



GTM TALENT COMMUNITY

January 18th, 2024



The recording of the Forum can be found via this link:

<https://youtu.be/3WjC2v0sMHw>



SECTION No: /01

Review of 2023

/01



Member Numbers

NUMBER IN THE COMMUNITY



People who have accepted the invitation to join the Community.

NUMBER IN SLACK CHANNEL



People who are members of the Slack Channel.

NUMBER OF COMPANIES



Number of different companies represented in the Community.



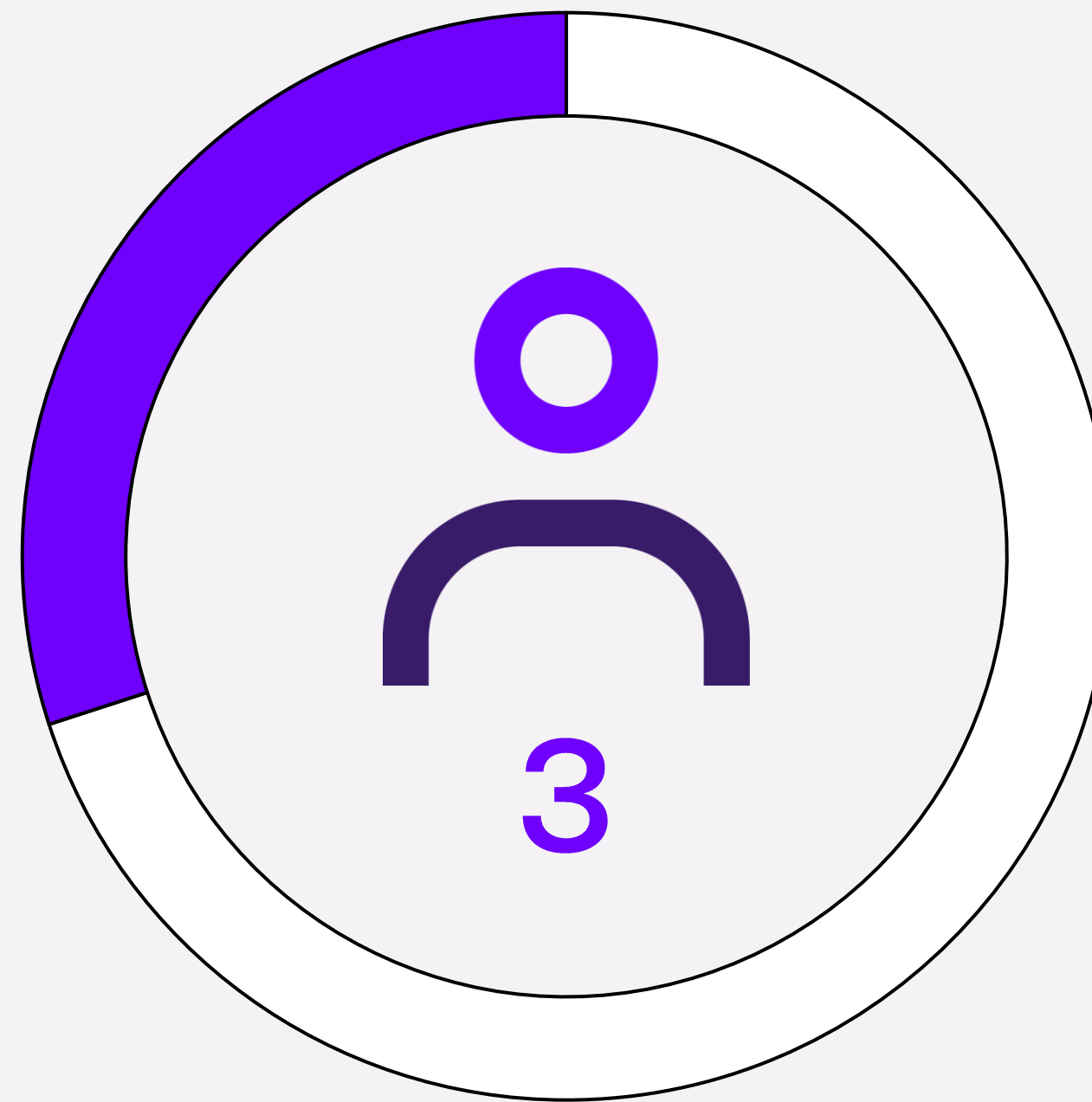
Forum Numbers

NUMBER OF FORUMS HELD



Number of Community Forums held in 2023.

