

Empathy as an Essential Factor: Understanding Your Talent

What is “empathy”?

Empathy:

“the ability to sense other people's emotions, coupled with the ability to imagine what someone else might be thinking or feeling.”

Candidate 'Centricity' – setting some context

- Supply-side challenged, candidate FIRST.
- 82% say the market is so competitive that by the time they find a great candidate, they're often gone to a competitive offer or a counter.
- 73% say “there just aren't enough candidates out there”

Source: Matchfield survey



What matters to candidates? In the opinion of HR and TA.

Here's what your peers in Human Resources and Talent Acquisition say are the most important elements of candidate experience. Ranked in order of importance.

Great Brand and a
"strong" Culture

"Job Fit":
Description =
Reality

Clear Opportunities
for Personal
Growth

Easy/Clear
Application Process

Competitive
Compensation –
pay people what
they want/need

MOST

LEAST

Quick Check in on “What Matters to Candidates”

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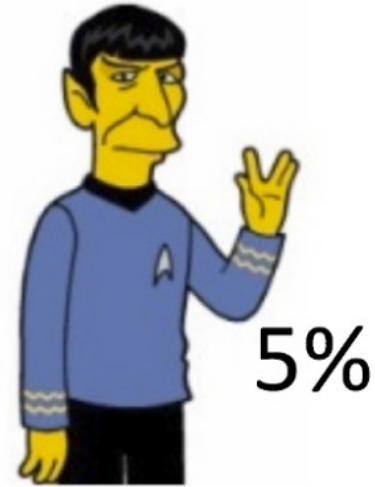
Why should this matter to me?

