

HUMAN 4 HUMAN  
RECRUITMENT<sup>®</sup>

# CHALLENGES & NEW TRENDS IN HR REPORT 2023

H4H.COM.PL



**Maria  
Kasperkiewicz**

**Founder of Human4Human Recruitment**

## FROM OUR CEO

2023 will go down in history as a time full of challenges and uncertainties in HR. It was also a pivotal year for our agency in many respects. Some events prompted us to change our approach to recruitment and people management.

I encourage you to read the Activity Report of Human4Human Recruitment Agency, where we share not only the achievements of our agency but also new trends in the HR industry.

## ABOUT US

### Who we are?

Our passion lies in people and their unique stories told through professional experiences.

### What we do?

We operate according to our proprietary Recruitment Process Partnership methodology – partnering in recruitment.

# HUMAN ♥ RECRUITMENT



## OUR VALUES

We uphold values with HUMAN at the core.

We're not just a supplier to our partners; we're fully engaged partners, taking full responsibility and ensuring transparency in our recruitment processes.

H

### HARMONY

Having a professional team who really understand the needs of Partners

U

### UNIQUE PROCESS

Procedures tailored to each Partner's needs

M

### MEASURABLE RESULTS

Proven track record and transparent Candidates' pipeline

A

### ACCELERATION OF GROWTH

We provide quantifiable results, ensuring effectiveness and take responsibility for the outcomes of the recruitment process

N

### NEVER GIVE UP!

We never cease in our efforts to deliver the results our Partners expect, no matter how difficult the challenge may become

# OUR CHALLENGES IN 2023

Recruiting great people is crucial for the success of any growing company, but recruiting tech talents comes with an even longer list of challenges and issues than in 2022.



## 1. Attention

Sourcing  
passive  
Candidates

## 2. Interest

Engagement  
of Candidates  
with a new job offer

## 3. Desire

Motivating  
Candidates  
for change

## 4. Action

Candidates  
engagement in  
recruitment

# OUR SOLUTIONS – PROJECTS IN 2023



## AUTOMATION & AI TOOLS

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We implemented automation at every stage of the recruitment process to support recruiters' activities, and we trained the H4H team on the latest AI tools used in HR.



## NEW TEMPLATES FOR JOB DESCRIPTIONS AND JOB OFFERS

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We updated the templates of used job descriptions based on the O\*NET database and job offers to make them more attractive to Candidates.



## NOTIFICATIONS ABOUT NEW JOB OFFERS

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We launched a system notifying Candidates about attractive job offers in selected fields.



## PARTNERSHIP & NETWORKING

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As part of our partnership with the Starway Institute led by Dr. Mateusz Grzesiak, we promoted the idea of human recruitment among entrepreneurs.

# OUR SUCCESSES AND ACHIEVEMENT

**39 NEW EMPLOYER PARTNERS**

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**2 NEW EMPLOYEES**

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**NEW COMPANY WEBSITE**

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**IMPLEMENTATION OF CSR POLICY  
AND ACTIVE ENGAGEMENT  
IN THIS AREA**

**OVER 20.000 NEW  
CANDIDATES**

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**EDDU CAMP 2023 PARTNERSHIP**

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**CONDUCTING NEARLY 20 TRAINING  
SESSIONS FOR EMPLOYERS**

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**UPDATING PROCEDURES REGARDING  
PERSONAL DATA PROTECTION**

## OUR ACTIONS IN NUMBERS

In the recruitment market, it's like being at war – it's important to have a trusted ally in the battle for resources, namely the best Candidates. The numbers speak for us, and we're not afraid to present them because we're proud of them!

