European Graduate Programme
Selection Strategy
2013

Andrea Clarkson
European Resourcing Lead
Mobile network
O2 shops
The O2 Dublin
02 angels
We're a global communicator
Telcos are in the most challenging times of their industries.
Attracting, developing & deploying Talent is critical for our business

To drive diversity because having a diverse organisation helps us get closer to our customers and drive business performance.

To develop the workforce with the right skill sets & capabilities for the future

To focus our investment in the development of our future leaders enabling Telefonica to take a leadership position in the market

Skills for the future: Making Telefonica the home of digital experiences

To have greater visibility and knowledge of our local, regional and global talent in order to drive mobility and support our goal to be a more global organisation.

The more highly skilled, adaptable, prepared professionals we have and know about the more agile we can be.

We need to build talent for the future: leaders with global mindset with digitally minded innovative young people in specialist designers, marketeers and take to market roles...
High unemployment in Europe...

(July 2012)

+18.0 million unemployed

… mainly affecting young people

(July 2012)

+3.4 million young unemployed


Note: Unemployment data for the Euro Area. All data correspond to July 2012, except for Greece (May 2012).
Young talent in countries hit by the recession is prepared to emigrate

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<thead>
<tr>
<th>Country</th>
<th>YES</th>
<th>NO</th>
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<td>Iceland</td>
<td>84</td>
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<td>Finland</td>
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<td>Spain</td>
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<tr>
<td>Turkey</td>
<td>28</td>
<td>73</td>
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</table>

Would you work abroad? (25-34 years old, 2011)


5.5 out of 10 young people would leave the UK for work
Fighting for talent with established graduate recruitment

Super heroes

**GOOGLE**
An overpowered hero with a near infinite amount of abilities. Everyone relies on him more than they should while secretly hoping he'll never flip out and use his powers for evil.

**POWERS**
Way too many to ever use.

**NEMESIS**
Yahoo

**AMAZON**
Powered by the green energy of people with no willpower and lots of money, Amazon is able to conjure up any good or product imaginable.

**POWERS**
Draining bank accounts, Super saver shipping.

**NEMESIS**
Craigslist

**THE FACEBOOK**
An eccentric young billionaire who runs a company used by basically everyone. He is well liked, but his methods of preserving peace and privacy are somewhat questionable.

**POWERS**
A utility belt full of newsfeeds, sidebars, and other pointless gadgets

**NEMESIS**
4Chan & Tumblr
Who are the next graduates
Social media, mobile, flexible working

**Mobility**

**Corporate Social Responsibility**

*www.cisco.com/go/connectedreport*
We are transforming as a business to a digital telco so we came with Bravo+

For our graduate campaign we used Bravo+ for the first time in recruitment process
Inspiring students and graduates across Europe

Supporting Innovative thing

Investing in the future
### European Leadership Graduate Programme
- Prepare high-performing graduates to be the leaders of tomorrow
- Put you on the path to an international career
- Through world class training
- 6 month placement abroad

**What we look for:**
- 2:1 degree in any discipline
- Fluent English and one of the following languages: Spanish, German, Czech, Slovak
- Analytical skills
- Online IT / Digital Skills
- Strong Commercial Awareness
- Geographically mobile and comfortable spending time working and living abroad

### IT & Networks Graduate Programme
- Explore between 1-3 different disciplines within the world of IT/Networks
- Gain experience across:
  - Design
  - Programming
  - Development methods
  - Telecoms architecture

**What we look for:**
- 2:1 degree in IT related field
- Fluent in English and additional language
- Analytical skills
- Relationship management and communication skills

### Marketing Graduate Programme
- Enables high-performing graduates to experience between 1-3 placements
- Areas such as Strategy, Marketing Communications/ Campaign Execution
- Opportunity to apply to study for a recognised Marketing qualification

**What we look for:**
- 2:1 degree in Marketing, Media, or Communications field
- Fluent English and additional language
- Strong Commercial Awareness
- Creativity
- Analytical skills
Attraction
Jointalentum.com visitors

Where did they come from?

<table>
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<tr>
<th></th>
<th>Visitors</th>
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<td>Job boards</td>
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<td>Our Career sites</td>
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<td>Internal referrals</td>
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<td>Google paid E-shots</td>
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<td>Intranets</td>
<td>296</td>
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<td></td>
<td>274</td>
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</table>
Social networks are growing stronger

The opening ceremony of the 2012 London Olympics generated more than 9,7 million Tweets...