Rational versus Irrational



Fast

Impulsive
Associative
Automatic
Error-Prone

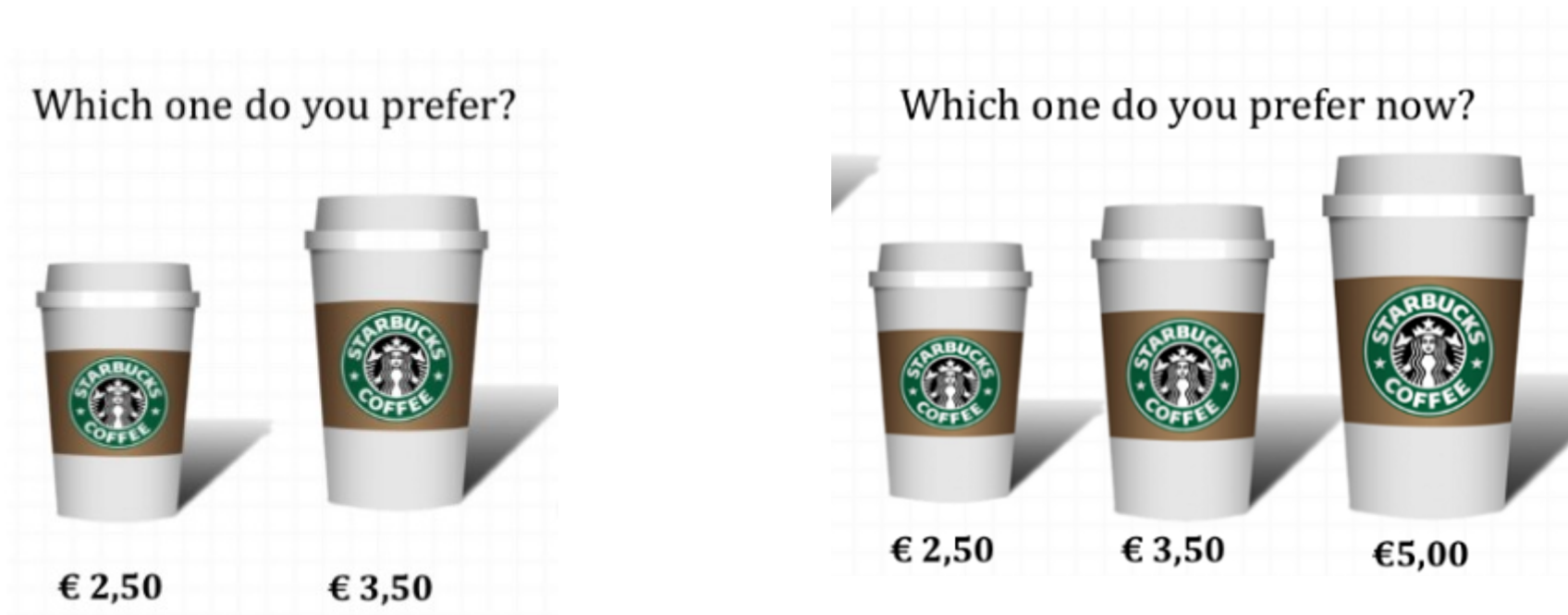


Slow

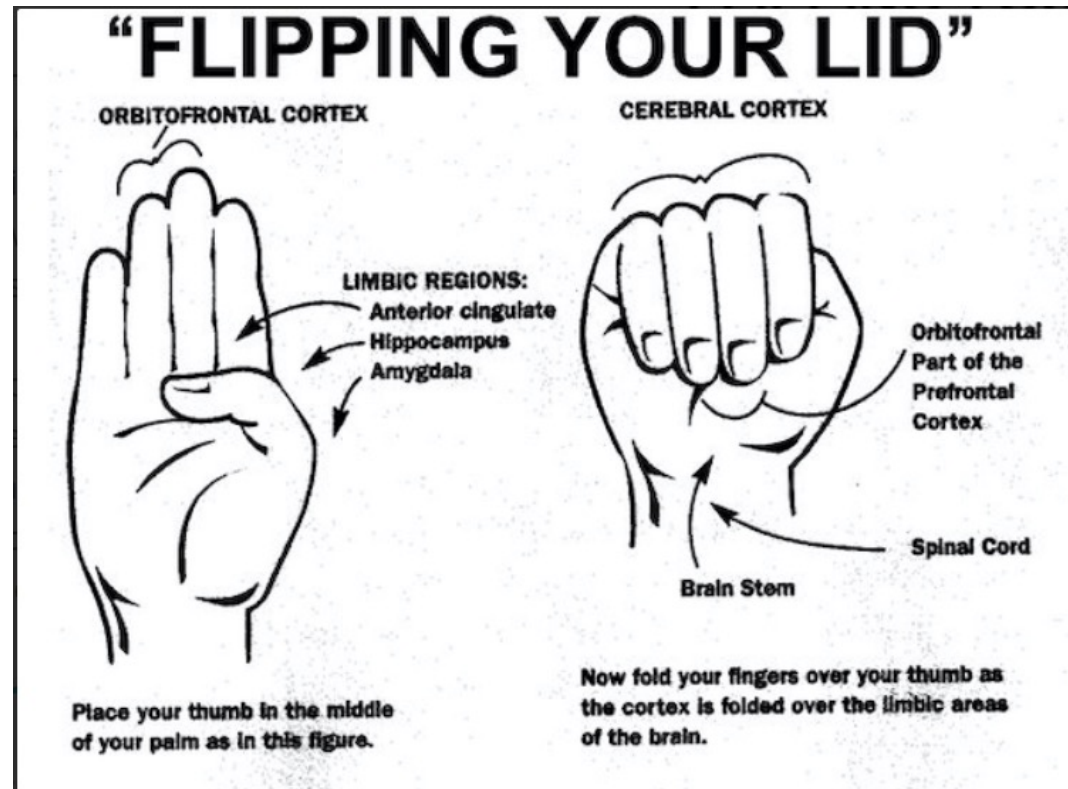
Rational
Analytical
Effortful
Reliable

Why should this matter to me?

