KADANS INNOVATION SUMMIT '23

Welcome to
Talent Attraction Mastery

Reimer te Velde

Innovator in recruitment, Effectus-HR

OUR BRAIN

DESIGN FOR EXPERIENCE

DESIGN FOR EMOTIONS

OUR BRAIN

OUR BRAIN

DESIGN FOR EXPERIENCE

DESIGN FOR EMOTIONS

OUR BRAIN

OUR BRAIN

DESIGN FOR EXPERIENCE

DESIGN FOR EMOTIONS

OUR BRAIN

395 x 218

OUR BRAIN
DESIGN FOR EXPERIENCE
DESIGN FOR EMOTIONS

OUR BRAIN

System 1	System 2
Fast	Slow
Automatic	Controlled
Little effort	Much effort
Associative	Reasoned
Affectively charged	Neutral

OUR BRAIN
DESIGN FOR EXPERIENCE
DESIGN FOR EMOTIONS

Who is consciously designing associations in the candidate journey?

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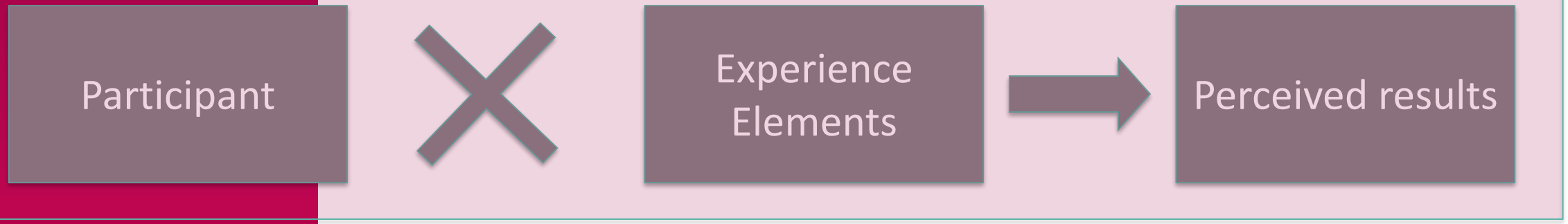
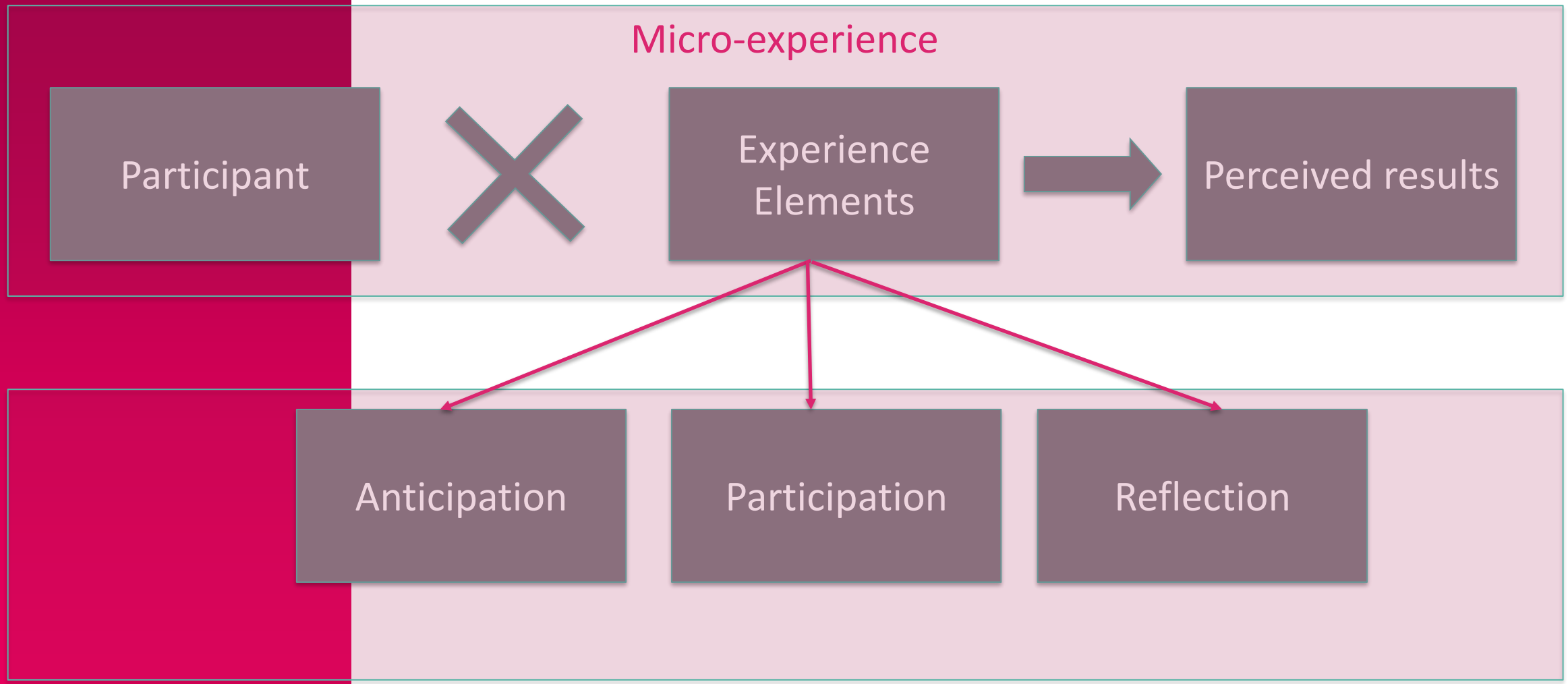
Micro-experience

