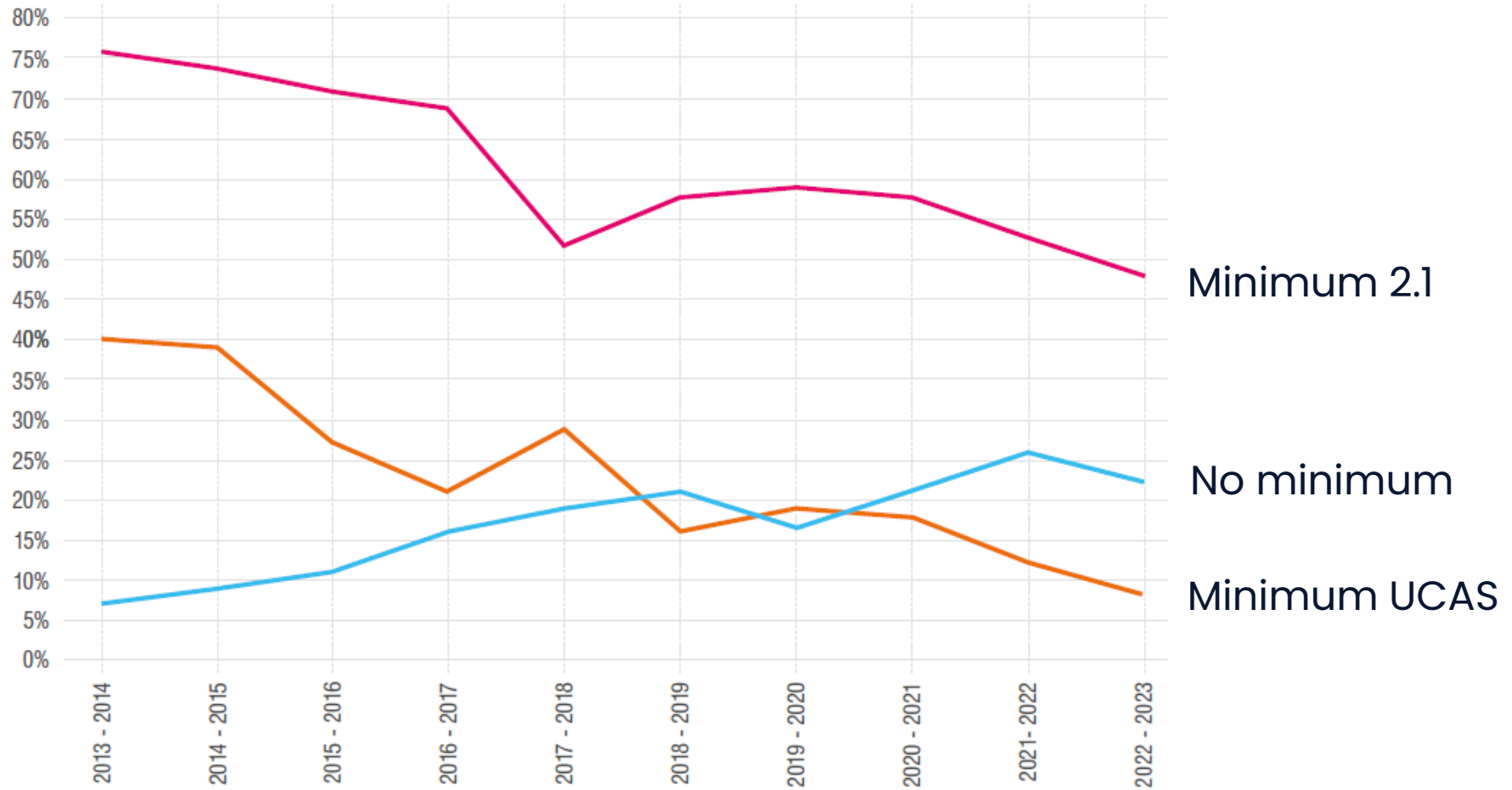


Georgia Greer, Head of Insights, ISE

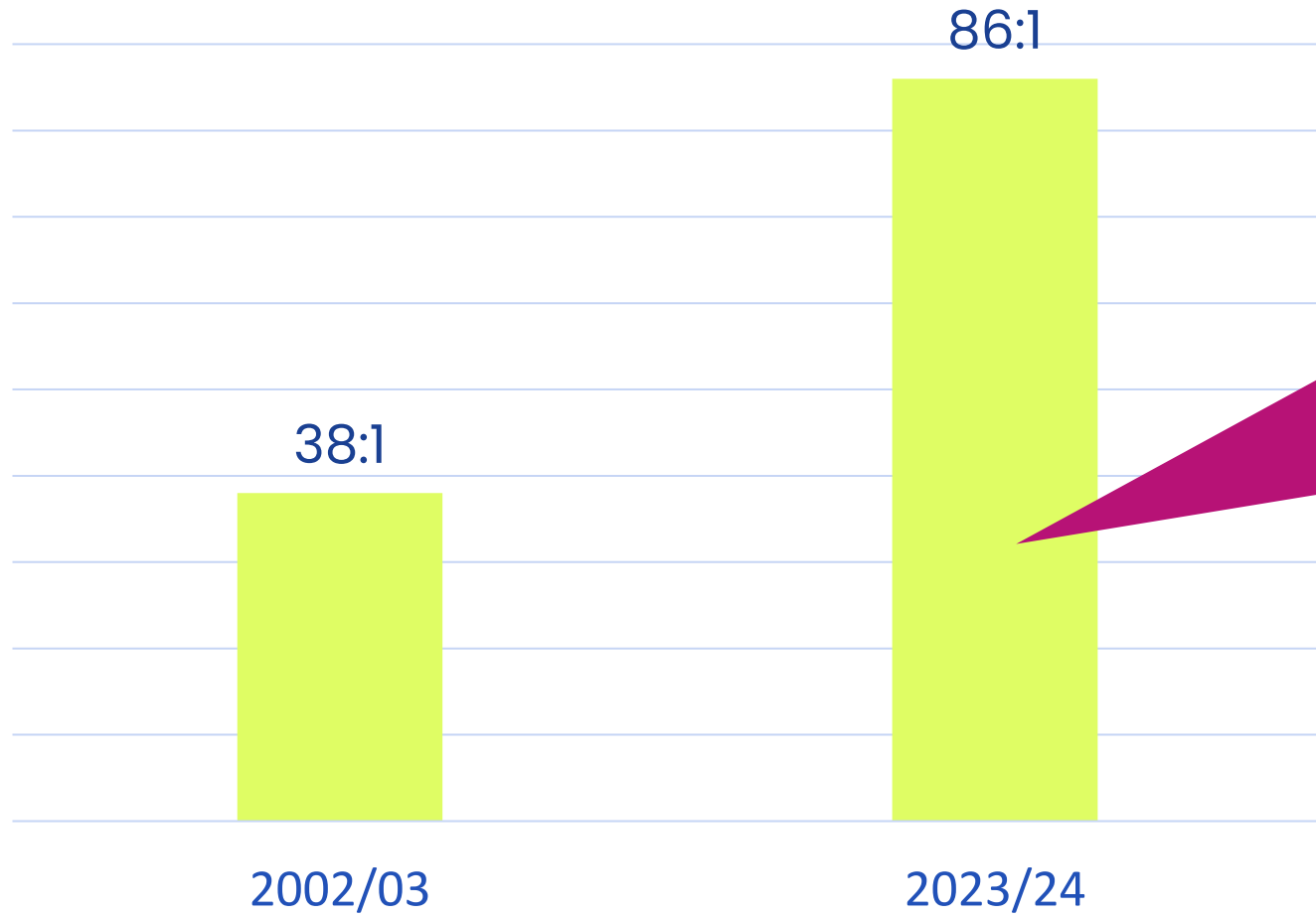
The ISE's perspective on student experience

