

# **Recruiter's Experience in [Gloat] Training Session**

# How to use this deck?

This training asset is designed as a tool to engage recruiters/TA teams with the following goals:

- Position the Talent Marketplace within the right business context, vision, and objectives
- Share the benefits and explain "what's in it for them"
- Generate excitement about the opportunity to access and source more internal talent
- Demo the platform and explain how it works

The slides contain commentary and suggestions (highlighted in yellow) on how to run this session and what information to include to ensure it resonates well with the audience and generates activity.

For any suggestions, questions, or follow-ups, please reach out to your Gloat CSM for support.

# Agenda

## **Talent Marketplace Vision & Objectives**

Why are we promoting a Marketplace]?

How does it support our strategy and business goals?

## **What's in it for me?**

What's in the platform for me, and what are the benefits?

## **How does it work?**

A step-by-step guidance & demo

## **Other ways to use the Marketplace**

Attracting candidates and accessing part-time resources

## **Success Stories**

# **Talent Marketplace Vision & Objectives**

# Placeholder: Business Context

Add slides to provide your key stakeholders with business context, including:

- Why do we need a marketplace at [company]?
- How does it promote our vision and mission?
- Why hire internally?
- What is Gloat and your journey so far - success stories

It is recommended to do some discovery beforehand to understand how the TA team is working today and what might be holding them from using the marketplace to source internal talent. Based on that - select the next slides to highlight the specific benefits to them

# Business Benefits: Shift to Skills Based Hiring

## The Work

Skills Based Job Descriptions



## BREAK THROUGH SILOES

## The Candidates

Skills Based Profiles

When each business unit has different ways of describing skills & experiences, it is difficult for employees to move sideways!

Skills Based Hiring helps find candidates that would be a perfect fit regardless of organisational structure

# Business Benefits: Increase Internal Hires

1.7 x

More expensive to hire externally

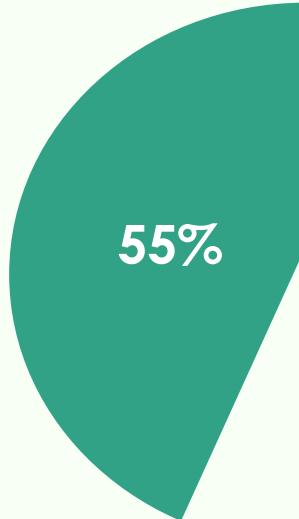
2

Years before external hires perform  
as well as internals

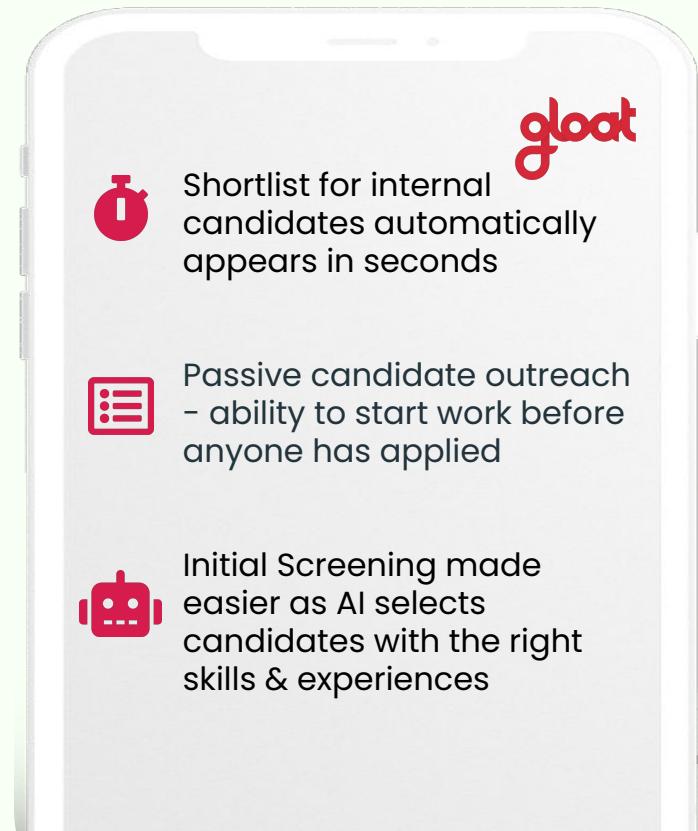
***But... Lacking data on existing  
employees***



# Business Benefits: Increase Hiring Efficiency



Reduction in  
Recruiter hours  
spent per role



# Business Benefits: Decrease Voluntary Turnover

*Lack of Career & Development Opportunities is the **number 1. reason** employees leave their jobs*



# Business Benefits: Increase Diversity of Hiring



## **ACCESS** to opportunities

Platform provides visibility of all internal opportunities across the business



## **SKILLS-BASED** matching

A.I matching encourages managers to find candidates based on their skills rather than their network



## Automated **NUDGING**

Passive candidates are included in shortlists and encouraged to apply through automated reminders and nudges

# Business Benefits: Thriving Marketplace



## Attracting Users

Customers who have jobs in their marketplace have:

**3 x** more registrations each month

**2 x** higher NPS score



## Retaining Users

Customers who have jobs in their marketplace have:

**2.5 x** more monthly active users

**2 x** higher retention rate after 6 months

## **Key personas** to benefit from the Hiring app on the Marketplace



# The marketplace will help you level up your recruiting game!

## Boost internal hiring

Internal hires are **1.7 times more** cost-effective compared to external hires.

## Reduce time to hire

Accelerate the hiring process with **streamlined** internal sourcing.

## Quality sourcing

Utilize **advanced matching logic** to identify skills gaps and quickly find the best candidates.

## Increase employee engagement

Companies with internal mobility programs report a **30% boost** in employee engagement.

Feel free to adjust the benefits wording based on your audience

# **How can the Talent Marketplace benefit you?**

Fed up of sifting through endless irrelevant candidates?