NUMBER OF GUEST SPEAKERS



Number of External Guest Speakers at our 2023 Forums.

NUMBER OF ATTENDEES

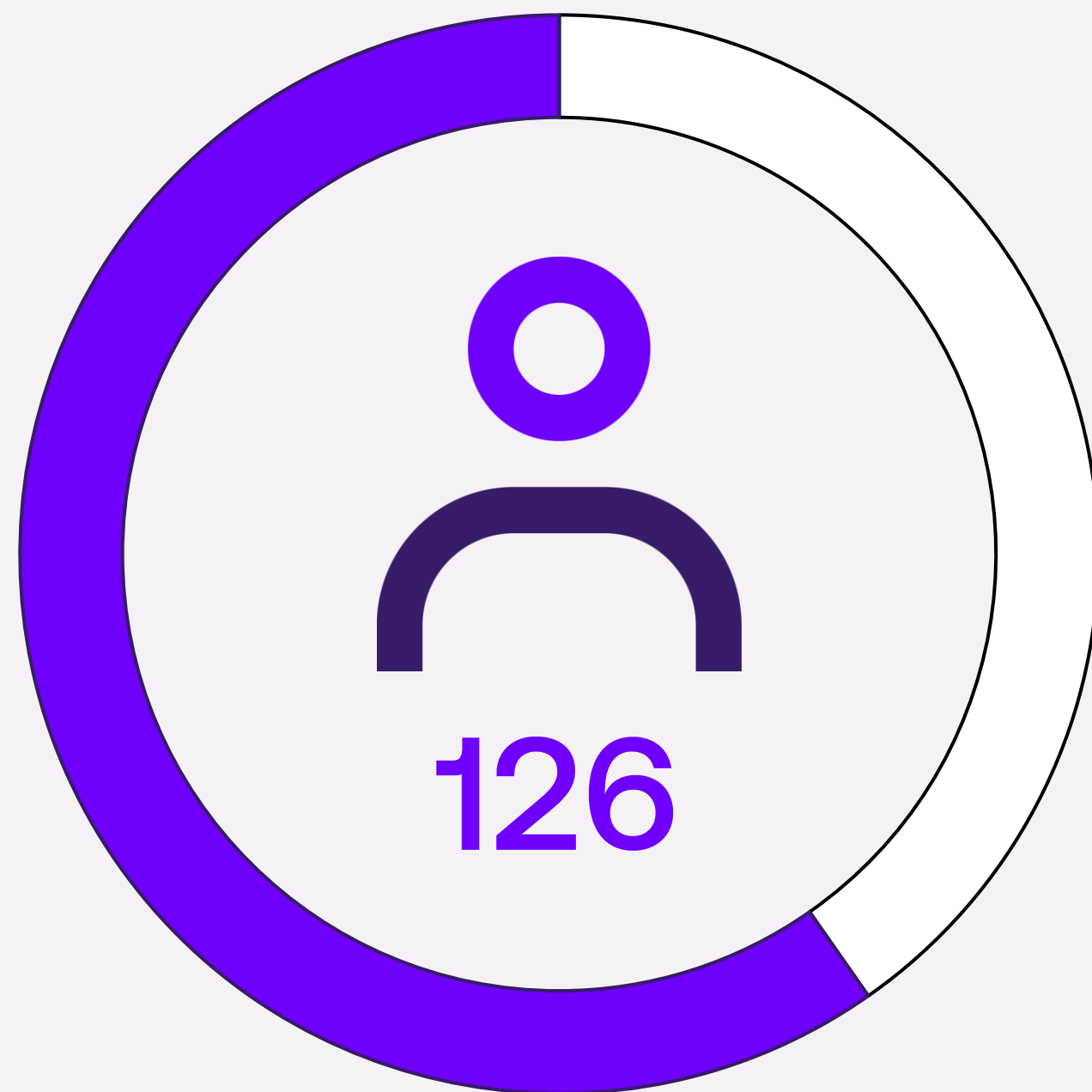


Average number of attendees per Forum in 2023.



