



GTM TALENT COMMUNITY

Key Takeaways Document

August 3rd, 2023



Feedback:

Thank you for attending the GTM Talent Community meeting!

We welcome your feedback and would appreciate you completing the below form,
so we can keep improving the sessions:

<https://scalewithstrive.com/forms/gtm-talent-community/>



SECTION No: /01

Who are we?

/01



Biographies:



Sam Crook
GTM Recruitment Manager
Starburst

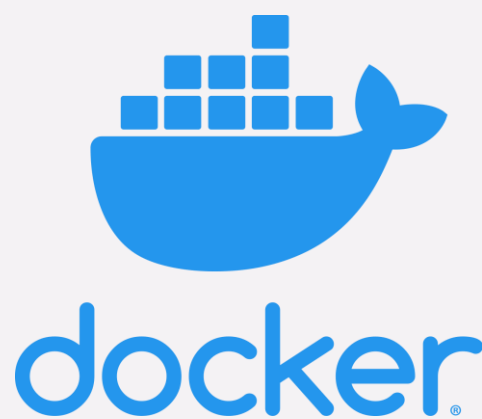


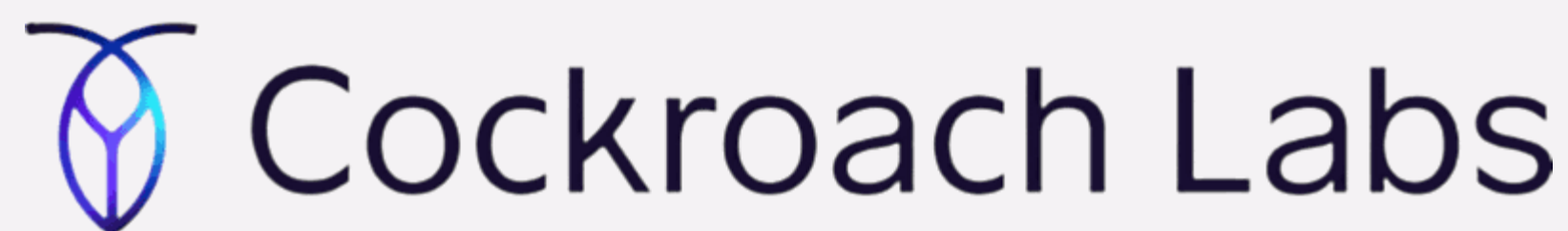
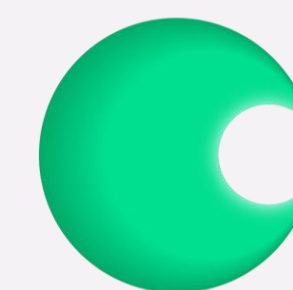
Eve Hudak
Founding GTM Recruiter
Monte Carlo



Adam Richardson
Co-Founder and MD
Strive





The logo for Deel, featuring the word "deel." in a bold, blue, sans-serif font.The logo for Airbyte, featuring a stylized blue icon of two hands or wings meeting at a point, followed by the word "Airbyte" in a bold, black, sans-serif font.The logo for stability.ai, featuring the text "stability.ai" in a white, sans-serif font on a black rectangular background.The logo for dataiku, featuring a teal circle with a white bird icon inside, followed by the words "data" and "iku" in a bold, black, sans-serif font.The logo for Fairmarkit, featuring a stylized blue bird icon above the word "Fairmarkit" in a bold, black, sans-serif font.The logo for Dremio, featuring a stylized blue and white unicorn head icon followed by the word "dremio" in a bold, black, sans-serif font.The logo for Elastic, featuring a colorful icon of four overlapping circles (yellow, green, blue, and pink) followed by the word "elastic" in a bold, black, sans-serif font.The logo for MATILLION, featuring a green icon of two stylized mountain peaks followed by the word "MATILLION" in a bold, black, sans-serif font.The logo for Databricks, featuring a red icon of three stacked cubes followed by the word "databricks" in a bold, black, sans-serif font.The logo for ZIP, featuring the word "ZIP" in a large, bold, black, sans-serif font.The logo for Cockroach Labs, featuring a stylized blue and purple icon of a roach head followed by the words "Cockroach Labs" in a bold, black, sans-serif font.The logo for Coupa, featuring a stylized blue and white flower icon followed by the word "coupa" in a bold, blue, sans-serif font.The logo for Neo4j, featuring a blue icon of three connected nodes followed by the word "neo4j" in a bold, black, sans-serif font.The logo for CUBE, featuring a blue icon of a 3D cube followed by the word "CUBE" in a bold, black, sans-serif font.The logo for Unravel, featuring the word "unravel" in a bold, blue, sans-serif font.The logo for Verkada, featuring a black icon of two overlapping shapes followed by the word "Verkada" in a bold, black, sans-serif font.The logo for ClickHouse, featuring a yellow icon of four vertical bars followed by the word "ClickHouse" in a bold, black, sans-serif font.The logo for Chronosphere, featuring the word "chronosphere" in a bold, black, sans-serif font.The logo for Lookout, featuring a green icon of a fan-like shape followed by the word "Lookout" in a bold, black, sans-serif font.The logo for Coda, featuring a red icon of a stylized letter "C" followed by the word "coda" in a bold, black, sans-serif font.The logo for Cocoon, featuring an orange icon of a stylized letter "C" followed by the word "cocoon" in a bold, black, sans-serif font.The logo for Showpad, featuring a blue icon of two overlapping shapes followed by the word "Showpad" in a bold, black, sans-serif font.The logo for Unit, featuring the word "unit" in a bold, white, sans-serif font on a black rectangular background.The logo for Multiverse, featuring the word "multiverse" in a bold, blue, sans-serif font.