**Reduce irrelevant applications**

The screenshot shows the gloat Recruitment software interface. At the top, there are navigation tabs: 'Projects' and 'Positions'. Below the tabs, a breadcrumb navigation shows 'Back to positions'. There are three buttons: 'Review (10)', 'In process (6)', and 'Inactive (4)'. Below these are buttons for 'All', 'Applied (3)', 'Discovered (2)', 'Contacted (4)', and 'Saved (2)'. A search bar with the placeholder 'Find candidates' is on the right. The main content area displays three candidate profiles in cards:

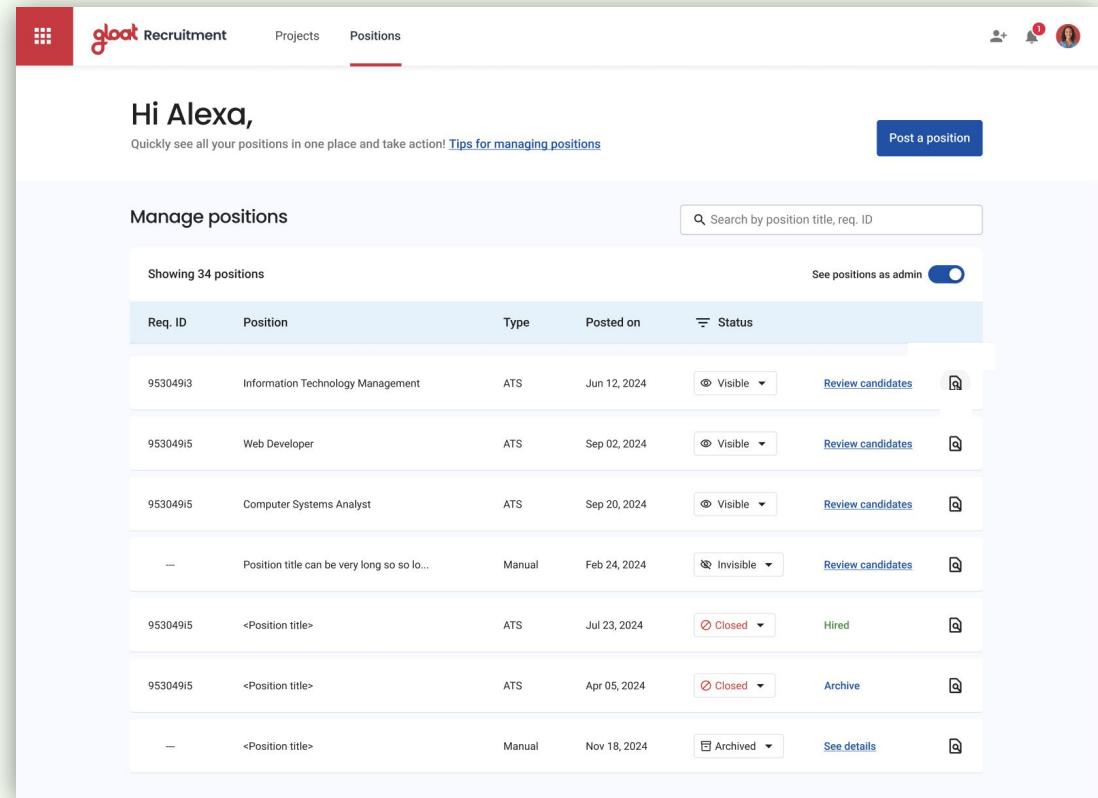
- Lia Ruben** (Applied): Cybersecurity Developer, New York, NY, 5 years experience, Grade level 4, 2 applications in process. Matching skills: 4/6. Status: Not a match. Buttons: Email, Print, Star, Continue.
- Ben Cohen** (Discovered): Cybersecurity Developer, New York, NY, 5 years experience, Grade level 4, 2 applications in process. Matching skills: 5/6. Buttons: Email, Print, Star, Invite to apply.
- Danielle Rosenfeld** (Contacted): Cybersecurity Developer, New York, NY, 5 years experience, Grade level 4, 2 applications in process. Matching skills: 4/6. Buttons: Email, Print, Star.

On the right, a detailed view of Lia Ruben's profile is shown. It includes her contact information, a note that she was contacted by a specific recruiter on Sep 3, 2023, and a 'How do you match?' section. This section lists 6 skills: Time Management (checked), Problem-Solving (checked), Risk Management (checked), Project Management Software Proficiency (checked), Data Analysis (unchecked), and Budget Management (unchecked). A note says 'You might have this skill based on your profile skill: Asana'.

The **AI-driven matches** suggest internal talent with relevant skills and experiences. Allows you to filter irrelevant candidates and prioritize matches to save time and improve relevance.

Looking to manage internal positions and candidates from one central place?

***One place to manage applications***



Hi Alexa,

Quickly see all your positions in one place and take action! [Tips for managing positions](#)

