Career & Corporate Services





The HSG Talent Profiler

Introduction





Our profiler tools enable a data-based comparison





Tool for students

- Objective: evaluate their individual interests, competencies, values and preferences with regards to career topics
- >1'400 Students participated until today
- Self evaluation
- Data collection ongoing since August 2020

Tool for employers

- Objective: assess interests, competencies and values of an ideal talent and capture current recruiting efforts
- Baseline for fit-gap analysis between employer and aggregated student profiles
- Self evaluation
- Multiple survey completions possible for different functional areas with hiring needs



The four steps of the HSG Talent Profiler



Step 1

For free

- Who are you looking to attract?
- How differentiated are you compared to other employers recruiting at HSG?



Uncover your company's match to our students

- How do our students' career profiles look like?
- How to reach your talent and make your recruiting budget last longer?



Explore the competition and differentiate

- How do profiles of your competitors look like?
- How to sharpen your message to convince talents?

Step 4

Sharpen strategy and develop an action plan

- How to integrate learnings gathered and those added in this step?
- How to sharpen your employer branding strategy?



By filling in the HSG Talent Profiler survey, you get your personal report

Exemplary



Take the first step now and sharpen your talent profile on https://hsgtalentprofiler.ch/en/

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