Economics AND Behavioral Economics



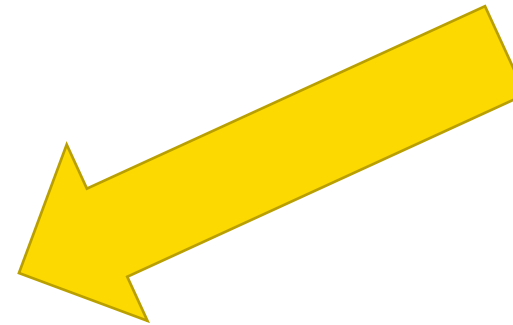
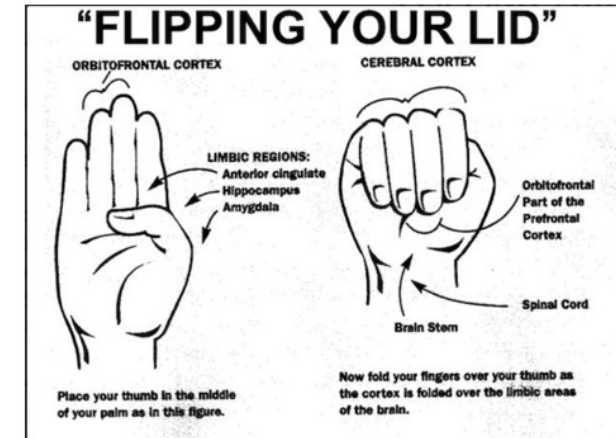
Connecting “feelings” to “behaviors”



