Lessons from the Front Lines
Cisco’s TA Transformation

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TA Transformation

Recruiter Capabilities

Analytics

Next Gen Technology/Infrastructure

Talent Brand
Personalization: Rewards and Workplace Experience

- Day Off on Your Birthday
- Bring Your Dog to Work
- Time 2 Give
- Connected Recognition
- Consistent Global Parental Leave
- Fitness Onsite
- Emergency PTO
- Fun Fund
- Flexible Workplace
- Life Connections Health & Expert Medical Opinion
Talent Brand Impact

- **2017 Engagement Strategy Excellence**
- **Best Employer Brand**
- **Great Place to Work 20 Years**
- **Cisco Company Rating**
  - 2017: 3.9
  - 2016: 3.7
  - 2015: 3.6
  - 2014: 3.4
- **#26**
  - 2015
- **#22**
  - 2016
- **#28**
  - 2017
Cisco Talent Brand Momentum

**Twitter**
- 1200% growth
- 2x industry engagement
- 2k-26k follows
- 6M minutes viewed since launch

**Instagram**
- 0k-20k followers
- 3x industry engagement

**Snapchat**
- 65% completion rate
- 6M minutes viewed since launch

**Facebook**
- Added 100k followers in the last year, growth is squarely in the target audience area

Source: Cisco Talent Brand Social Media Reporting last 18 months
Talent Trends

Talent Landscape Mapping
- Talent Landscape visual based on “Cisco centric” skills, showing where the talent volumes are located globally
- View and compare hotspots of talent, who they work for, their skills, seniority, and job tenure

Talent Flow Analysis
- Visual view of top hire & exit destinations for talent
- Reveals the identity of top competitors for talent and top hiring sources.

Site Strategy
- Analysis of optimal locations for team creation/expansion
- Advanced talent pool analysis, top competitors, skills availability, language, educational infrastructure, and cost
Manager Capability

Manager Enrollment

- X% of Managers completed Cisco Advanced Managers series
- X% of Directors completed Cisco Director Series

Team Space Metrics

Launched in Engineering in late January

- X% of Engineering has completed their assessment

Technical Learning

Summary thru Q4FY17
 Participation: 73%
 Total Hours: 565,257

Top 5 Learning Areas

- Security
- Software
- Cloud
- Networking
- Technologies
- Hardware

42%
25%
17%
9%
7%

Manager Enrollment

Hiring

Hiring Source FY16-Q4FY17

- 68% organic
- 32% inorganic (via acquisition)

Avg % of hires defined as EIC (Age 28 or less)

Accept Rate

- X%
- X%

Recruitment Satisfaction

Target X%

“How satisfied were you with the quality of candidates your recruiter provided you with?”

4.59 out of 5

Diversity FY16 – Q4 FY17

- Female Hires: X%
- Highest: X%
- Lowest: X%
- Q4FY17: X%
- Panel Diversity
- Highest: X%
- Lowest: X%
- Q4 FY17: X%
- Candidate Gender Diversity
- Highest: X%
- Lowest: X%
- Q4 FY17: X%

Top Skills Inventory

- Python
- C++
- HTML
- Cloud Computing
- Routing

Cisco Talent Movement

Engagement

Overall Sentiment

- X% positive

Attrition Rate

Q4 FY17: X%

New Hire Attrition (<6 mos)

Target: X% or below
Q4 FY17: X%

Great Places to Work

- X% of Employees would say Cisco is a GPTW
- X% of Engineers are a retention risk

Candidate Gender Diversity

- Highest: X%
- Lowest: X%
- Q4 FY17: X%
- X% of Software Developers in Bay Area are women