Are you
running a
rejection
machine?

As barriers to application fall...

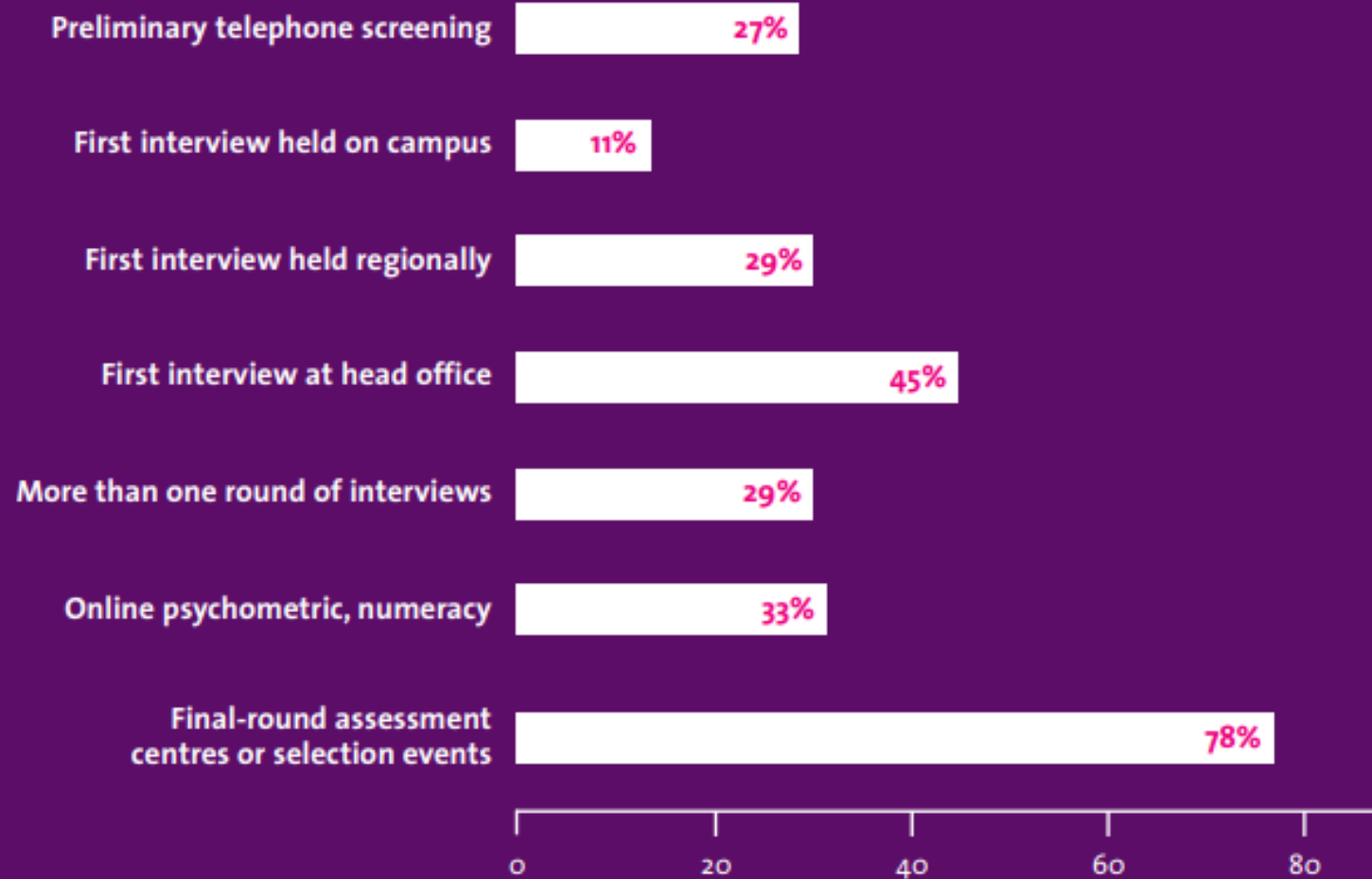


Applications per vacancy double - as do rejection rates



Last year, ISE employers received over **900,000 applications** for **c20,000 vacancies**