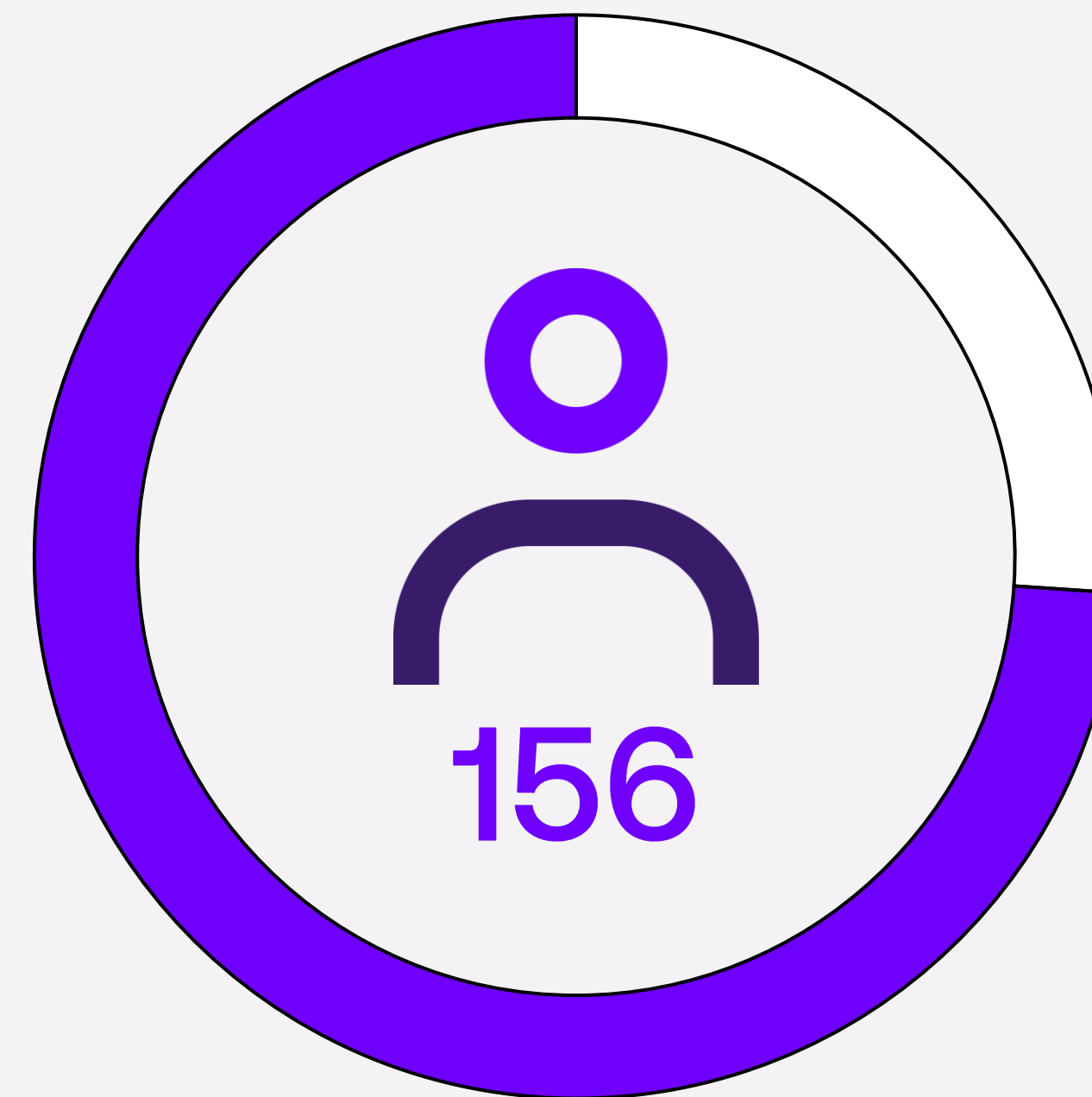
Member Diversity

NUMBER OF FEMALES



60% of the Community are Female

NUMBER USA BASED



74% of the Community are based in the USA.

Success Stories

Jobs secured
for Community
Members = 05


If you are looking for your next role, please join the below groups on our Slack Community:

#GTM-talent-acquisition-jobs

#open-to-work




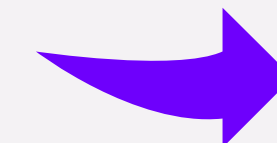
Collaboration across companies


 **Heley Babrak** 7:16 PM
🌟🌟Candidate Feedback🌟🌟

You reject a candidate who has interviewed with you, hiring manager and perhaps a Dir or VP and they respond asking for feedback - how do you typically handle it? Are there scenarios where do you don't share feedback and how do you let the candidate know?