... more than the whole 2008 Olympics in Beijing

Tim Berners-Lee received more than 10,000 retweets for his tweet “this is for everyone”, sent while on stage

@ladygaga 29 mill.
@justinbieber 27 mill.

Same number of followers between the two as the total combined population of...

@ladygaga
@justinbieber

Ireland
Spain
N. Zealand

Social media graduate chat

Our team is ready. #Graduate chat starts in 10 minutes get answers to all your questions about graduate programme

@shanedooner please go to www.jointalentum.com. You will find all the requirements on the different roles.
Tweet Oct 25, 2012 3:16 pm by Talentum T.

Hi @QuirkedGeek yes, please apply for the programme and we will be reviewing all applications
Tweet Oct 25, 2012 3:13 pm by Talentum T.

Hi @Smiiint this is a permanent position, would you be prepared to move? #jointalentum
Tweet Oct 25, 2012 3:11 pm by Stanislava Z.

Bonjour @shanedooner merci pour votre interet a Talentum. Vous trouverez toutes les informations sur le Grad Programme a www.jointalentum.com :)
Tweet Oct 25, 2012 3:07 pm by Talentum T.

Hi @graystevens we require a second language for the European Leadership programme, it is not a requirement for Marketing, IT & Networks
Tweet Oct 25, 2012 2:55 pm by Stanislava Z.

Hi @kshhazzy our Retail intern positions have been recently filled. You will find details on our Graduate Programme on www.jointalentum.com
Tweet Oct 25, 2012 2:54 pm by Talentum T.

Hi @awesomewax thank you for your interest in Talentum, we require all candidates to go through the same process #jointalentum
Tweet Oct 25, 2012 2:52 pm by Stanislava Z.
Join Talentum Twitter Competition

Telefónica opened new Graduate Programmes in UK.

Click on the Tweet button below or join us on 27th of September at 3pm to be in with a chance to win a Samsung Galaxy SIII.

Tweet
We were rewarded

Best use of twitter in Graduate recruitment
Top ten 2013 (#7) in UK for Social media use in Talent attraction

S-Com – Social Network Communication –
Facebook, Twitter, Blogs, Linkedin, Xing,
Viadeo

Within the OTaC research, the S-Com Study
focuses on Social Networks, Professional
Networks and Blogs.

Top 30 Ranking
2013 rankings coming soon

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<th>Company</th>
<th>Ranking 2012</th>
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<td>AstraZeneca</td>
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<td>Roche</td>
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<td>Accenture</td>
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<td>Total</td>
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<td>Towers Watson</td>
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<td>Unilever</td>
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<td>Reckitt Benckiser</td>
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<td>IBM</td>
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</table>
Our funnel

3676 applications

2217 filled online assessment

484 passed online assessment

363 completed video interview

114 attended assessment centre

34 offers
Online assessment

Numeric Ability
Verbal Reasoning
Logical Reasoning
In tray
Personality Profiling
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</table>
European Leadership Program

About this Interview

Hello and welcome to your online video interview!

We would like to get to know you a little better, and this is your opportunity to share your thoughts with us. You will first be taken through a brief test of your system and a practice interview before you start the real interview. You can do the practice interview as many times as you like – but you only have one opportunity to complete the real interview!

We will ask you five questions in total and the time you have been given to answer each question varies. However, you do not have to fill the time out – just go to the next question when you have finished your answer.

Thank you for your time and best of luck!
Your Talentum Resourcing Team
www.jointalentum.com
Talentum@o2.com

Closing Date:
28th February 2013
23:59 GMT

Number of Questions:
20

Time to Complete:
32 Mins (approx)

Attachments:
Job Description
Working For Telefonica
Telefonica Assessment Centre

- Group Exercise
- Business Analysis Exercise
- Interview
What were we measuring & how?

- Criteria = Combination of Bravo!+ behaviours and “Judgement, Drive, and Influence” model

<table>
<thead>
<tr>
<th>Competency</th>
<th>Group Exercise</th>
<th>Business Analysis</th>
<th>Interview</th>
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<tbody>
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Assessment examples

Group Exercise

Step-Up
‘Choosing the Next Step!’

Business Analysis Exercise

DigiPay
“Improving Consumer Uptake”
Our learning’s

- Group Exercise
- Assessor Training
- Assessor Pairs
- Number of competencies
- Wash up
- Remember these are graduates!
Telefonica

Questions ?