Chart 4.6 Selection & assessment techniques used by AGR employers in 2003-2004

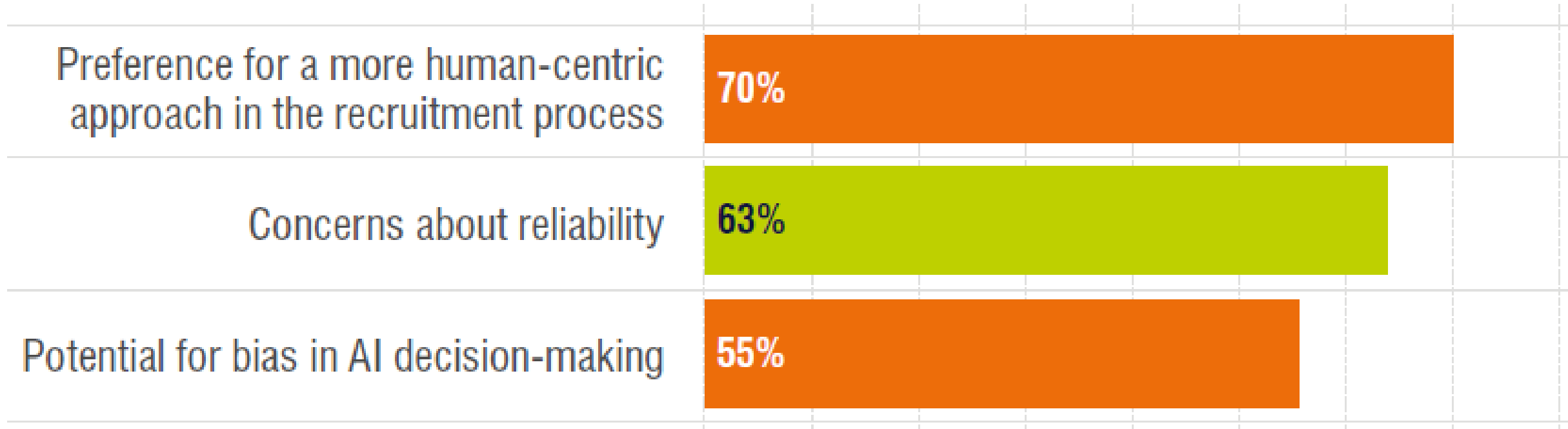


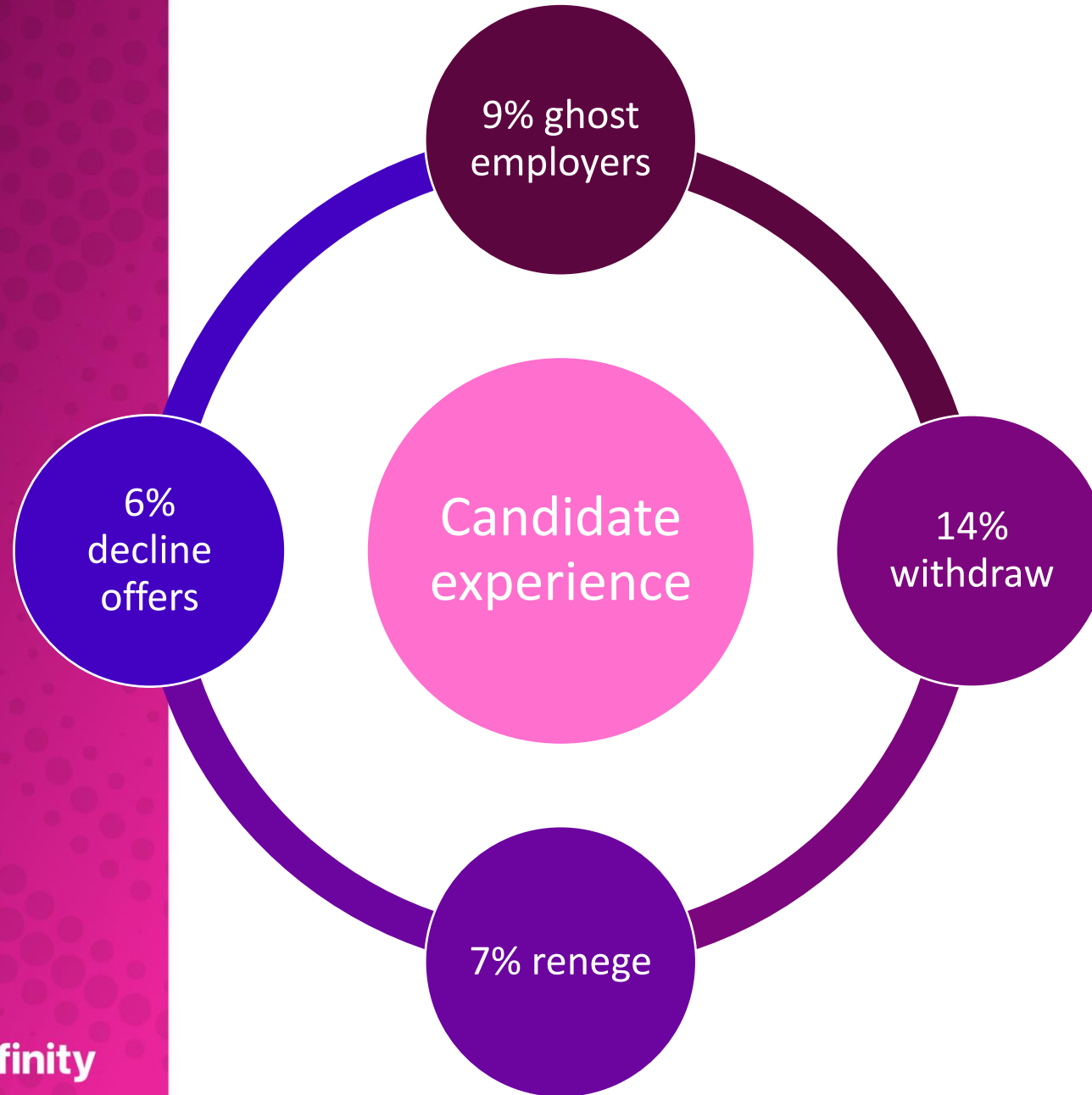
Source - High Fliers Research

Percentage of AGR employers

	Most effective	Used in 2022/23	Used in the initial application stage	Used in the first stage of assessments	Used in the second stage of assessments	Used in the final stage of assessments
Interviews	67%	84%	3%	15%	25%	23%
Group tasks	31%	67%	0%	5%	17%	45%
Psychometric/aptitude assessments	23%	67%	8%	54%	6%	4%
Presentations	21%	66%	0%	5%	13%	51%
Application form questions	17%	88%	88%	5%	0%	1%
Case studies	13%	44%	0%	8%	13%	27%
Technical skill tests	9%	39%	1%	10%	10%	24%