It can be challenging sometimes, and would love to hear about different processes and approaches. (edited)


 7 replies Last reply 5 days ago



 **Michael Burnell** 6 days ago


I call almost all candidates back if they make it past a Hiring Manager interview stage. As much transparency as possible. We also have a section in our lever form where HM's are required write in constructive candidate feedback they are comfortable sharing with the candidate.

👍 3 🗨️

 **Rose Alvarez** 6 days ago

I call as well past HM stage. From there I typically use a generic "The team really enjoyed meeting with you and we appreciate your time but we are moving forward with other candidates we feel are more aligned with the role" - if feedback is pushed from there I will treat it situationally but usually that response is received!

👍 2 🗨️

 **Gino Calavitta** 5 days ago

I send an email to let the candidate know that we won't be moving forward with their candidacy and give them the option to book time with me to dive further in the reasons why we would be rejecting them from the role. I have found that not all candidates want their feedback and just an answer, while some would like to talk it out.

I like to give them the option of how they would like feedback instead of just assuming they want me to call them and tell them why we are rejecting.



Lance Lozano 4:28 PM

Hello everyone, I wanted to share a message I received from a candidate. She was the runner-up for a RevOps role and demonstrated remarkable qualities. I shared her information in this channel, and it appears she secured a fantastic position as a result. It's truly inspiring to witness the impactful support within our community, not only in fostering mutual assistance but also in collectively ensuring that we share top talent to enhance our respective companies. Happy Holidays!