Manage positions

Showing 34 positions

See positions as admin

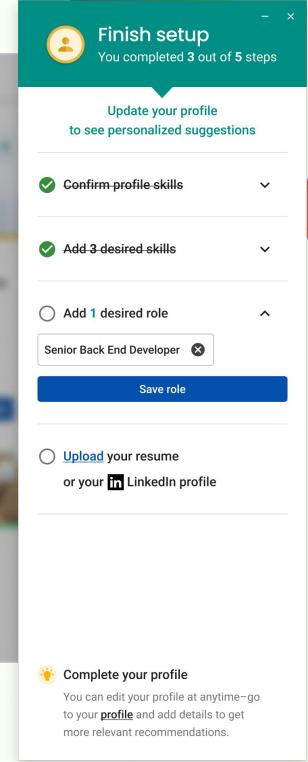
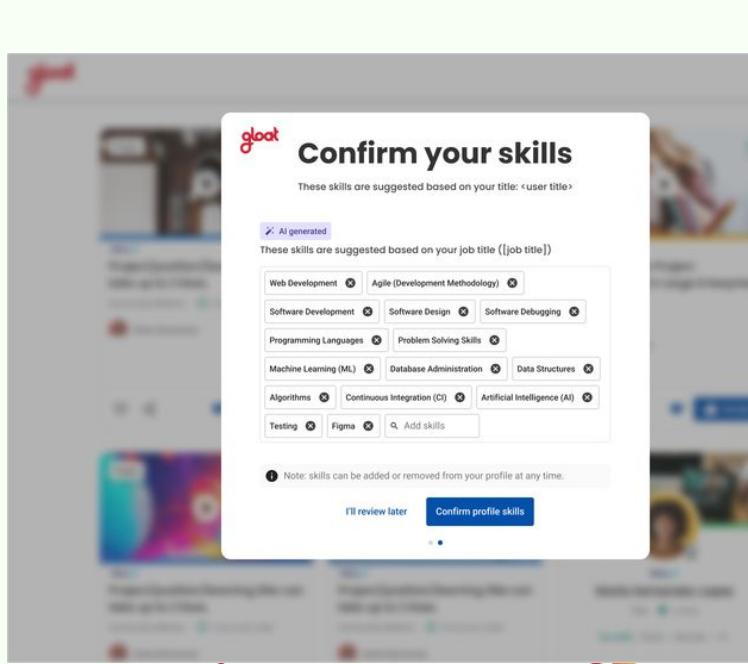
Req. ID	Position	Type	Posted on	Status	Review candidates	See details
95304913	Information Technology Management	ATS	Jun 12, 2024	<input type="button" value="Visible"/>	<a href="#">Review candidates</a>	
95304915	Web Developer	ATS	Sep 02, 2024	<input type="button" value="Visible"/>	<a href="#">Review candidates</a>	
95304915	Computer Systems Analyst	ATS	Sep 20, 2024	<input type="button" value="Visible"/>	<a href="#">Review candidates</a>	
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95304915	<Position title>	ATS	Jul 23, 2024	<input type="button" value="Closed"/>	Hired	
95304915	<Position title>	ATS	Apr 05, 2024	<input type="button" value="Closed"/>	Archive	
--	<Position title>	Manual	Nov 18, 2024	<input type="button" value="Archived"/>	<a href="#">See details</a>	

The **Manage positions** page allows you to track all positions, filters by status, see positions details and call to action.

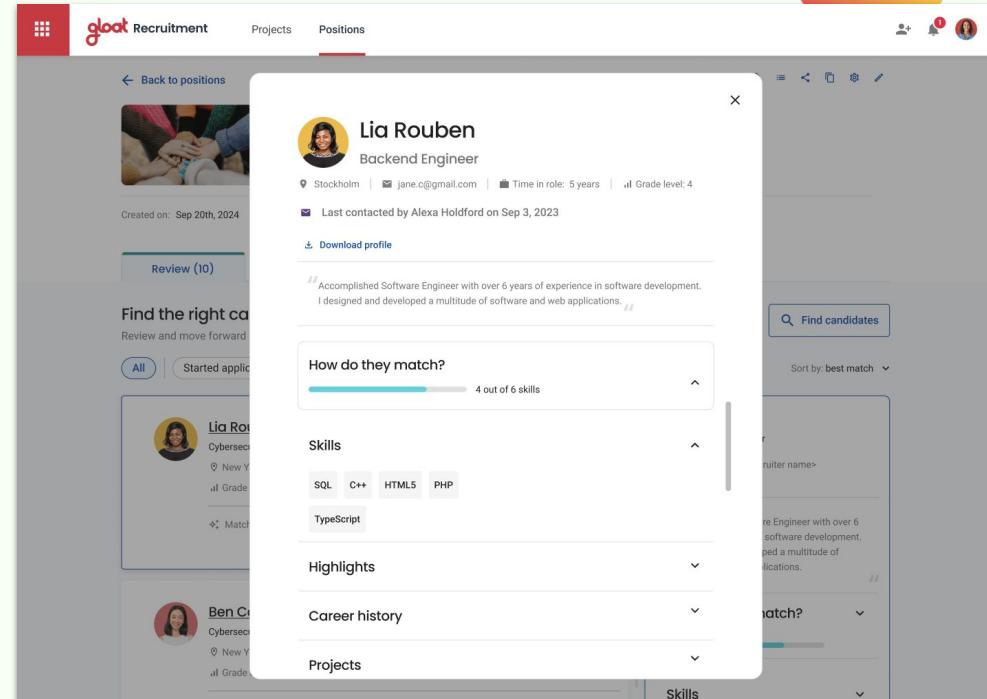
Missing/outdated information on internal talent applying for roles?

***Detailed and up-to-date employee profiles***

With the dynamic marketplace, candidate **profiles remain detailed and up-to-date**, enabling quicker screening with more comprehensive information upfront, such as location, time in role, grade level, and skill match.