CV review	6%	53%	45%	6%	2%	3%
Data analysis exercises	6%	32%	0%	10%	10%	17%
Role play	5%	25%	0%	1%	5%	20%
Gamified assessments	4%	17%	2%	14%	3%	1%
Email inbox exercises	1%	14%	0%	3%	5%	7%
Virtual reality	0%	3%	0%	1%	1%	1%

Disadvantages of using AI in the selection process







Nicky Garcea, Co-CEO, Cappfinity

Psychologically safe recruitment

What is Psychological Safety?

It's OK to take risks, to express their ideas and concerns, to speak up with questions, and to admit mistakes — all without fear of negative consequences. As Edmondson puts it, "it's felt permission for candour."

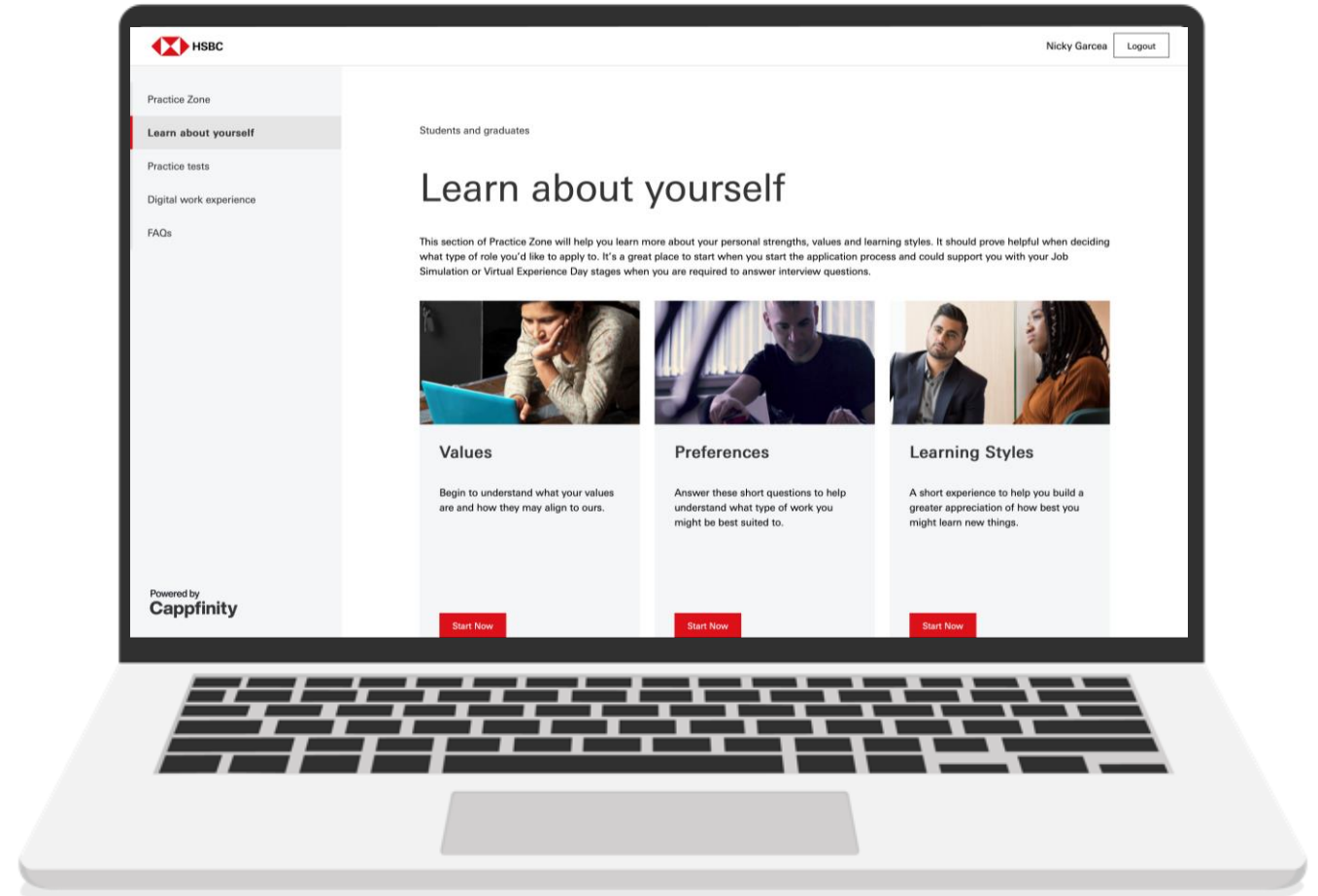
How is this possible to achieve in recruitment?

