

SAMEN ANDERS WERVEN



CBM 

KONINKLIJKE BRANCHEVERENIGING VOOR
INTERIEURBOUW EN MEUBELINDUSTRIE



HEESEN

III



SAMEN ANDERS WERVEN



CBM 

KONINKLIJKE BRANCHEVERENIGING VOOR
INTERIEURBOUW EN MEUBELINDUSTRIE



Lysanne Bakker

assist

Inhoud

1



Je eigen
valkuil.

2



Hoe trek je het
juiste talent
aan?

3



We werken met
mensen!

4



Investeren in
de lange
termijn.

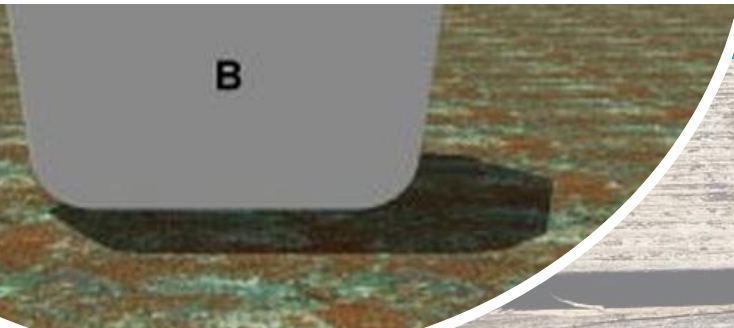
5



Laatste tips!



A



B



Mindf*ck

Context bepaalt alles



Kijk verder dan het CV en de motivatiebrief.



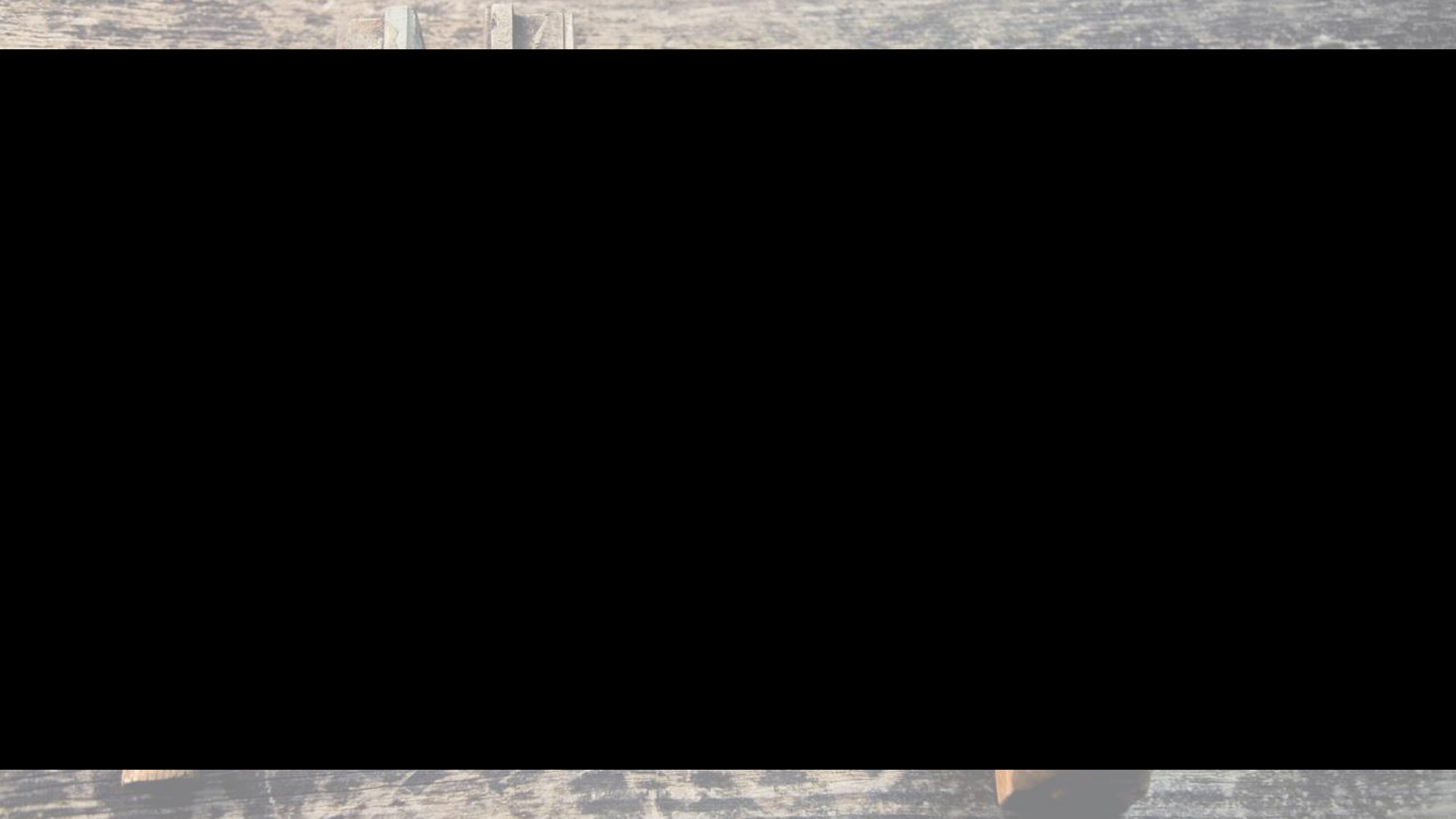
In welke levensfase zit de kandidaat? (werk/privé balans)