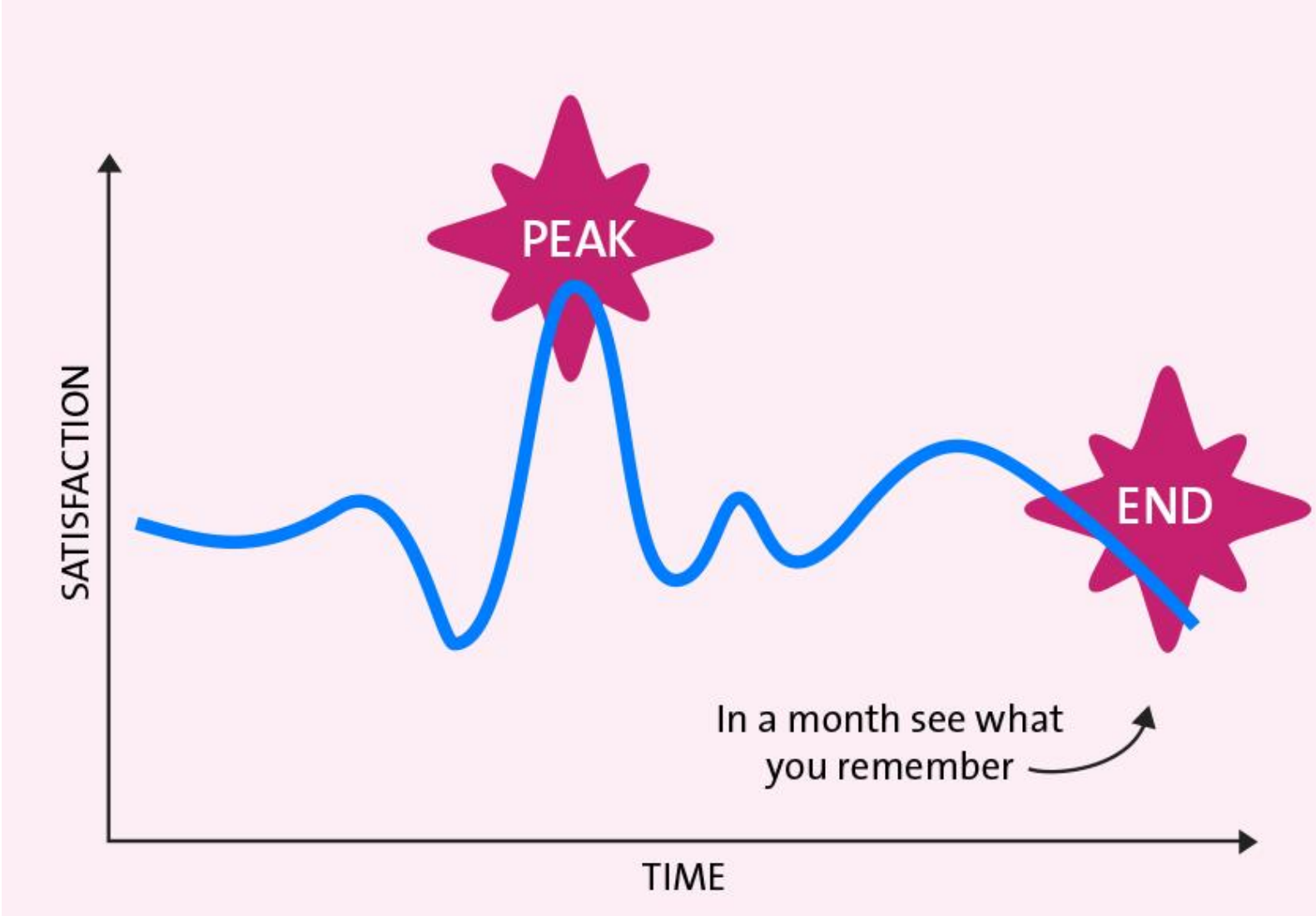



Micro-experience
Participant
Experience Elements
Perceived results
Anticipation
Participation
Reflection

