

OCTOBER 2017

RECRUITMENT CHALLENGES

IN AN ERA OF DISRUPTION

FIBEP, Berlin
Sean Smith, CEO, Media Intelligence

12 countries
20 offices
1,211 people
1 team
1 focus

Our Credentials





curiosity



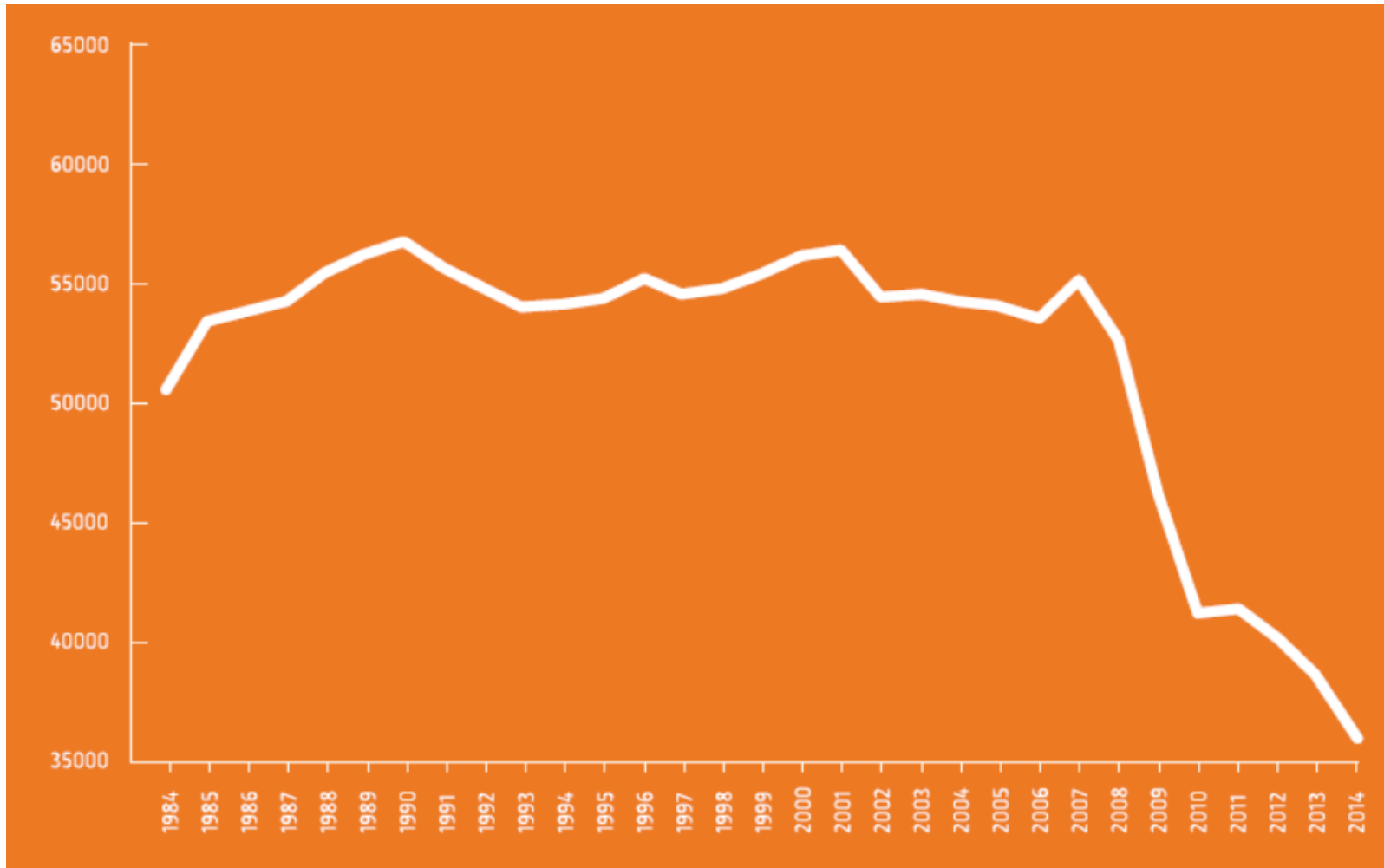
innovation

**POWERED BY TECHNOLOGY
INSPIRED BY PEOPLE**

INTRODUCING THE NEW ISENTIA


DECLINE IN FULL TIME JOURNALISM JOBS

ANSE, June 2014



DECLINE IN FULL TIME JOURNALISM = VELOCITY OF CONTENT & DATA



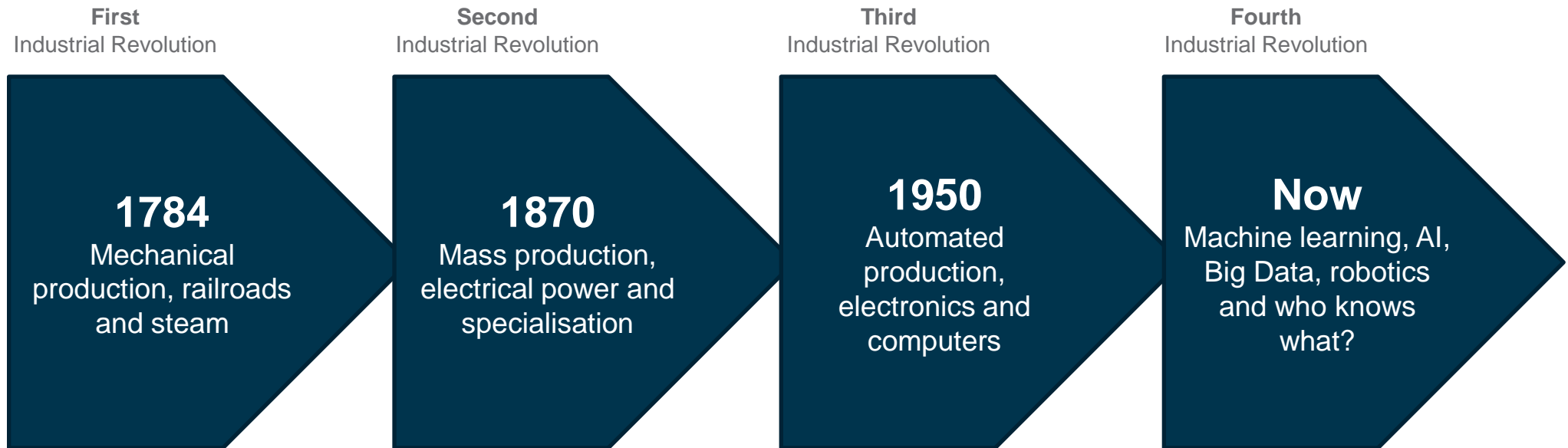


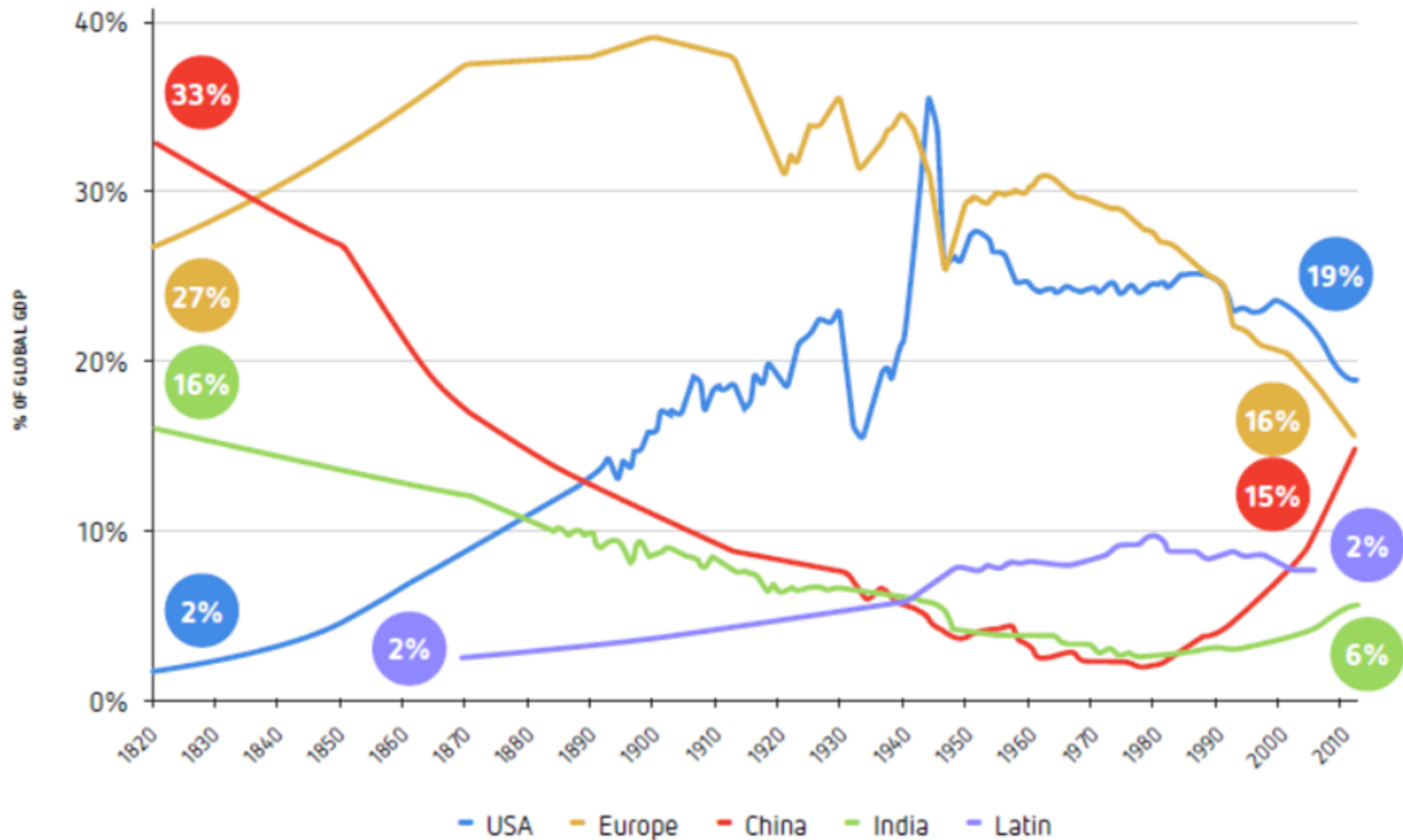
Isentia's data ingest
1 million media items creates up to 100 million data
points every day

100 million bits of data but just the one story

THE IMPACT OF 4IR