Our Mission:

This is an international community of GTM Recruiters from the world's fastest-growing companies.

Together, we teach new skills, forge meaningful connections, and help our companies grow.



The Purpose of our Forums:

- Networking
- Sharing Ideas & Best Practices
- Sharing Market Intelligence



Today's Agenda:

- Success stories of hiring from large companies
- Best sourcing tactics outside of LinkedIn
- ATS feedback
- Automated Interview Notes



SECTION No: /02

Success Stories of hiring from large companies

/02



Success Stories of hiring from large companies:

Has anyone had success of hiring from a much larger company?

- Adam discussed the importance of understanding the difference between an Athlete and Artist approach to sales at different stages in journey.
- It should be taken into account that someone transferring from a large company to a small company, won't have the same resources – will this create an issue for them coming in?
- A lot of attendees had typically looked at medium sized companies - where there is a balance of the size of the company and also the brand itself and how well known it is.
- It was discussed about the importance of looking at what period in time the candidate was with the company – and understanding where the company was at in their growth journey in that period / what was the trajectory – were they one of many or were they a first on the ground for example?



SECTION No: /03

Best Sourcing tactics outside of LinkedIn

/03



Best Sourcing tactics outside of LinkedIn:

- Adam from Strive discussed using a personalized video as part of a multi-channel approach. He advised that LinkedIn typically sees a 12 – 15% engagement rate, but by using this multi-channel approach, Strive have seen an average of 67% engagement across their talent pools.
- Strive use Loom to send their videos (see an example video on the Useful Links slide) and advised that by Consultants creating these targeted videos, it was a great way also of them creating the ‘muscle memory’ to pitch the role.
- He suggested an approach of:
 - Build your talent pool, connect and send messages to all (capture ‘low-hanging fruit’).
 - Send personalized video (don’t use as first touchpoint) using the AIDA strategy (Attention, Interest, Desire, Action)
- He also discussed a successful project where the Hiring Managers themselves recorded a video explaining who they were / more details about the role and company / their Leadership style. These were posted publicly on LinkedIn / You Tube and allowed potential candidates to ‘meet’ the Manager before engaging the company.



SECTION No: /04

ATS Feedback

/04



ATS Feedback:

- Attendees were typically using:
 - Greenhouse / Levers
 - Ashbies
 - Jazz HR (advised it felt 'clunky')
- Re Greenhouse, no major complaints from a Talent side of things, but feedback from Leadership / Ops that reporting can be difficult. Feedback was that reporting in Gem was a better user experience or extracting to Data Warehouse (at a premium level) and using e.g. Tableau to create reports.



SECTION No: /05

Automated Interview Notes

/05



Automated Interview Notes:

- Adam at Strive discussed a tool his team were currently trialing which automated the process of interview notes (Metaview)
- He advised you can plug into e.g. Teams, Zoom, phone systems and it effectively listens to the conversation, takes detailed notes and then uses AI to pull out sentiment.
- His team have not trialed, but it is understood you can upload your Scorecard for completing and it will pull out missing information so you know to pick up on the next call.
- Similar tools and their benefits were discussed, e.g. Brighthouse.
- It was discussed that if a candidate was uncomfortable with it being recorded, the tool can simply be removed, but in reality a lot of salespeople are using assisted note takers, so the concept is known to them.



Miscellaneous:

- Guest Speaker
 - Having a guest speaker attend a future forum was discussed and feedback obtained from attendees as to what area would be of most interest.
 - Ideas given were:
 - ✓ Head of Talent from another company / VC.
 - ✓ A Talent Operations Leader who has taken a company from early-stage through a growth journey and can discuss that scaling process.
 - ✓ A Leader who has set up a Talent Function from scratch.



Useful Links:

- Example of a Loom Video from Strive ([Personalized Outreach to Sam Crook](#))
- The [AIDA model](#) explained
- Link to [Automated Interview Notes](#) Tool (Metaview)
- Link to [Automated Interview Notes](#) Tool (Brighthire)





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Next Forum:
September 7th, 2023