# Missing information on internal talent applying for roles?

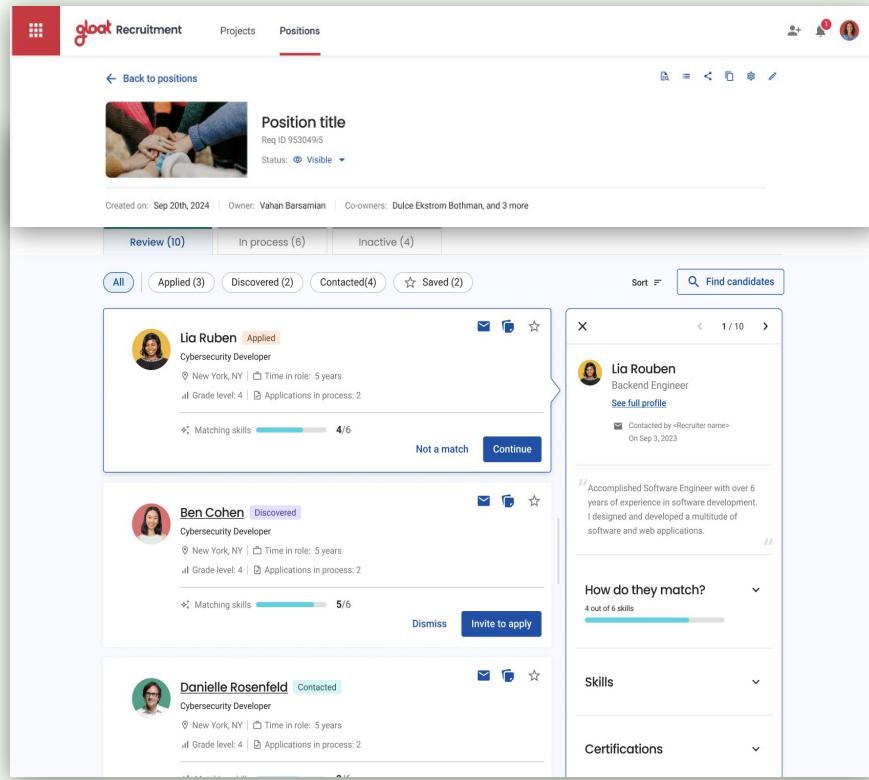


The screenshot shows the gloat Recruitment software interface. At the top, there are navigation tabs: 'Projects' and 'Positions'. Below the tabs, a sidebar on the left lists 'Review (10)' and 'Find the right candidate'. The main content area displays a candidate profile for 'Lia Rouben' (Backend Engineer). The profile includes a photo, basic information (location: Stockholm, email: jane.c@gmail.com, time in role: 5 years, grade level: 4), and a note that she was last contacted by Alexa Holdford on Sep 3, 2023. A 'Download profile' button is also present. Below the profile, a section titled 'How do they match?' shows a progress bar indicating 4 out of 6 skills. The 'Skills' section lists 'SQL', 'C++', 'HTML5', 'PHP', and 'TypeScript'. Other sections include 'Highlights', 'Career history', and 'Projects'. A search bar at the bottom right is labeled 'Find candidates'.

With the **enhanced candidate profile**, you can screen them quickly with more information up front, including: location, time in role, grade level and how their skills match

Finding it hard and time consuming to fill roles?

**Reach out to potential candidates**



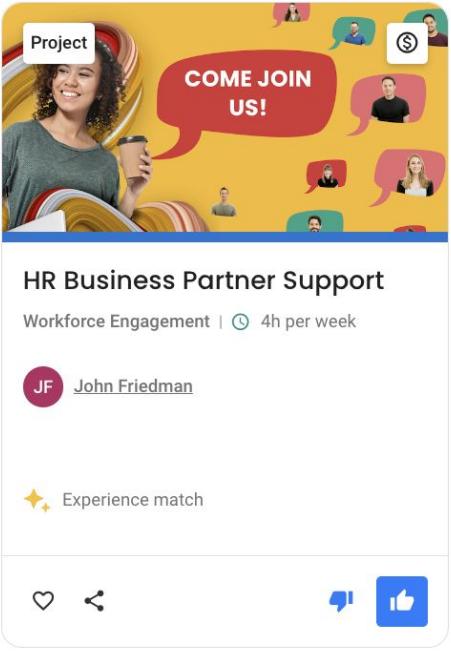
The screenshot shows the gloot Recruitment software interface. At the top, there are tabs for 'Projects' and 'Positions'. Below that, a position title 'Position title' is displayed with a sub-label 'Reg ID 9530495' and a status 'Visible'. The main content area shows a list of candidates for a 'Cybersecurity Developer' role. The candidates listed are Lia Ruben (Applied), Ben Cohen (Discovered), and Danielle Rosenfeld (Contacted). Each candidate profile includes their name, title, location (New York, NY), time in role (5 years), grade level (4), and the number of applications in process (2 for Lia, 0 for Ben and Danielle). A matching skills bar shows 4/6 for Lia and 5/6 for Ben. To the right, a sidebar shows a detailed profile for Lia Ruben, highlighting her experience as an 'Accomplished Software Engineer with over 6 years of experience in software development. I designed and developed a multitude of software and web applications.' Below this, sections for 'How do they match?' (4 out of 6 skills), 'Skills', and 'Certifications' are visible.

Don't just wait for the applications to come in.  
**Discover candidates** in seconds, review their profile, star, save, add notes and invite them to apply with a personal message!

Relevant for Projects

Hounded by hiring managers to fill roles ASAP?

***Projects as an interim hiring solution***



Access ideas

Get an extra pair of hands

Find skills that are expensive to buy in

While you search for the right fit for the role, why not encourage managers to post a project to get access to resources for urgent needs?

Run a quick overview of the usage  
and share a demo on the platform

# **How does it work?**

## With ATS Integration

# How should I use Gloat alongside the ATS?



## Posting the Position

Once posted on the ATS, the position will automatically be posted on Gloat.

It will pull the position details and statuses via the integration.

## Sourcing Candidates

Within seconds, you can come to Gloat to proactively source internal candidates, while you wait for applications.

You will immediately be suggested with candidates the AI found as relevant matches for the requisition.

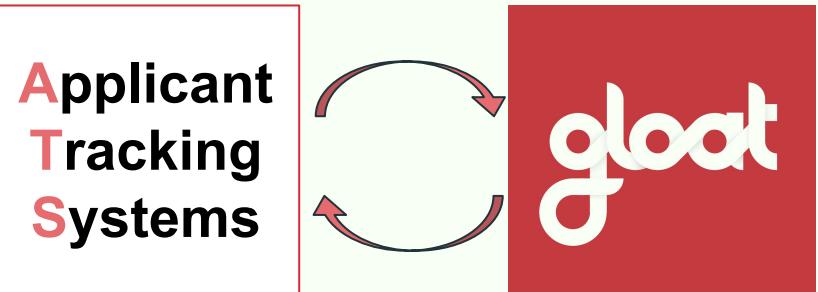
Manage your positions and candidate applications in one place.

The following slides cover the recruiters workflow with Gloat (24.12 release) and highlight the main areas.

Please note: Some screen visuals might not be updated. For a detailed functionality guide, please visit Gloat's Help Centre.

# Demo

**Step 1:** Create a requisition in your ATS, as usual, which will then automatically create the position posting in Gloat.