Success rate of  
completed projects

**+36%**

Time-to-hire  
metric

**-28%**

Number of  
Candidates

**+50%**

Satisfaction index

**+43%**

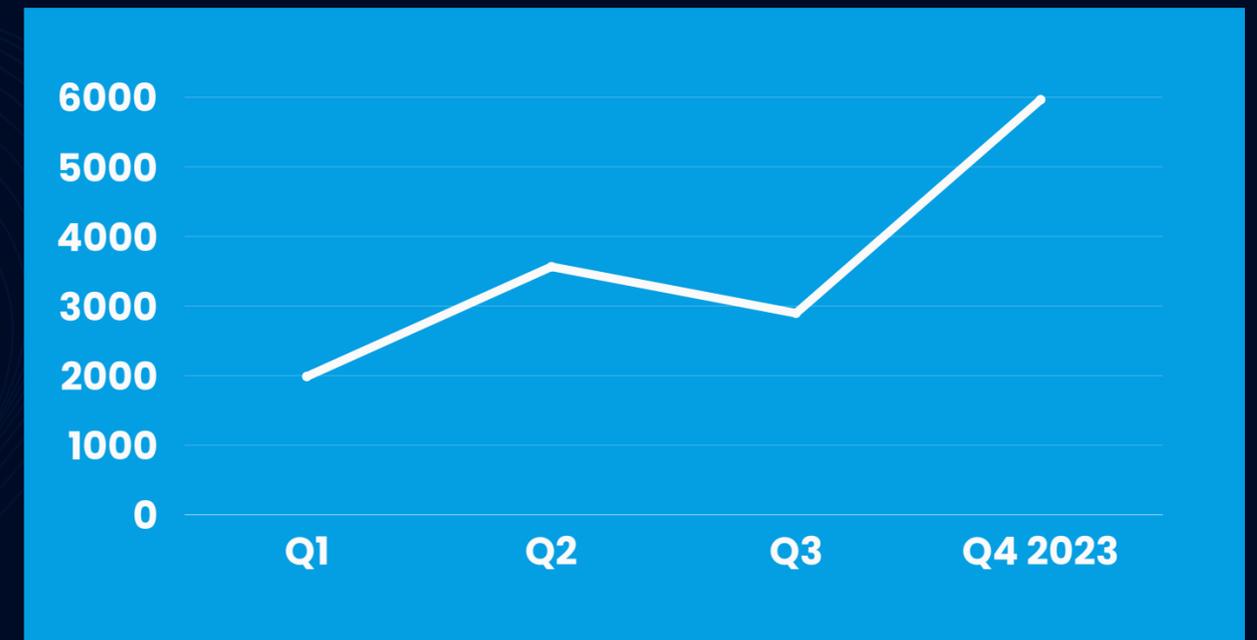
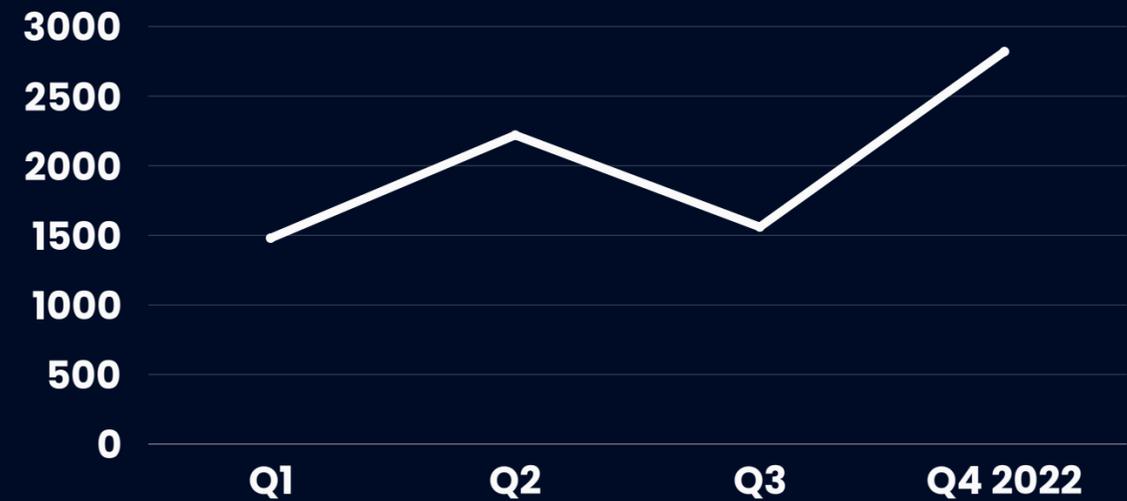