Wat is echt belangrijk voor de functie?

A photograph of three tools on a wooden surface. On the left is a hammer with a wooden handle and a blue-painted section. In the center is a metal vise with a threaded rod and a hexagonal handle. On the right is a wooden mallet with a wooden handle and a wooden head. The tools are arranged horizontally. A semi-transparent white banner with black text is overlaid across the middle of the image.

Hoe trek ik het juiste personeel aan?



The Candidate Persona Canvas

Bio  <i>Who is your candidate persona?</i> <ul style="list-style-type: none">- age- Position- Title- Salary- Location- Education- Experience- Social background	Goals  <i>What goals is your candidate trying to achieve?</i> <ul style="list-style-type: none">- career path- Life goals	Job search behavior  <i>How do they search for a job?</i> <ul style="list-style-type: none">- active/passive- Devices- Time/place	Personality  <i>What character traits does your candidate have?</i> <ul style="list-style-type: none">- DiSC model- Personality test	Motivation  <i>What motivates them?</i> <ul style="list-style-type: none">- Reputation- Mission & vision- Norms & values- Culture in the organisation- Remuneration- Responsibility- Work environment- Work/life balance- Development & education- Colleagues
	Frustrations  <i>What frustrates them?</i> <ul style="list-style-type: none">- Why are they changing jobs?- What barriers are there to leave the current job?	Channels  <i>Where do they look for a new job?</i> <ul style="list-style-type: none">- Social media, job boards, referrals, career sites, LinkedIn etc.	Skills  <i>What are their primary and secondary skills and attributes?</i> <ul style="list-style-type: none">- Most knowledge- Experience- Education	

Influencers  <i>Who influence their decision?</i> <ul style="list-style-type: none">- Family & friends- Partners- Current work environment- Recruiters- Future employer	Content & Resources  <i>What information do they have and who's information do they trust?</i> <ul style="list-style-type: none">- Job advertisements- Corporate career sites- Social media posts and accounts- Events- Industry leaders & employers
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We werken met mensen!