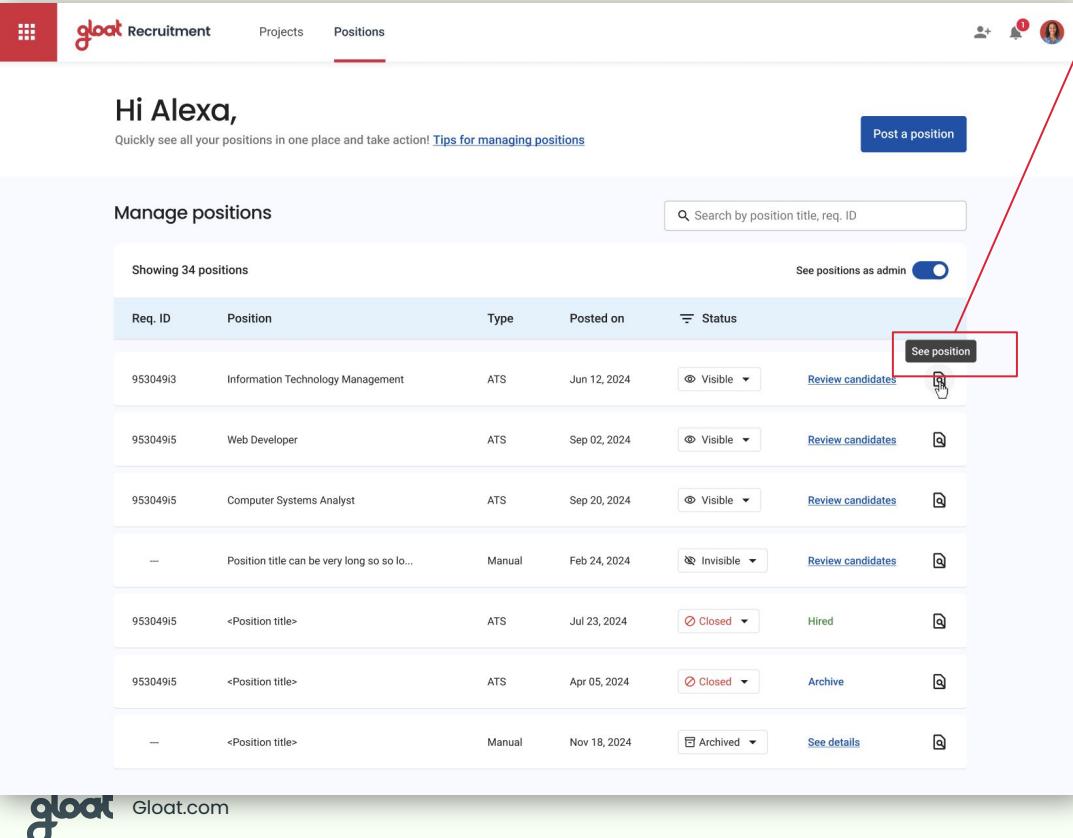


**Step 2:** Review candidate applications for the position according to the existing process. New applications from Gloat users will appear directly in the ATS.

Recruiters can review all candidate applications on the ATS, just as they normally would - **this opens a new door for you...**



## Step 3: Log into Gloat to view and track all your positions postings in one place



gloat Recruitment Projects Positions

Hi Alexa,

Quickly see all your positions in one place and take action! [Tips for managing positions](#)

Post a position

Manage positions

Showing 34 positions

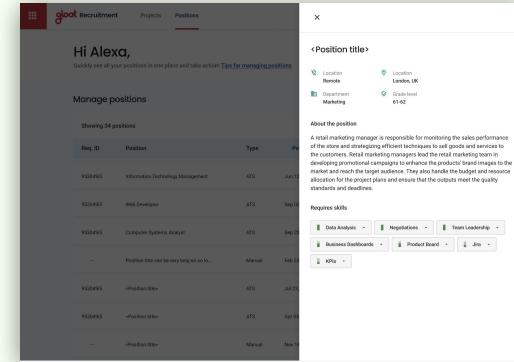
Search by position title, req. ID

See positions as admin

Req. ID	Position	Type	Posted on	Status	Actions
95304913	Information Technology Management	ATS	Jun 12, 2024	<input type="button" value="Visible"/> <input type="button" value="Review candidates"/> 	
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...	<Position title>	Manual	Nov 18, 2024	<input type="button" value="Archived"/> <input type="button" value="See details"/> 	

gloat Gloat.com

Including position details, filters, statuses and call to action.



Hi Alexa,

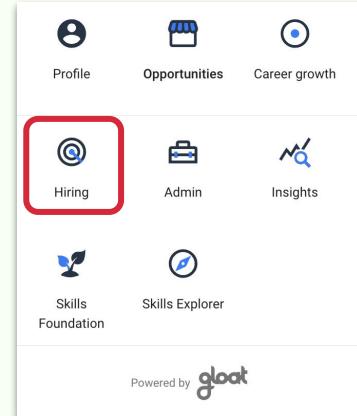
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Access positions in Gloat by clicking on the **Hiring** application in the top-left navigation menu



Profile Opportunities Career growth

Hiring Admin Insights

Skills Foundation Skills Explorer

Powered by 

# Enhance Position Posting

**Optional step:** To make Gloat positions stand out even more, and attract potential candidates, recruiters can add details to the requisition such as additional required skills, related image and a recorded video.

**Skills**

 **Top skills for this position**  
Choose skills candidates should have to succeed.

 Based on the position's title & description.

Python  Technique 2  Manual-skill 

Search skills

**Suggested skills**

Skill 4  Sub-function 2  Technique 4  Sub-tool 3 

Tool 2  Function 1  Soft Skill 1  Tool 1 

Sub-tool 2  Sub-function 3 

**Video story**

Get candidates excited about this position by introducing it in your own words.

