



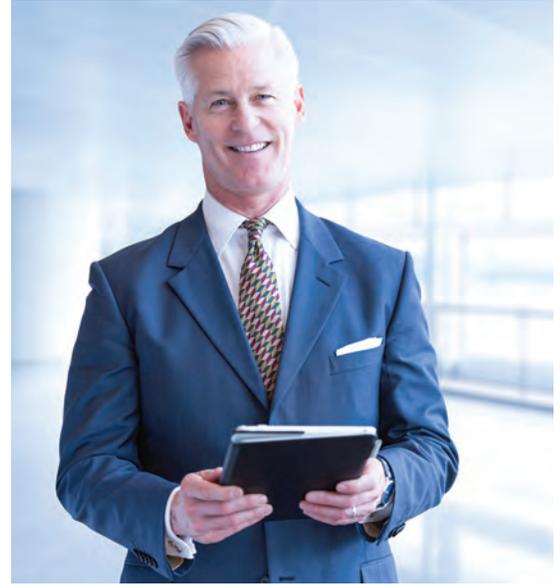
**ROPELLA**  
GROWING GREAT COMPANIES

**Through Global Talent Discovery, Assessment & Connection**

## Recruitment Process Outsourcing (RPO)

**The candidate market has changed dramatically in the last 5 years.** The need for even **smarter and faster Executive Search** is becoming more pressing. Baby Boomers are now retiring, and a red-hot economy combined with tax and financial incentives, a shortage of STEM-educated candidates, increased global competition as well as advances in AI technology are all fueling **the talent war** we find ourselves in.

**It's simply a candidate's market.** There are far more open positions than there are qualified candidates. So it is now **commonplace for qualified professionals to receive multiple offers and 20%+ raises** to incentivize job changes. **Employers are struggling to adjust** to the new way of acquiring top talent and finding it **difficult to keep up** with these **recruiting challenges**. The solution? **Ropella's SMART RPO.**



## What is Ropella's SMART RPO Solution?

**RPO turns the Executive Search process into a long-term business relationship.** It's exactly what most of our clients are looking for: **a real partnership.** RPO occurs when you delegate some or all of your Talent Acquisition strategy to Ropella, such as:



Developing highly focused hiring strategies



Crafting engaging job descriptions and target marketing them



Managing the full candidate experience



Managing the offer and acceptance process



Planning onboarding welcome celebrations

**Ropella's SMART RPO** helps us build **strong partnerships with our clients** by combining **targeted training and consulting** for hiring teams, HR leaders and internal recruiters, **with the foundational elements** of our highly acclaimed Executive Search process: **the SMART Search System®**



**SMART**  
SEARCH SYSTEM  
RECRUIT SMARTER, NOT HARDER

*"LIKE SIX SIGMA FOR EXECUTIVE SEARCH"*

**Connect with us to put our people and process to profitable use today! 850.983.4777**



## RPO Delivers Your Competitive Advantage

We are experts at Strategic Partnering, Employment Branding and Onboarding three components that are critical to the success or failure of your hiring efforts. We have seen many organizations struggle to do all three well, especially in today's competitive marketplace.

### A partnership with Ropella gives you and your team a sizeable and long-term advantage in these 3 key areas:

#### Strategic Partnering

- ▶ We train executives on how to better interview and court candidates throughout the entire recruiting experience.
- ▶ We show HR teams how to effectively partner with their hiring managers and external recruiting teams to drive quality and speed.
- ▶ We demonstrate why building relationships with candidates is the key to successful recruiting and share our best relationship building strategies.
- ▶ We partner with HR leaders and hiring managers for a deep dive into the compensation conversation.
- ▶ We help HR leaders sidestep complex compensation challenges by sharing what competitive offers really look like in today's candidate marketplace.

#### Employment Branding

- ▶ Our marketing experts have learned from the best employment branding and consumer products firms in the world. We know what works best and how to do it faster using our world class employment branding platform.
- ▶ We develop a rapport with potential candidates and show them why your workplace is more attractive than your competitors.
- ▶ We create an individualized, custom built Opportunity Marketing Piece for each and every search.
- ▶ We invest time in nurturing the relationships with your candidates. The biggest complaint candidates have about the Talent Acquisition process is a lack of communication.

#### Smarter Onboarding

- ▶ 30% of new hires will quit in their first 90 days. We reduce the possibility of new hire turnover by assimilating the employee into the company culture and giving them the tools to succeed.
- ▶ By using a unique approach, we build on the new hire's excitement and show them they are a valued team member.
- ▶ Our custom onboarding program includes a special Welcome Kit for new employees and their influencers.
- ▶ We share current best practices for the new hire's first day, first week and first month.
- ▶ We share current best practices for new hire training and assimilation during the first 90 days.

### What sets Ropella apart?

Ropella is one of the largest single-site recruiting organizations in the U.S. We've built special teams that are **highly-trained communications experts, who stay in their respective lanes focusing up and down their functional role ladders.** Our team members are experts who recruit heavily in your industry and have developed **extensive relationship based global networks** within their respective functional lanes and industry sectors.

### When does RPO make sense?

- ✓ Need to scale Talent Acquisition because of a merger or acquisition?
- ✓ Are you launching a new product line and/or new division?
- ✓ Are you experiencing high domestic or global growth rates?
- ✓ Need to boost your overall Talent Acquisition strategy?
- ✓ Need to relieve pressure on an overworked human resources staff?



**Ropella's SMART RPO** solution leverages our more than 30 years of recruiting experience to **elevate your Talent Acquisition strategy.** We have invested heavily to develop the **right tools, technology, brand reputation, global reach, professional staff** and **proven systems** to help you hire the best and often hardest to reach candidates.