Stressmomenten

(Volgens de schaal van Rahe)

2



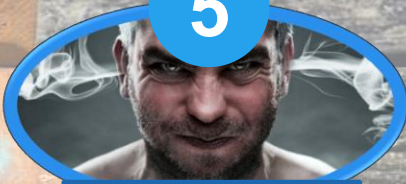
Verandering
van baan

3



Enorme schuld
op huis

5



Problemen met
de baas

4



Ruzie met
schoonfamilie

1



Scheiden

Persoonlijke benadering

(Aandachtspunten)

DO



Trigger de kandidaat.



Pak de telefoon!



Zorg dat de kandidaat jou op zijn prioriteitenlijst zet.



Geef iedereen goede terugkoppeling.

DON'T



Maak er geen sprookje van.



Stuur niet direct de vacaturetekst.



Overhaast de procedure niet.



Stuur geen lange mails naar kandidaten.

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Investeren in de lange termijn

Hoe ga je van start?



Ga met je praten met je collega's.



Denk niet te moeilijk.



Zorg voor betrokkenheid van je collega's!

Investeren in de lange termijn

(Aandachtspunten)

Uitstraling



Staan de werknemers centraal?



Werken-bij site!



Is het herkenbaar?

Creëer een community



Zoek het dichtbij.



Vergeet oude sollicitanten niet!



Zorg voor interessante content, niet alleen vacatures.

Referral Recruitment



Creëer interne trots en betrokkenheid.



Kies een passend beloningssysteem.



Jouw collega's zijn de beste ambassadeurs!