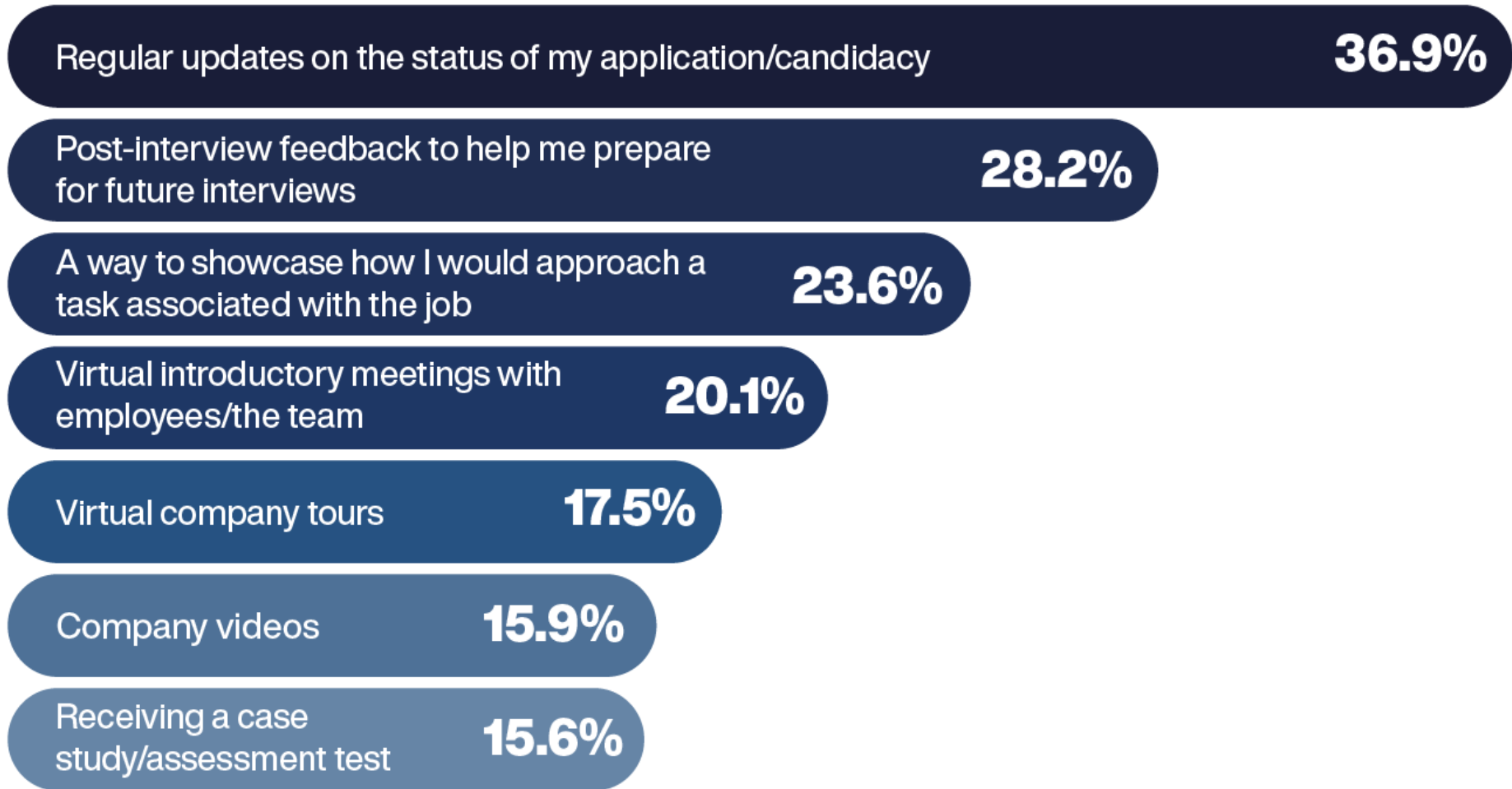
1.
**Remove
Barriers**

2.
**Clarity and
Transparency**

3.
**Provide
Authentic
Moments**

Accessed most by
females and black
candidates.
Candidates engaging
with preparation,
achieving higher
results at final stage
assessment





“

Each step gives me the opportunity to understand what to expect in real life and to prepare myself for future challenges that I can possibly encounter.

“

95% of candidates from minority groups reported that an authentic assessment 'allowed them to be themselves.

“

Real life materials / experiences discourages cheating and increases engagement.



Our employer panel



Our candidate panel

Why we pulled out of a recruitment process



Marcel Khan, CEO, The Fulham Shore (Franco Manca & The Real Greek), former UK MD, Nando's

Standing out from the inside

**STANDING
OUT FROM
THE INSIDE**

I WAS ASKED:

- 1. HOW DO BUSINESSES ALLOW PEOPLE TO BE THEIR BEST SELF?**
- 2. THE CONSUMER LENS: HOW DO BRANDS STAND OUT FROM THE CROWD?**
- 3. HOW DO YOU CREATE CONNECTIONS BETWEEN BRANDS & THE MARKET?**
- 4. LEADERSHIP IN 2024**

The **HARDLINE** according to

Marcel Khan*, CEO The Fulham Shore

yes. more human

- * A BOOMER

yes. more human



Harrods



BELGO
MOULES • FRITES • BIÈRES



OLE & STEEN
LAGKAGLIUSLI

**YES. +
HUMAN**

cap|desia

BERBERÈ
Pizzeria



BLACK TAP
FOOD • BEER • CIDER

yes. more human



yes. more human



Harrods



BELGO
MOULES • FRITES • BIÈRES



OLE & STEEN
LAKKAGLIUSLI



cap|desia



yes. more human



Harrods



BELGO
MOULES-FRITES-BIÈRES



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Pizzeria



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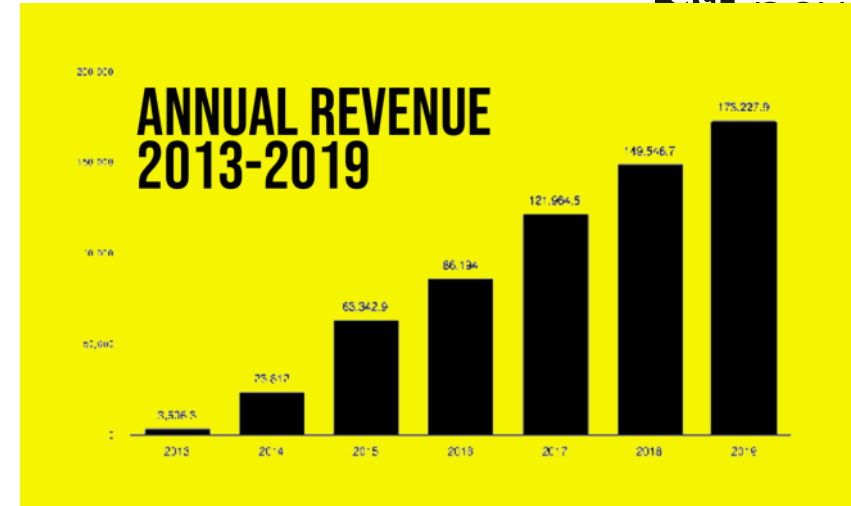
FIVE GUYS[®]
BURGERS and FRIES