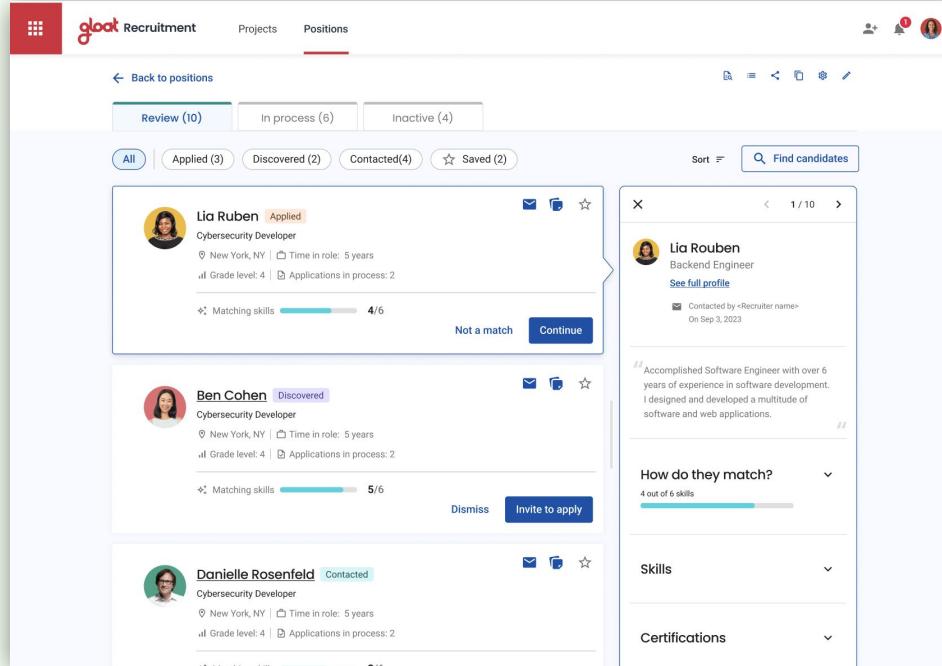
 [Record a video](#)  [Upload a video](#)

 Adding a video story makes your project more appealing to candidates

## Step 4: Review and source internal talent within seconds from posting a position!

In the **Review tab**, you can view and manage candidates:

- **Applied:** candidates who applied for the role
- **Discovered:** candidates suggested by Gloat's AI algorithm
- **Contacted:** candidates contacted by email via Gloat
- **Saved:** candidates saved from search and the Review tab



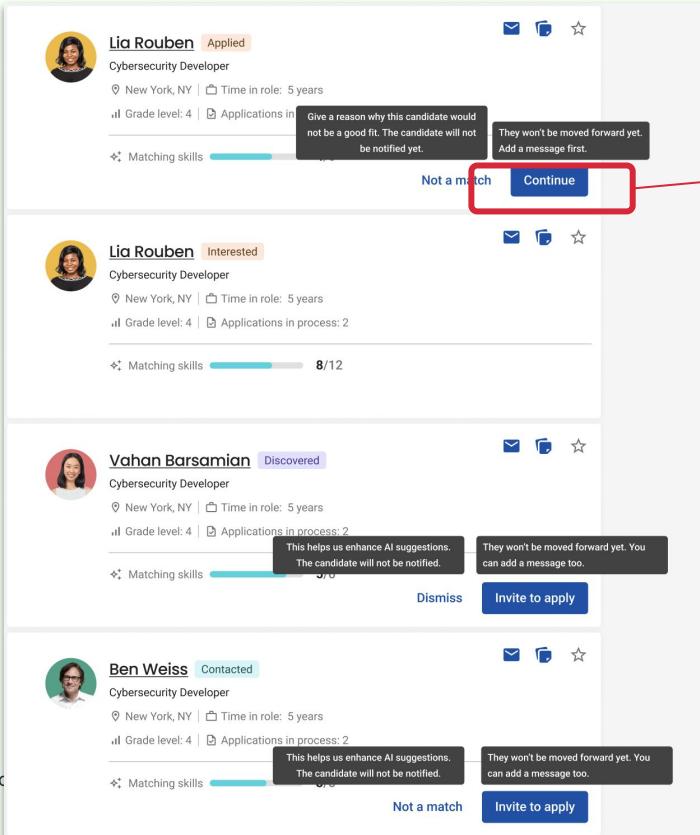
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- Lia Ruben** (Applied): Cybersecurity Developer. Located in New York, NY, with 5 years of experience. Grade level: 4. Applications in process: 2. Matching skills: 4/6.
- Ben Cohen** (Discovered): Cybersecurity Developer. Located in New York, NY, with 5 years of experience. Grade level: 4. Applications in process: 2. Matching skills: 5/6.
- Danielle Rosenfeld** (Contacted): Cybersecurity Developer. Located in New York, NY, with 5 years of experience. Grade level: 4. Applications in process: 2.

On the right side, a detailed profile for **Lia Rouben** (Backend Engineer) is shown. It includes a 'See full profile' button, a note that she was contacted by a recruiter on Sep 3, 2023, and a summary: "Accomplished Software Engineer with over 6 years of experience in software development. I designed and developed a multitude of software and web applications." Below this are sections for 'How do they match?' (4 out of 6 skills), 'Skills', and 'Certifications'.

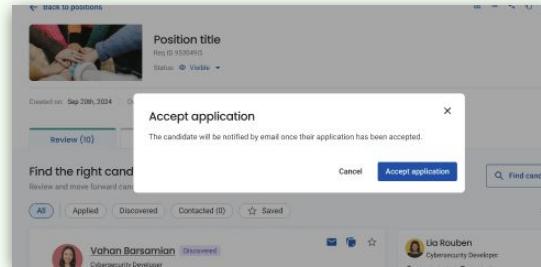
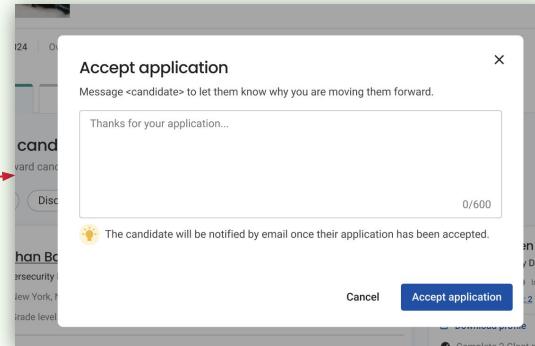
 Search for even more candidates by skills, title, location, etc.