SECTION No: /02

Community Rebrand

/02



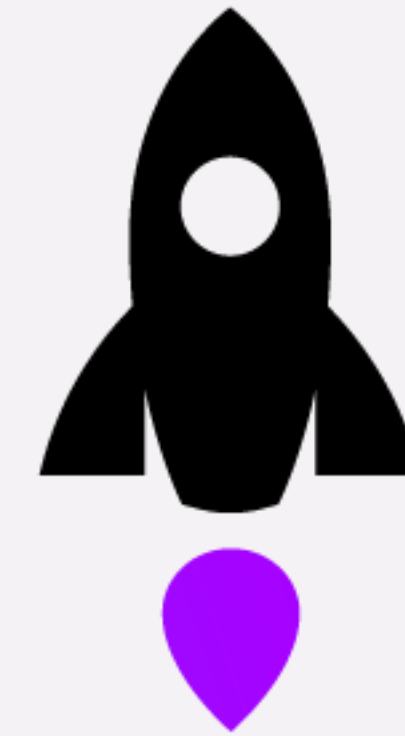
Community Rebrand

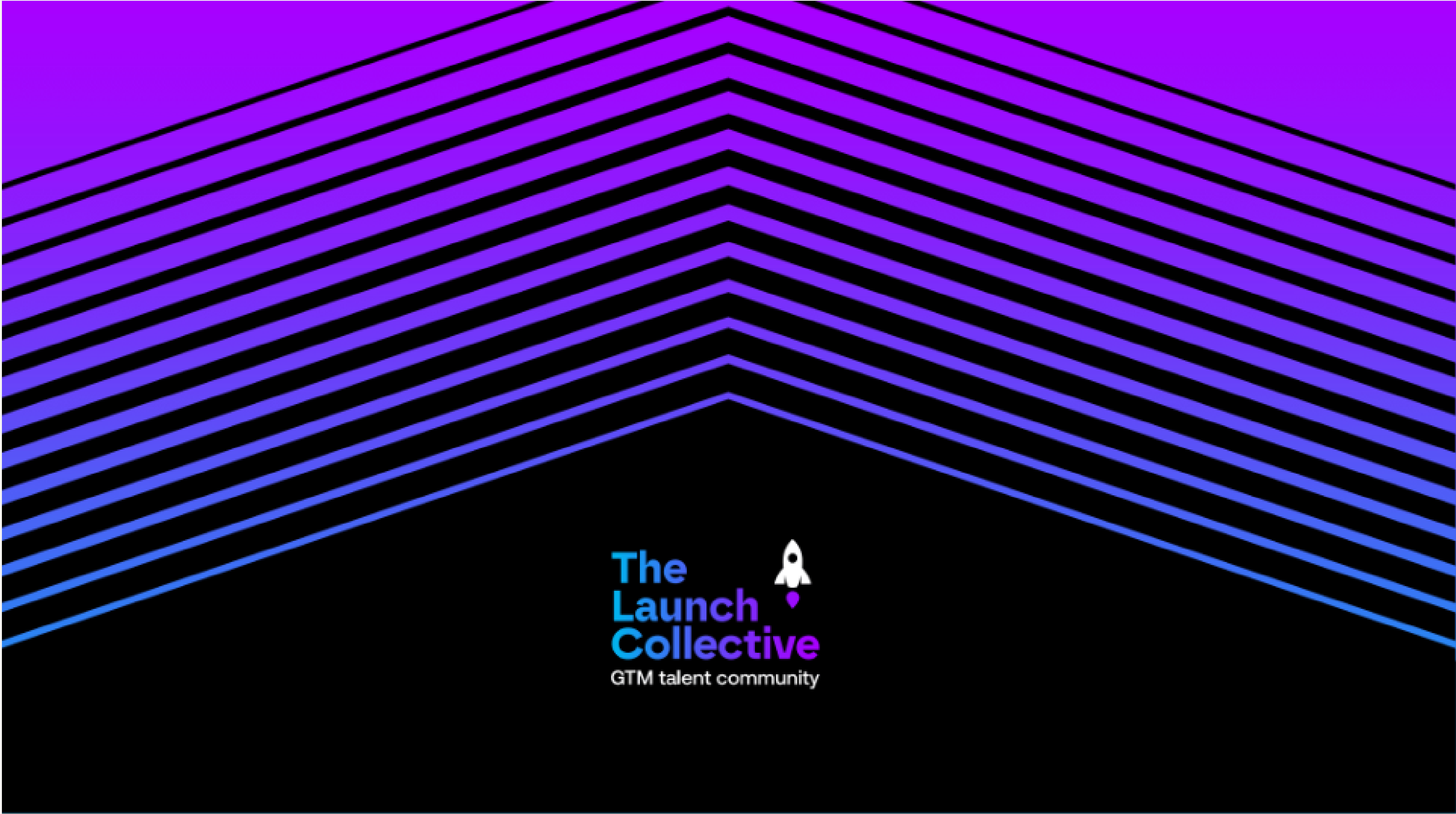
- We are pleased to share our new Community name, logo and branding with you all!
- We wanted to create a name that showed the power of community, as well as the importance of the roles we perform within our companies, to their growth.
- Watch this space for the development of the brand....including a website which will make it easier for us to share information and grow our Community.
- The next few slides share our logo and how it will be used in our branding moving forward – we'd love your feedback and hope you all love it!