OUR BRAIN

DESIGN FOR EXPERIENCE

DESIGN FOR EMOTIONS



Who has a tremendously bad experience in a job application process?

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OUR BRAIN

DESIGN FOR EXPERIENCE

DESIGN FOR EMOTIONS

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Give an example of a micro event within your organization

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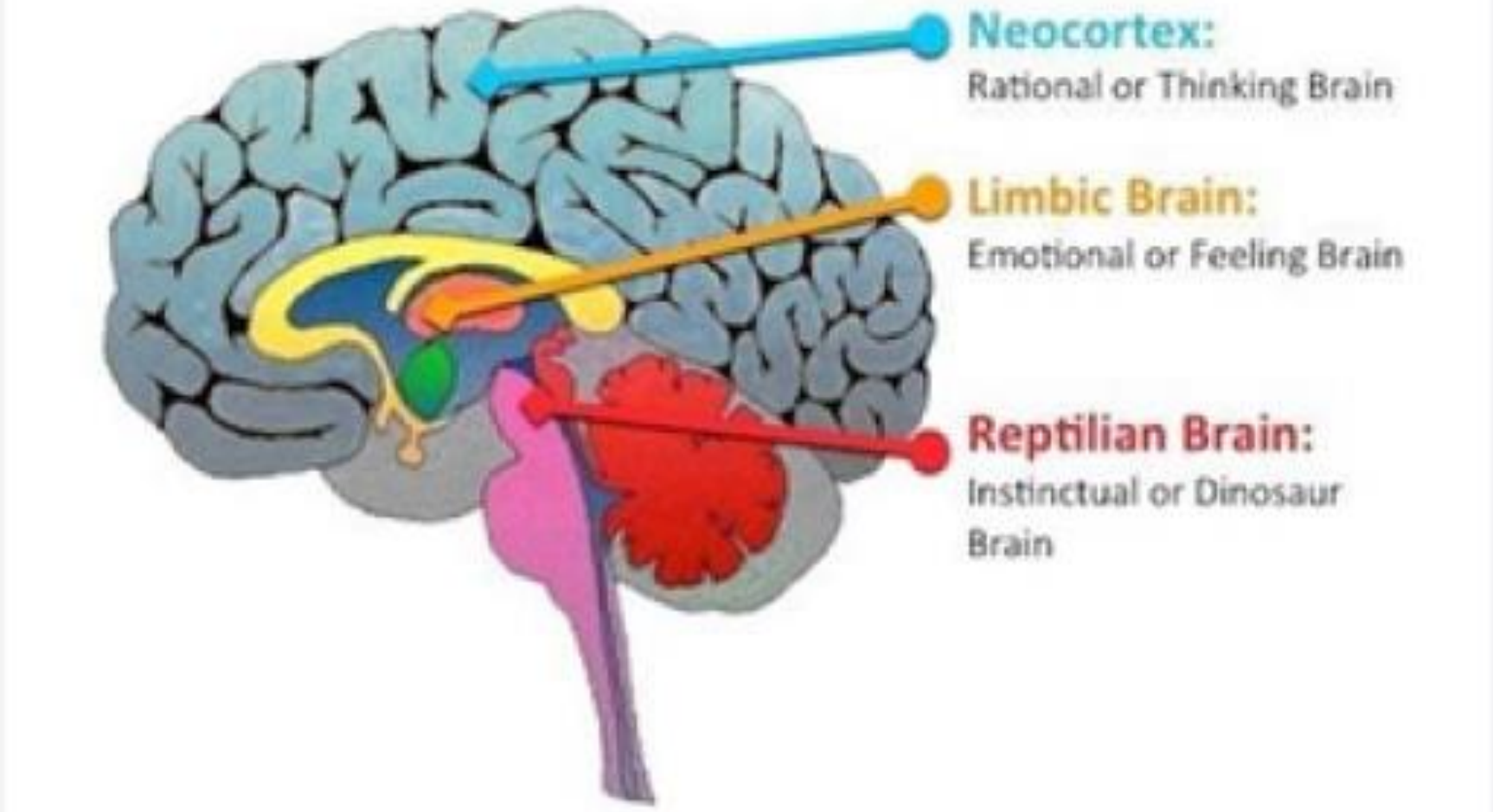
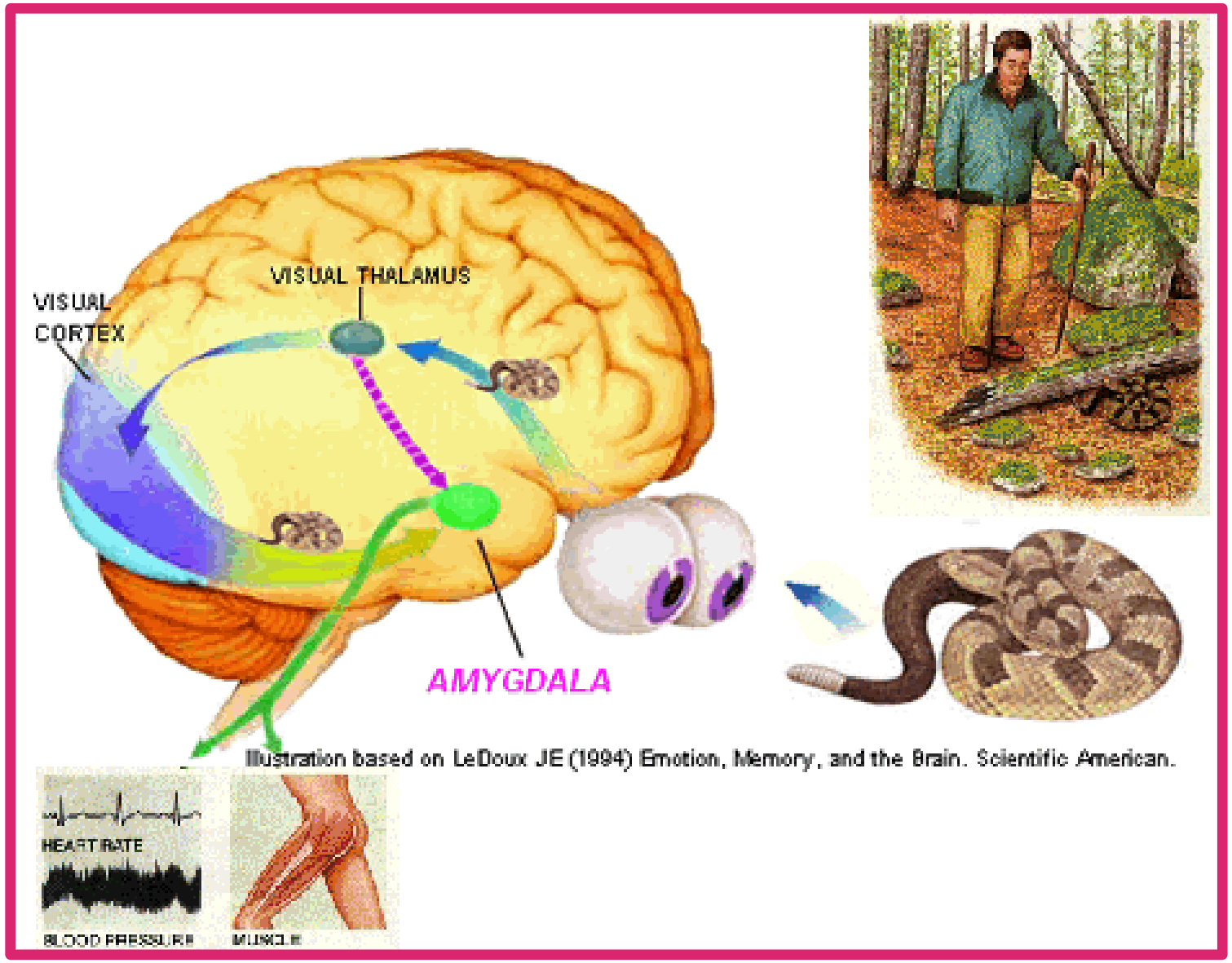
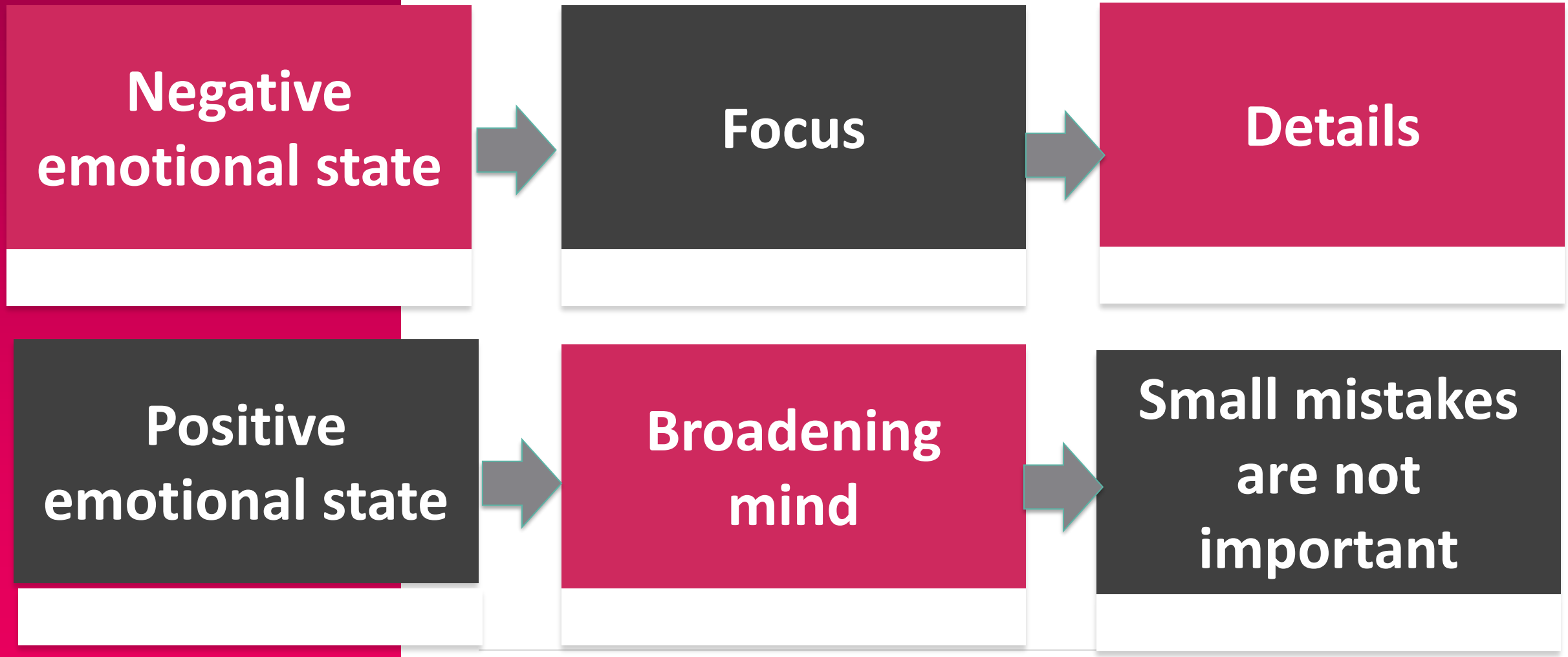