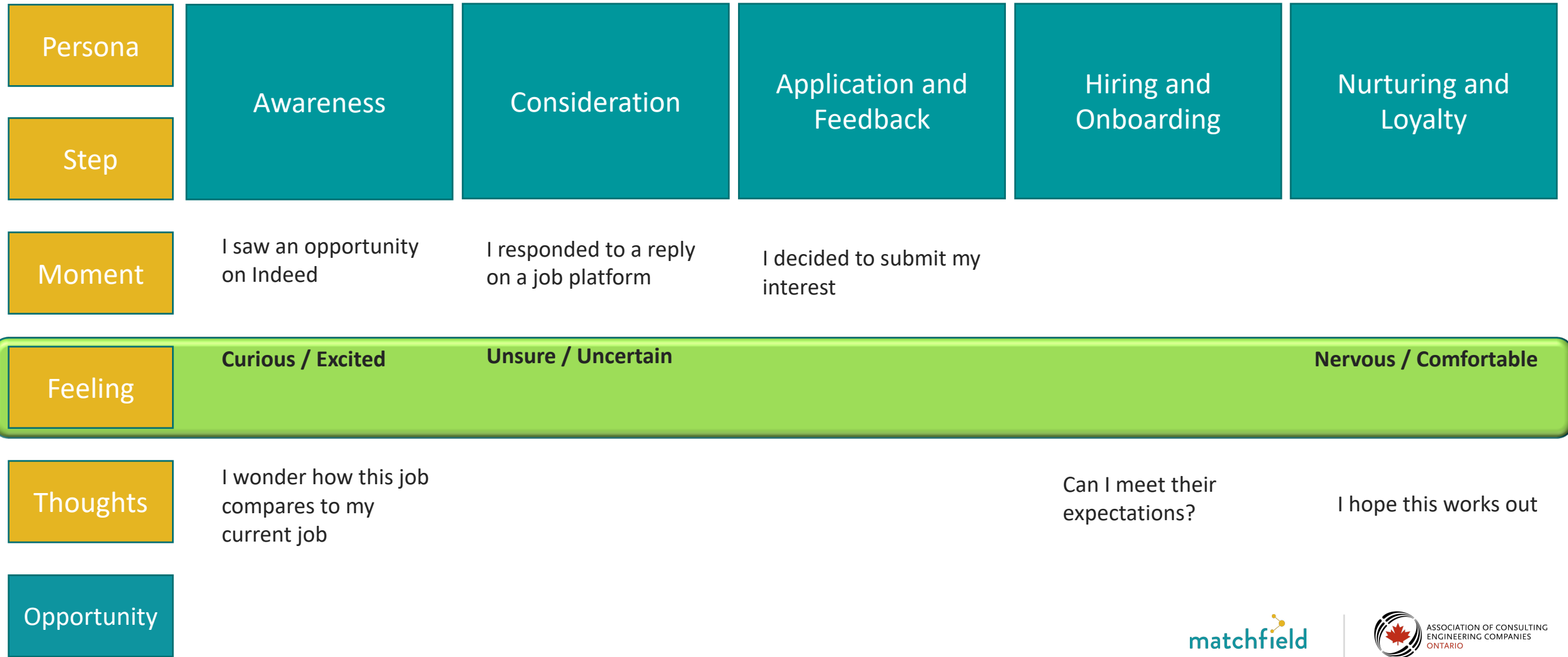
Quick Summary



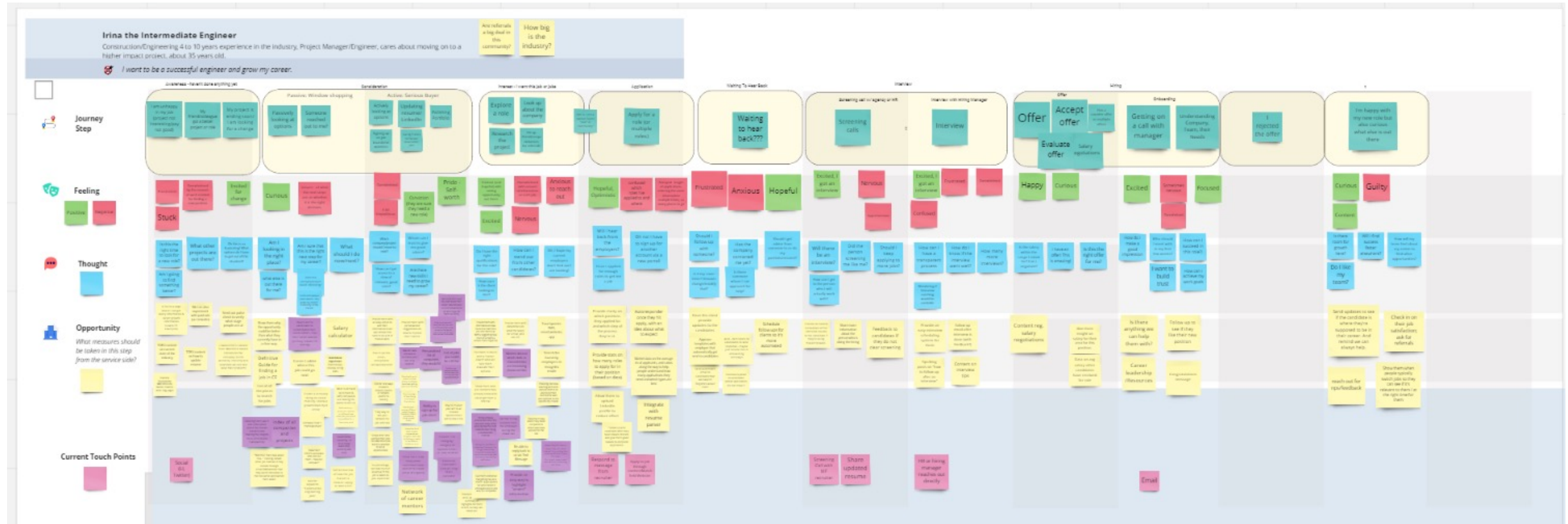
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Getting Started with an Experience Map



Sample Experience Map



What?

So what?

Now what?



Interested in a workshop?

**Matchfield have worked with over 140
Consulting Engineering firms to help them
connect with and hire Talent across North
America.**

We're here to help.



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Jeremy Henderson is the Strategic Director at Matchfield and has been working in recruitment for more than 15 years. Passionate about technology's role in staffing, Jeremy is always looking for ways to challenge the norms of traditional recruitment firms. He's happy to talk hiring over a good IPA.

Matchfield specializes in connecting top technical talent with opportunities at leading Consulting Engineering firms across North America. Our preference-driven matching system and talent advisors combine to deliver an efficient and transparent experience that helps drive hiring success.