## Step 6: Take action on existing applications, capture notes, contact the candidate, set expectations about what's coming next in the process, accept or decline.



The screenshot shows a list of four candidates:

- Lia Rouben** (Applied): Cybersecurity Developer, New York, NY, 5 years, Grade level: 4, Applications in process: 1. Notes: "Give a reason why this candidate would not be a good fit. The candidate will not be notified yet." and "They won't be moved forward yet. Add a message first." A red box highlights the "Continue" button.
- Lia Rouben** (Interested): Cybersecurity Developer, New York, NY, 5 years, Grade level: 4, Applications in process: 2. Notes: "Grade level: 4 | Applications in process: 2" and "Matching skills 8/12".
- Vahan Barsamian** (Discovered): Cybersecurity Developer, New York, NY, 5 years, Grade level: 4, Applications in process: 2. Notes: "This helps us enhance AI suggestions. The candidate will not be notified." and "They won't be moved forward yet. You can add a message too." A red box highlights the "Dismiss" button.
- Ben Weiss** (Contacted): Cybersecurity Developer, New York, NY, 5 years, Grade level: 4, Applications in process: 2. Notes: "This helps us enhance AI suggestions. The candidate will not be notified." and "They won't be moved forward yet. You can add a message too." A red box highlights the "Not a match" button.



**Step 7:** Click the Candidate's Card to review their profile, see how they match (skills gaps) and more!

Focus on **Discovered** candidates to source more talent, as Applied candidates will be reviewed in the ATS

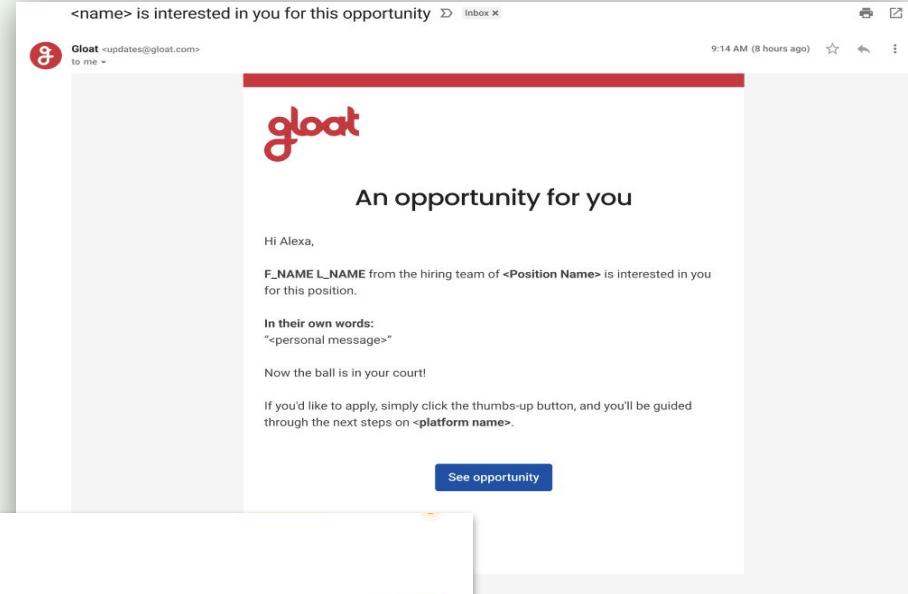
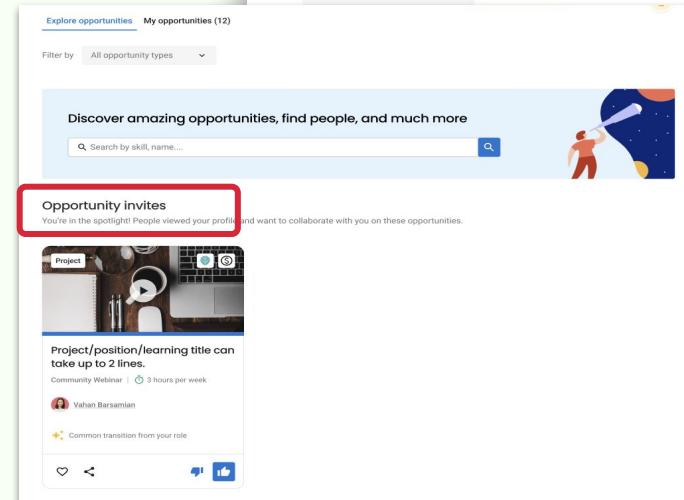


The screenshot shows the gloat Recruitment software interface. The top navigation bar includes 'gloat Recruitment', 'Projects', 'Positions', and user icons. Below the navigation is a filter bar with 'Review (10)', 'In process (6)', 'Inactive (4)', and buttons for 'All', 'Applied (3)', 'Discovered (2)', 'Contacted (4)', 'Saved (2)'. A search bar with 'Find candidates' and a sort dropdown are also present. The main content area displays three candidate profiles: Lia Ruben (Applied), Ben Cohen (Discovered), and Danielle Rosenfeld (Contacted). Each profile includes basic information like location, role, experience, and a matching skills bar. Ben Cohen's profile is highlighted with a red box and a red arrow points to an 'Invite to apply' button. A modal window titled 'Invite <candidate> to apply' is open, prompting the user to let the candidate know why they're a good fit. The modal also includes a text input field with placeholder text 'Hi Vahan...', a note about the invite being sent via email, and a 'Cancel' and 'Invite' button.