WHY?

yes. more human



oti breakfast /S



FIVE GUYS[®]
BURGERS and FRIES

yes. more human



Nando's

It's the
people
that make the chicken

HARDLINE 1:

FAMILY / CULTURE / A
MAGIC NUMBER

yes. more human




Nando's

It's the people
that make the chicken



Number 1

THE SUNDAY TIMES

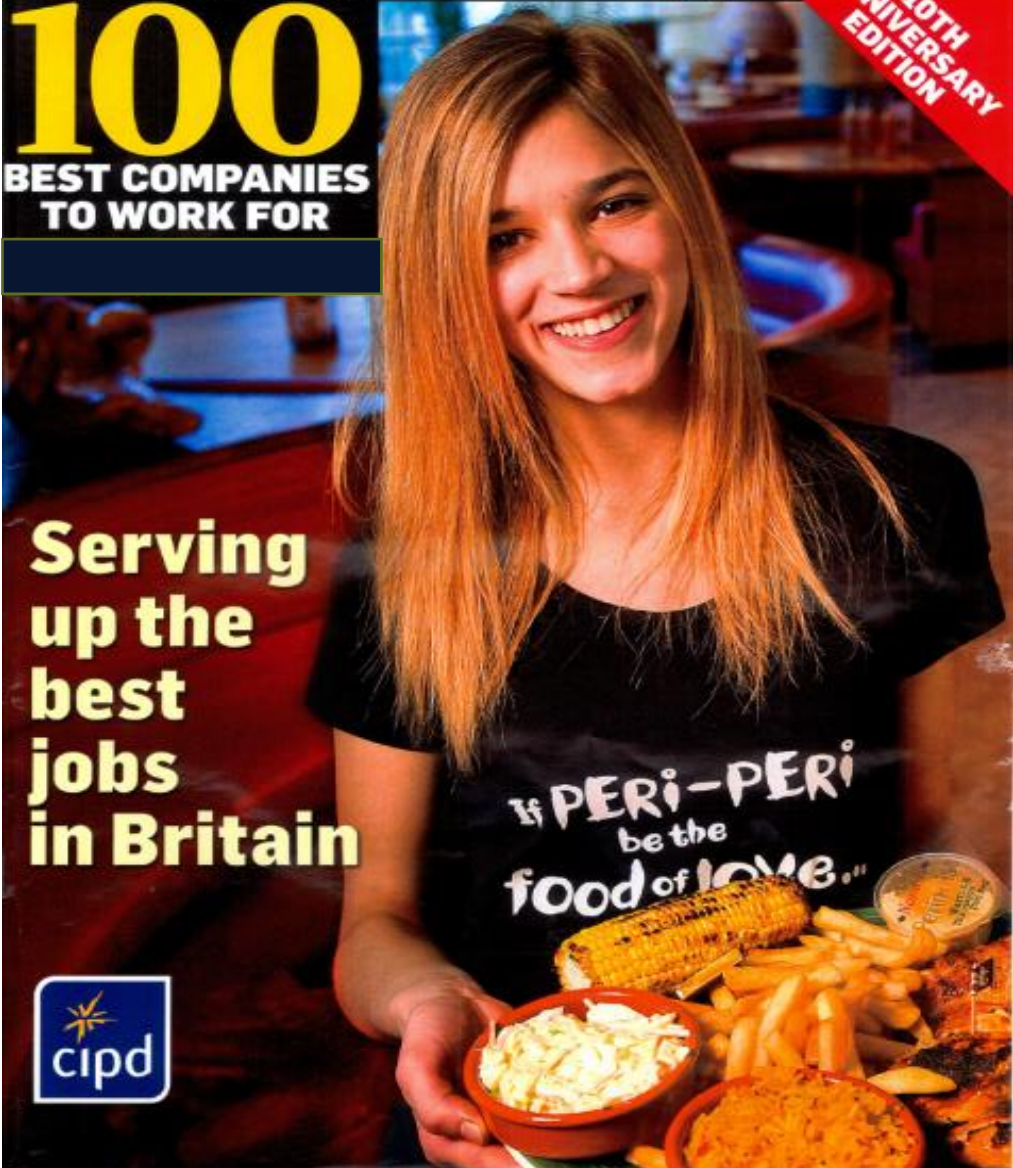
Research conducted by 


100
BEST COMPANIES
TO WORK FOR

10TH ANNIVERSARY EDITION

Serving up the best jobs in Britain

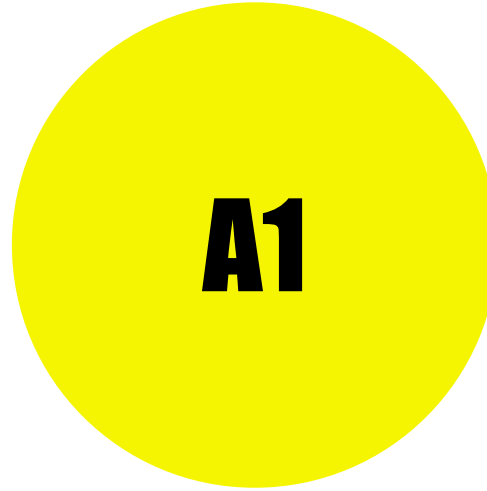
If PERI-PERI be the food of love...





breakfast

yes. more human



HOW DO BUSINESSES ALLOW PEOPLE TO BE THEIR BEST SELF?

yes. more human



Nando's

It's the
people

that make the chicken



ast

yes. more human



Nando's

It's the people that make the chicken

Nando's family day

Tuesday 28th July 2009
12 noon - 10pm
Trailfinders Sports Club
Vallis Way, West Ealing
London W13 0DD

ACTIVITIES

- Nando's barbeque
- Cash bar available (12 noon - 9pm)
- Face painting
- Football
- Punch & Judy
- Sports day activity
- Dodgems

Nearest Train station: Castle Bar Station, 5 minutes away.
Nearest Tube station: Ealing Broadway, then 5 minute journey by taxi.
Buses: Bus stop is on opposite side of Ealing Broadway tube station. E7, E9, E9, E9, 297.