Figure 5: Reptilian, limbic brain and neocortex.


VISUAL THALAMUS
VISUAL CORTEX
AMYGDALA
Illustration based on LeDoux JE (1994) Emotion, Memory, and the Brain. Scientific American.
HEART RATE
BLOOD PRESSURE
MUSCLE


Negative emotional state
Focus
Details
Positive emotional state
Broadening mind
Small mistakes are not important

3 niveaus emotional designs

Visceral

Looks

VISCERAL DESIGN

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VISCERAL DESIGN

OUR BRAIN

DESIGN FOR EXPERIENCE

DESIGN FOR EMOTIONS

3 niveaus emotional designs

Visceral

Behavioural

Looks

Effectivity

BEHAVIORAL DESIGN

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OUR BRAIN

DESIGN FOR EXPERIENCE

DESIGN FOR EMOTIONS

BEHAVIORAL DESIGN

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OUR BRAIN

DESIGN FOR EXPERIENCE

DESIGN FOR EMOTIONS

3 niveaus emotional designs

Visceral

Looks

Behavioural

Effectivity

Reflective

Status

REFLECTIVE DESIGN

OUR BRAIN

DESIGN FOR EXPERIENCE

DESIGN FOR EMOTIONS

REFLECTIVE DESIGN

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ONS BREIN IN HET KORT

DESIGN FOR EXPERIENCE

DESIGN FOR EMOTIONS

DESCRIBE 1 MICRO EVENT YOU WOULD GIVE A "9" ON THE FORM

.

ONS BREIN IN HET KORT

DESIGN FOR EXPERIENCE

DESIGN FOR EMOTIONS

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Thanks for joining!