# What happens when I invite a candidate to apply?

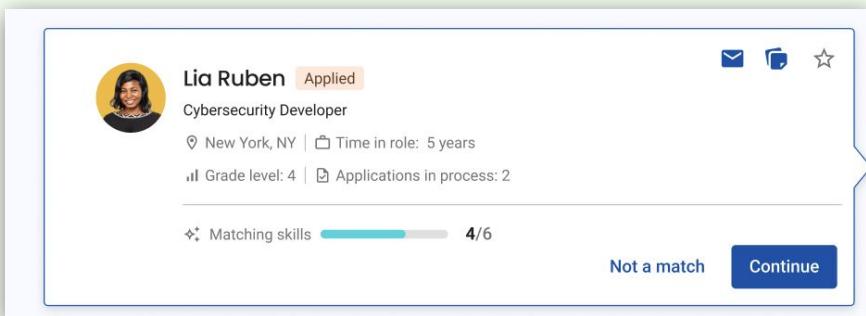
When a candidate is invited to apply to a position, they will receive an email with a link to the opportunity in Gloat.

In addition, the invited candidate will also see the position in their 'Opportunity invites' section on the 'Explore opportunities' page.



# Discovered vs. Applied Candidates

**Applied Candidates** have seen the position on Gloat and gave the opportunity a “Thumbs Up” to apply. Recruiters will need to click “Continue” to move them to “In process”



Lia Ruben Applied  
Cybersecurity Developer  
📍 New York, NY | 🗓 Time in role: 5 years  
📊 Grade level: 4 | 📃 Applications in process: 2

Matching skills  4/6

Not a match Continue

**Discovered Candidates** are suggested by the AI based on their skills, and aspirations. Invite them to apply to start the process.



Ben Cohen Discovered  
Cybersecurity Developer  
📍 New York, NY | 🗓 Time in role: 5 years  
📊 Grade level: 4 | 📃 Applications in process: 2

Matching skills  5/6

Dismiss Invite to apply

Add your own

# Success Stories

# Case Study 1: Increasing Internal Mobility

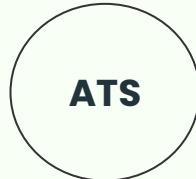
## Company Beliefs...

**Homegrown talent** is key to build a broad and diverse talent bench and minimize vulnerability to talent gaps

**Internal mobility** is key to accelerate growth and readiness of our talents, for innovation and reducing barriers to execution

**Sharing talents** across the company is expected of our leaders. The right talent, in the right place and time will accelerate performance

## How they use Gloat...



Where Recruiters post positions, view applications & manage pipeline



Where employees access internal positions. AND Recruiters/hiring managers view discovered candidates.

# Case Study 2: Increasing Internal Mobility

## Business Benefits

External hiring cost

5000

Full-time internal position assignments (all time)

449

Internal Hiring Savings

\$2,245,000

X

=

Since launch, 3 years ago, the company has hired **449 employees** through applications in Gloat and **saved \$2.2 million**

% of cross Country position assignments

23.9%

% of cross Department1 position assignments

80.7%

Internal mobility has also increased, **24%** of positions were assigned cross country and **81%** cross department

# Workforce transformation, with employees at the center



**14,000**  
**Sunrise Jobs**  
(Feature jobs)



**9,000**  
**Sunset Jobs**  
(Skills impacted by digital transformation)

Within 3-5 years, Standard Chartered **needed to shift its workforce** from roles that will become obsolete to roles that will **support the bank's future**

- 1 Selected area of the business with highest growth ambition
- 2 Created skills based role profiles for relevant Sunrise roles
- 3 Posted roles on Gloat to source internal talent

**62% of roles received match** i.e. managers thought they were a good fit and proceeded to interview stage

## Other ways to use the marketplace

# Prompt managers to use projects to access part-time resources

 Replacing FTE	 Looking for Specific Skillset	 Looking for Headcount
<p>Is there any work that needs to be done urgently while we search for an external resource?</p> <p>If so, post it as a project on Gloat and find someone already in the company who can hit the ground running</p>	<p>Have you considered using Gloat to see if there is anyone internally with these skills?</p> <p>You might be surprised, there could be someone outside your team/department/country</p>	<p>Have you considered using Gloat first?</p> <p>This will allow you to find people within the company to work on a part time project for you or your team at no extra cost?</p>

# Promote talent marketplace to external candidates

1

Want to work for a company that truly empowers you to own your career and development? Let me tell you how we bring that mantra to life with Gloat...

2

Gloat gives our large organization a personalized feel by connecting you with colleagues across the world

3

Recently graduated and not sure exactly where you want to be? Here, you can explore projects across functions and divisions outside of your full time role

4

Looking for a position that allows you to continuously grow and learn new things? Gloat gives you full visibility into all relevant development opps

**Thank you**

# Skills Based Hiring Case Study

A Global Bank had ambitious growth plans for the Indian Market. They wanted to grow revenues to over \$1 billion. To support this agenda, they used Gloat to hire 100 critical roles which could help them launch new products and services to market.



## Create Role Profiles

For each critical role, use Gloat to build Skills Based Job Descriptions



## Post Roles Internally

Post all positions on the Talent Marketplace to source internal talent with transferable skills



## Source Internal Candidates

Instantly see an internal talent pool of employees with relevant skills & start reaching out

Case Study

Created skill based job descriptions for 8 critical roles, covering 100 total headcount. Each profile highlighted the top 7-12 critical skills required for the role.

All roles posted through the ATS integration onto the Talent Marketplace. Recruiters encouraged to use Gloat for proactive sourcing

On average, recruiters were instantly presented with 39 relevant AI-discovered candidates, 3 employees with matching skill sets applied for each role & it took 36 days to fill a role.



# Amplifying brand awareness, powered by **Gloat**

While looking to expand her skillset, an Analyst found a project that allowed her to drive external awareness of MasterCard's commitment to local communities. By tapping into her creative side, she was able to **gain exposure to new skills**, while **driving favorable brand awareness** by highlighting MasterCard's positive impact locally.

**“Being a launcher in the P&C team, I would not be typically exposed to something like that, so it was rewarding to be able to be in the position to communicate the positive impact we have driven in local communities.”**



Associate Analyst,  
Mastercard Launch