The Nando's Secret

Cornwall Conference 2009

Nando's

MX

MUSIC exchange

Let it glow,
let it glow,
let it glow!

Nandocas' luminous Christmas party

Nando's

breakfast

Nando's

Fighting Malaria



Nando's

xPERi mental Sketch

Do the right thing

Wendy's
Nando's

Just brilliant with a huge focus on being true to yourself.

Regional Managing Director in London

Be more than just a manager
Join the family and drop us a line at MoreThanAManager@nandos.co.uk

Nando's

yes. more human



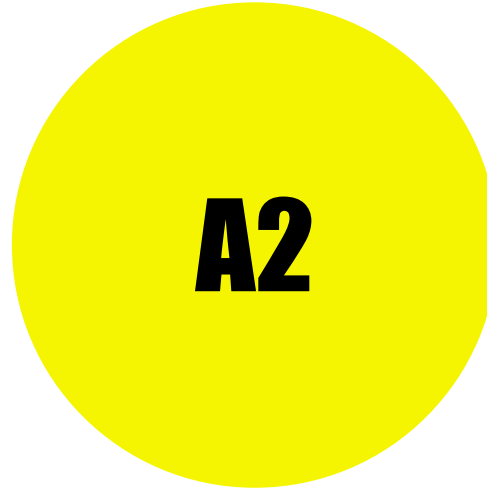
Nando's

It's the
people
that make the chicken

A MAGIC NUMBER **0.73**



yes. more human



THE CONSUMER LENS: HOW DO BRANDS STAND OUT FROM THE CROWD?

yes. more human

**FIVE
GUYS®**



HARDLINE 2: COMPETITIVE

yes. more human

**FIVE
GUYS®**



yes. more human

BACK IN 1986
JERRY & JANIE MURRELL

SAID TO THEIR SONS EITHER START A BUSINESS OR GO TO COLLEGE

THEY DIDN'T GO TO COLLEGE & INSTEAD OPENED THEIR

VERY FIRST FIVE GUYS



FIVE GUYS



FIVE GUYS IS HEAVEN IN A BROWN PAPER BAG

The Londoner

THE WILLY WONKAS OF BURGER CRAFT

Washington Post

A SUBSTANTIAL MUCKY OOZY BEAST IN THE BEST WAY

The Sunday Times

yes. more human

FIVE GUYS



Day last. It was directed to MR. ROBERT Harrison. No. 34 Baker st.

EDWARD HUGHES, 41 Fish st.

MEN WANTED

for hazardous journey, small wages, bitter cold, long months of complete darkness, constant danger. Safe return doubtful, honor and recognition in event of success.

Ernest Shackleton 4 Burlington st.

MEN — Neat-appearing young men of pleasing personality, between ages of 21 to 40 to work at leathershop.com.

yes. more human

This burger joint didn't exist in Britain 2 years ago – now it's the UK's favourite fast-food chain



26% FOOD QUALITY		28% OVERALL CLEANLINESS		28% STAFF FRIENDLINESS	
Brand	% Top Box	Brand	% Top Box	Brand	% Top Box
Five Guys Burgers and Fries	55%	Five Guys Burgers and Fries	52%	Five Guys Burgers and Fries	46%

Five Guys and Nando's compete for the **HELLO!** scores top on value, but second on qual



32% SPEED OF SERVICE		31% OVERALL CLEANLINESS		30% STAFF FRIENDLINESS		28% VALUE FOR MONEY SPENT	
Brand	% Top Box	Brand	% Top Box	Brand	% Top Box	Brand	% Top Box
Five Guys Burgers and Fries	46% (+11%)	Five Guys Burgers and Fries	56% (+4%)	Five Guys Burgers and Fries	53% (+7%)	Nando's	36%
Nando's	42%	Nando's	43%	Nando's	42%	McDonald's	28%
McDonald's	32%	McDonald's	30%	McDonald's	28%	KFC	25%
KFC	25%	Burger King	24%	KFC	23%	Burger King	24%
Burger King	24%	KFC	22%	Burger King	21%	Five Guys Burgers and Fries	24% (+1%)

27% FOOD QUALITY		21% CURB APPEAL		19% ATMOSPHERE		13% HEALTHY OPTIONS	
Brand	% Top Box	Brand	% Top Box	Brand	% Top Box	Brand	% Top Box
Five Guys Burgers and Fries	58% (+3%)	Nando's	43%	Nando's	41%	Nando's	35%
Nando's	49%	Five Guys Burgers and Fries	35% (+3%)	Five Guys Burgers and Fries	37% (+7%)	Five Guys Burgers and Fries	14% (-1+)
KFC	24%	McDonald's	18%	McDonald's	15%	McDonald's	11%
Burger King	24%	KFC	17%	KFC	14%	KFC	9%
McDonald's	19%	Burger King	11%	Burger King	13%	Burger King	9%

FIVE GUYS



yes. more human

FIVE GUYS



FREE METRO

The **Teleg** **DAILY Mirror**

Breakfast
Britain's favourite fast food
restaurant has been
revealed (and, no, it's not
Nando's)

Five Guys beats Nando's as nation's favourite chain

am insum del
dolor sit
**Brit's favourite fast-food
restaurant revealed - and
there's a new champ**

THOUSANDS of Brits were asked to rate their favourite restaurants - and they've crowned
a new fast-food favourite.