The Fourth Industrial Revolution will have a huge impact on our industry





FROM MEDIA TO DATA INTELLIGENCE



FROM DATA TO PREDICTIVE ANALYSIS



KEY RECRUITMENT CHALLENGE #1

Competition for talent

#1

The 'war for talent' has been
won and not by the
employer

KEY RECRUITMENT CHALLENGE #2

Managing people with jobs I don't understand

#2

Leaders now have to manage
people with skills they have
never heard to complete tasks
they don't understand

KEY RECRUITMENT CHALLENGE #3

We all want the same people

#3

We're all looking for the same rare skills and competing head to head with the latest and greatest tech businesses for talent

KEY RECRUITMENT CHALLENGE #4

Hanging onto the good ones once we've found them

#4

There's no such thing as a job
for life anymore – maybe not
even a lifelong career path!

WHO IS THE NEW ISENTIA EMPLOYEE?

They're a unicorn!

- Data analysts
 - Data scientists
 - UX and UI specialists
 - System and software architects
 - Devops engineers
 - Business intelligence and business analysts
 - Cloud migration and software management
 - Security and threat intelligence specialists
-

WORKFORCE DESIGN IS CHANGING

You don't need to be a unicorn!

AUTOMATE v PARTNER v SPECIALISE

We always overestimate what
we can do in 2 years, and we
underestimate what we can
achieve in 10 years.

Mark Zuckerberg
Letter to Facebook users, 2016