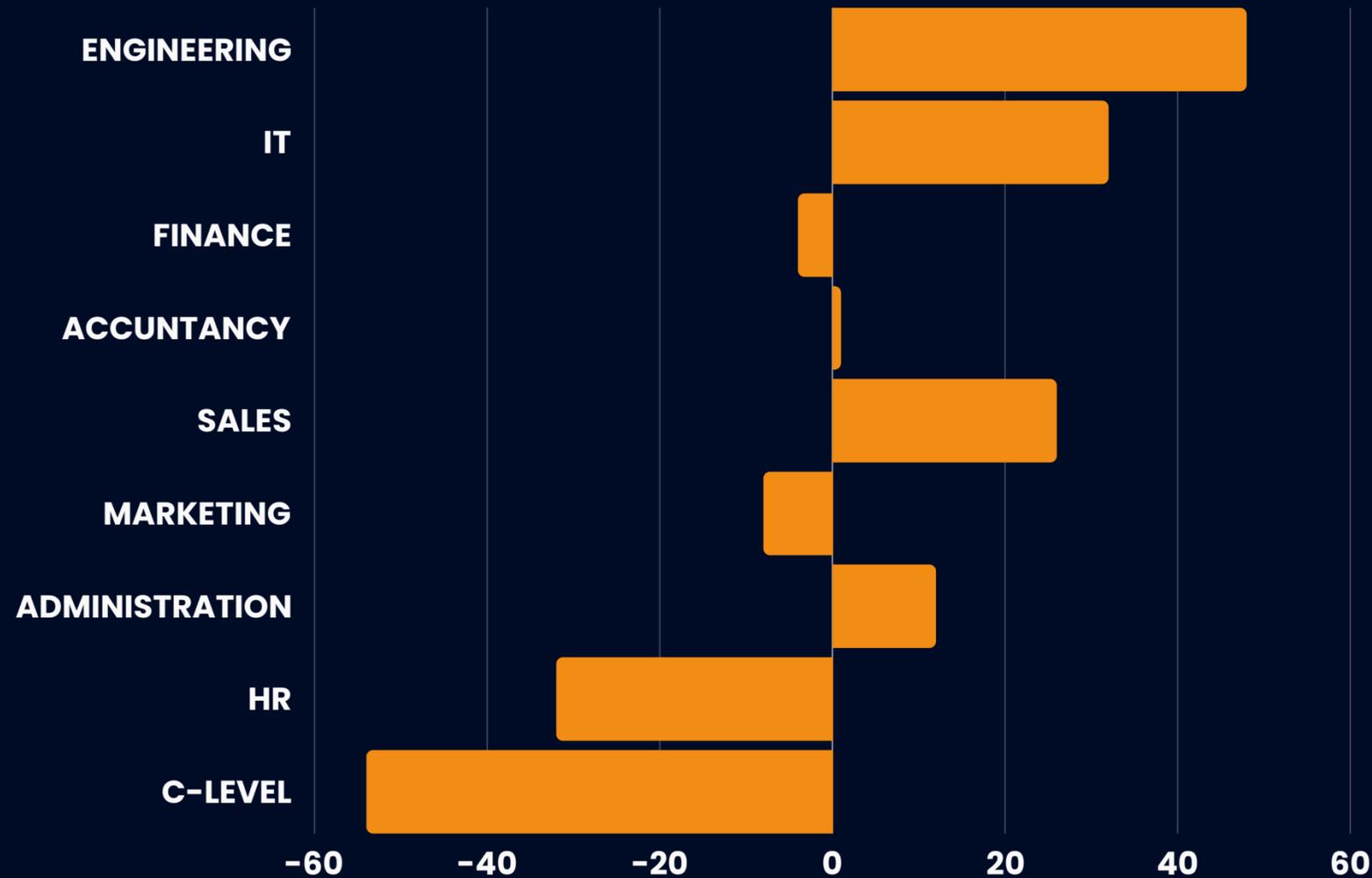
# CANDIDATE EXPERIENCE & SATISFACTION INDEX

## WE HIRE WITH A HUMAN TOUCH!

Our partnership-driven approach to the recruitment process is very positively received by Candidates.

Efforts to enhance Candidate Experiences have increased satisfaction levels among individuals participating in recruitment processes, resulting in a higher number of what we call "returning Candidates".





## INDUSTRY REPORT

### INCREASE IN THE NUMBER OF RECRUITMENT PROJECTS IN A GIVEN FIELD COMPARED TO 2022

In 2023, there was a significant increase in the number of projects for engineers and IT specialists, which is related to the entry of new players into Poland, with whom H4H has entered into cooperation. The number of vacancies in finance and accounting decreased, resulting from the decision to move away from recruitment conducted for accounting offices and SSC. Sales always experience high turnover, which also drives values at H4H.

The year 2023 was not favorable for HR specialists and management personnel, as the number of offers for them, significantly decreased, and supply exceeded demand from employers.

# THANK YOU

FOR THIS GOOD YEAR!

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