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Nog een aantal tips

01

**Zorg dat kandidaten
je kunnen vinden.**



03

**Maak solliciteren
laagdrempelig.**



02

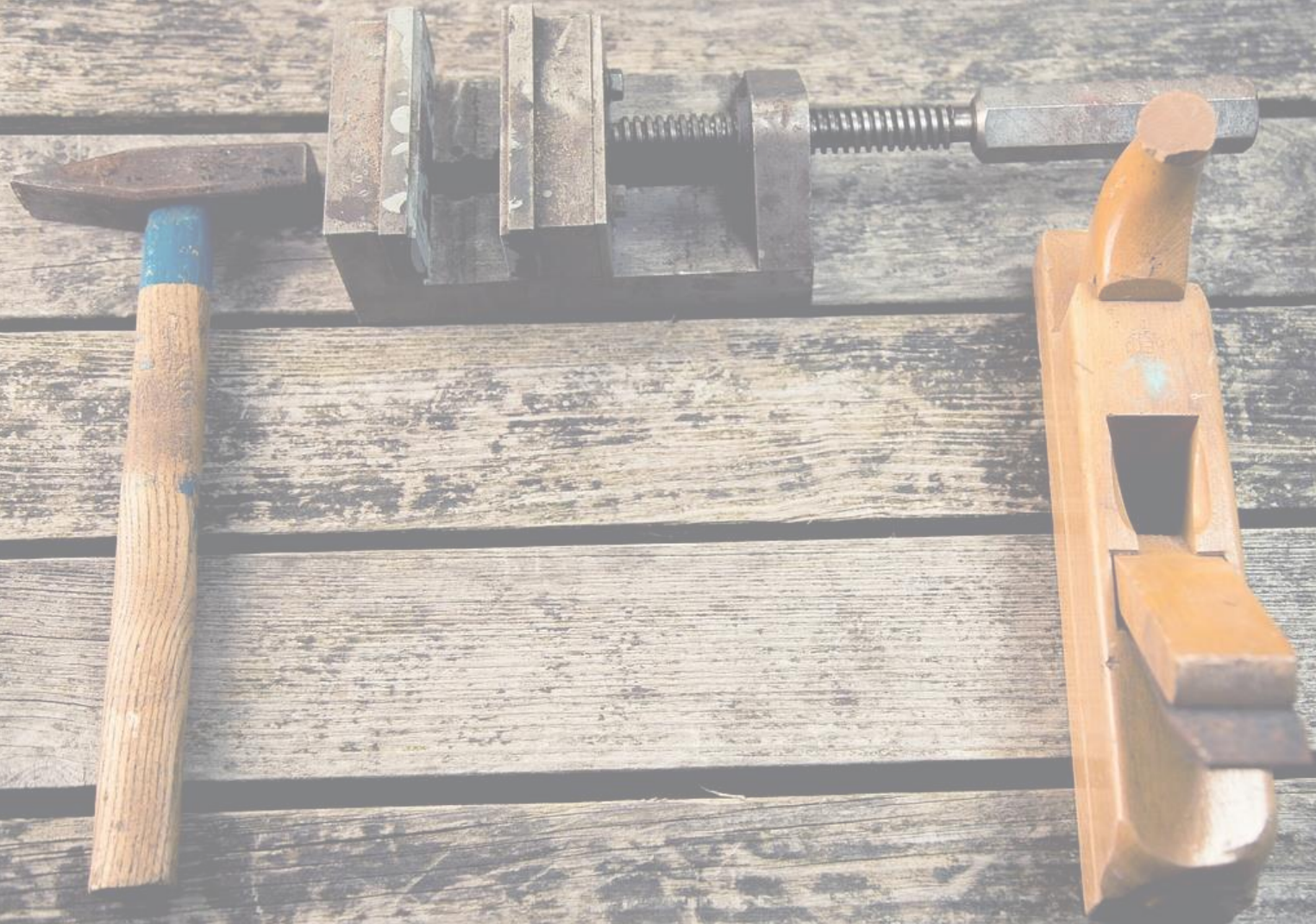
**Verbind je
organisatie met
scholen.**



04

**Vergeet de
boemerang mede-
werkers niet.**





A photograph of three tools on a wooden surface. On the left is a hammer with a wooden handle and a blue-painted section. In the center is a metal vise with a threaded rod and a hexagonal handle. On the right is a wooden mallet with a curved handle and a flat head. The tools are arranged horizontally. A semi-transparent white banner is overlaid across the middle of the image, containing the text 'Stellingen'.

Stellingen

A photograph of three tools on a wooden surface. On the left is a hammer with a wooden handle and a blue-painted section. In the center is a metal vise with a threaded handle. On the right is a wooden mallet with a wooden handle and a wooden head. The tools are arranged horizontally. A semi-transparent white banner is overlaid across the middle of the image, containing the text 'CV's zijn verleden tijd' in bold black font.

CV's zijn verleden tijd

A photograph of three tools on a wooden surface. On the left is a hammer with a wooden handle and a blue-painted section. In the center is a metal vise with a threaded rod and a hexagonal handle. On the right is a wooden mallet with a wooden handle and a wooden head. The tools are arranged horizontally. A semi-transparent white banner with black text is overlaid across the middle of the image.

Bedrijven solliciteren bij kandidaten

A photograph of three tools on a wooden surface. On the left is a hammer with a wooden handle and a blue-painted section. In the center is a metal vise with a threaded rod and a hexagonal handle. On the right is a wooden mallet with a wooden handle and a wooden head. The tools are arranged horizontally. A semi-transparent white banner with black text is overlaid across the middle of the image.

**Jong talent verbinden met ervaring,
is een succesformule**

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Het onderwijs en het bedrijfsleven sluiten perfect op elkaar aan

A photograph of three tools on a wooden surface. On the left is a hammer with a wooden handle and a blue-painted section. In the center is a metal bench vise. On the right is a wooden peg or handle. The background is a rustic wooden plank surface.

**Een tekenbonus van €5.000,- als trigger voor
nieuw personeel**

A photograph of three tools on a wooden surface. On the left is a hammer with a wooden handle and a blue-painted section. In the center is a metal vise. On the right is a wooden tool with a curved handle and a flat base. The text 'GOODIEBAG' is overlaid in the center in a blue, bold, sans-serif font with a halftone pattern.

GOODIEBAG

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