Share Tweet

By Michael Havis / Published 22nd March 2016



FIVE GUYS IS NUMBER 1

Five Guys the nation's favourite

yes. more human

A3



Nando's

It's the
people
that make the chicken

**HOW DO YOU CREATE
CONNECTIONS BETWEEN
BRANDS & THE MARKET?**

yes. more human

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FIVE GUYS



yes. more human

FIVE GUYS



NOTHING SAYS 'I LOVE YOU' LIKE A FIVE GUYS BURGER
@HelenWhat

THINK I'M IN LOVE... SEEMS A SHAME TO EAT IT BUT MASTERPIECE IS ABOUT TO BE ABSOLUTELY DEMOLISHED.
@andrewmfc

FIVE GUYS BURGERS ARE THAT GOOD, THAT WHEN I FINISH ONE I HAVE TO STOP MYSELF FROM CRYING.
@lauradoodleburt

DAYUM! DAYUM! DAYUM!
@notTHEmikemoore

WITHOUT A DOUBT THE BEST BURGER I HAVE EVER EATEN. EVER. END OF.
@laurap

#FiveGuysUK IS PRETTY MUCH BURGER HEAVEN.
@chippper

I WOULD DO SOME NAUGHTY THINGS FOR A FIVE GUYS BURGER RIGHT NOW
@Sam5mittt

Literally don't even think I Chewed that FIVE GUYS burger, it's all such a blur!
#Smashedit
@ChelseaBrett1

@FiveGuysUK LONDON NAILED IT. THE PERFECT BURGER ON UK SHORES... LOVE. YOUR. WORK.
@garetheevans

I AM SO EXCITED TO GO ANYWHERE TOMORROW THAT I MIGHT NOT SLEEP TONIGHT
@samfutures

THE BURGERS @FiveGuysUK ARE SOOOOO GOOOOO-OOOOO!
@JackandCokeGirl

NOT SAYING THAT I'M STARING AT THE CLOCK WAITING FOR FIVE GUYS TO OPEN, BUT I'M NOT GONNA SAY I'M NOT DOING THAT EITHER.
@Slough44

DIDN'T BELIEVE IN RELIGIOUS EXPERIENCES. UNTIL I WENT TO FIVE GUYS.
@howardhomer

I SALUTE YOU AND ALL YOUR BURGER-MAKING BRILLIANCE!
@homerogender

I MISS FIVE GUYS AS IF IT'S A PERSON AND NOT A RESTAURANT
@SharaReneeReed

THANKS FOR AN EPIC MUNCH!
@Grumpy_Womble

@FiveGuys JUST MADE MY DAY. I WANT TO SWIM IN A SEA OF YOUR CHEESE BURGERS.
@MaxSauer

I'M NEVER BEEN SO PUMPED UP FOR A BURGER.
@alexrichman

GENTLEMEN; I HAVE FOUND BURGER NIRVANA!
@simonbanyard

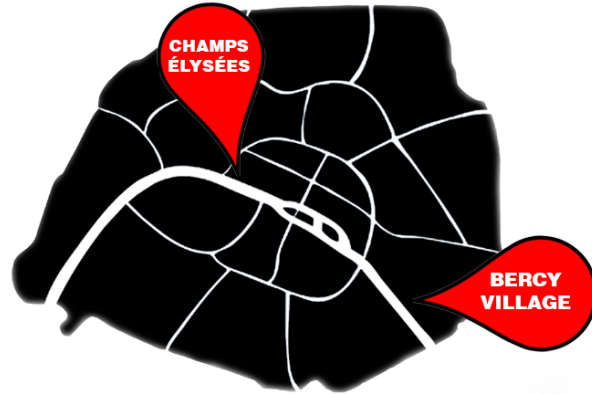
yes. more human

FIVE GUYS



yes. more human

FIVE GUYS



yes. more human

**FIVE
GUYS®**



COMPETITIVE

(AF)

yes. more human

**FIVE
GUYS**



FIVE GUYS OLYMPICS

- HAVE YOU GOT THE SPEED?
- HAVE YOU GOT THE SKILLS?
- HAVE YOU GOT THE PASSION?

THEN YOUR STORE CAN WIN...

£10,000!!!

WHICH STORE WILL BE #1?
WHO WILL BE THE FIRST
FGUK CHAMPIONS?



HAVE YOU GOT IT?

GET INVOLVED!

CHEESE RACE
POTATO RACE
MEATBALL RACE
PATTY SMASH RACE
QC WRAPPING RACE

UK FINAL
JULY 4TH 2015
COVENT GARDEN
LONDON

TALK TO YOUR GM & DM FOR MORE DETAILS

yes. more human

**FIVE
GUYS**

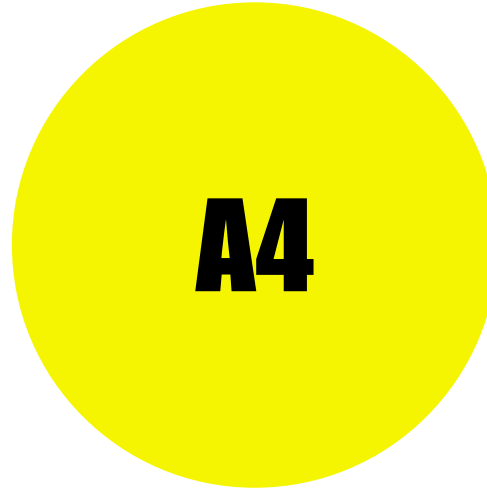


yes. more human

THE BOTTOM LINE

ABOUT THE HARD LINE

yes. more human



LEADERSHIP IN 2024

yes. more human

LISTENING BETTER... =

yes. more human

LEADING BETTER

yes. more human

CSQ



yes. more human

THANK YOU

ENJOY WHAT YOU DO

... AND EAT PIZZA

FRANCO MANCA





breakfast
news