







I. Why Consider International Recruiting

B. Reduction/Contraction, cont.

- Underperforming market share
 - Low effort
 - Lack of accountability
 - Inefficient processes
 - Lack of fundamental skills

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GLOBAL WORKFORCE DEPLOYMENT

Fundamental Skills

Approaching	Asking
Closing	Listening
Interviewing	Matching
Marketing	Recruiting
Planning	Persuading

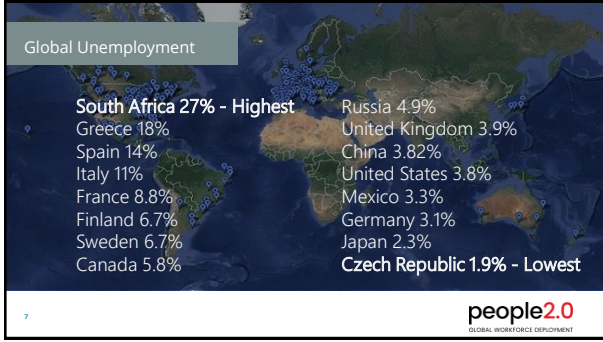
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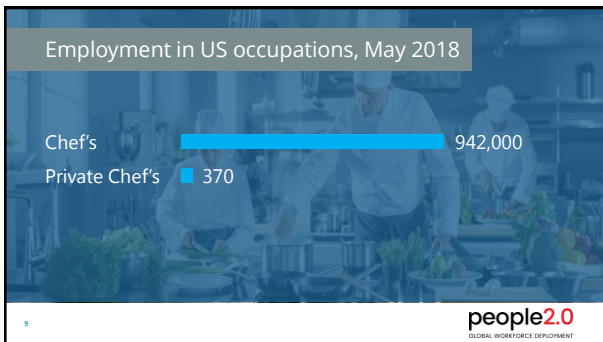
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Considerations

- ✓ Understand applicable labor and employment laws
- ✓ Hire a translator
- ✓ Research and learn the culture

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Considerations

- ✓ Have a strong on-line presence
- ✓ Website: Recruit Internationally / Market leader
- ✓ Remote Communication

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Considerations

- ✓ Talent Acquisition
 - > LinkedIn - USA
 - > Xing - Germany
 - > Orkut - Brazil
 - > FC2 - Japan

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Considerations

- ✓ Highly Visible Jobs
 - > Viadeo
 - > Xing
 - > Twitter
 - > YouTube

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Considerations

- ✓ Highly Visible Jobs
 - > Google+
 - > Wechat
 - > Twitter
 - > Weibo

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Considerations

- ✓ Video Interview s - Skype
- ✓ Back-office burdens

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