The Launch Collective

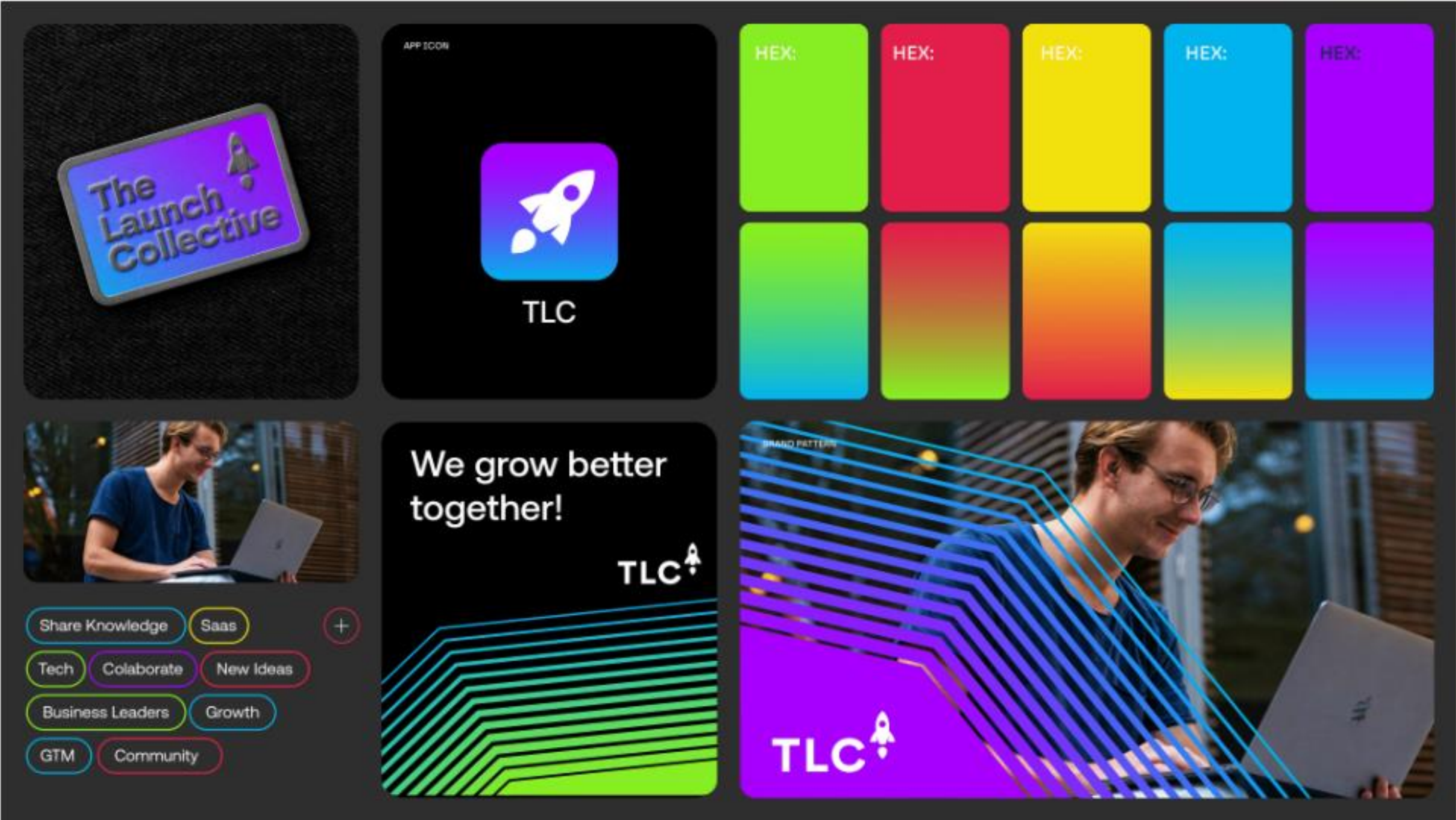
GTM talent community



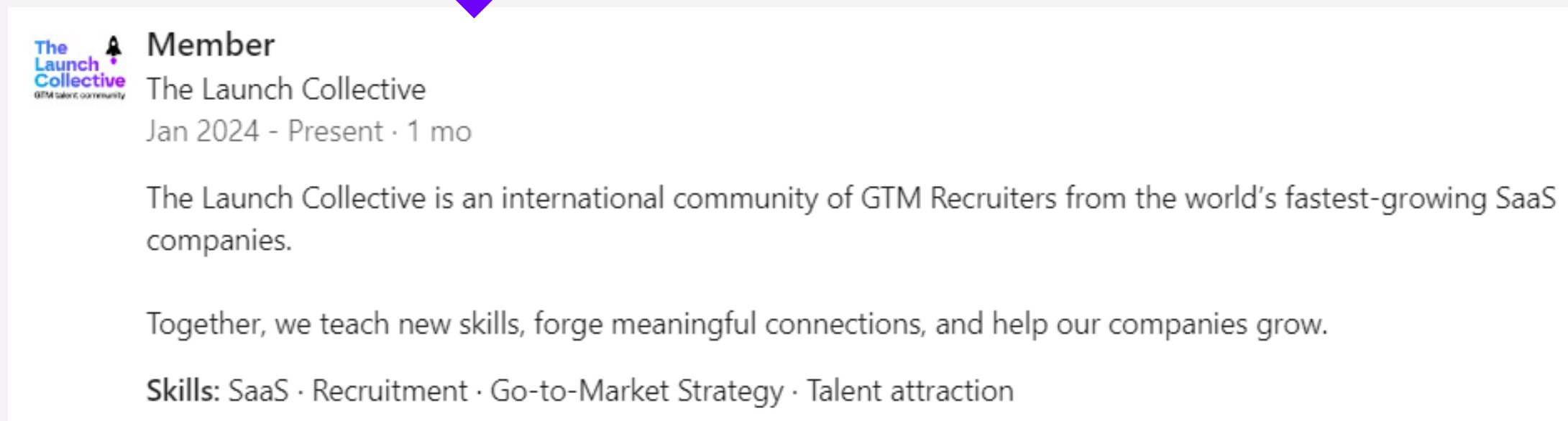
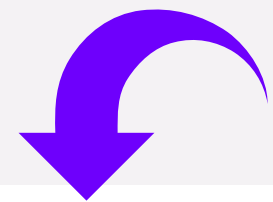
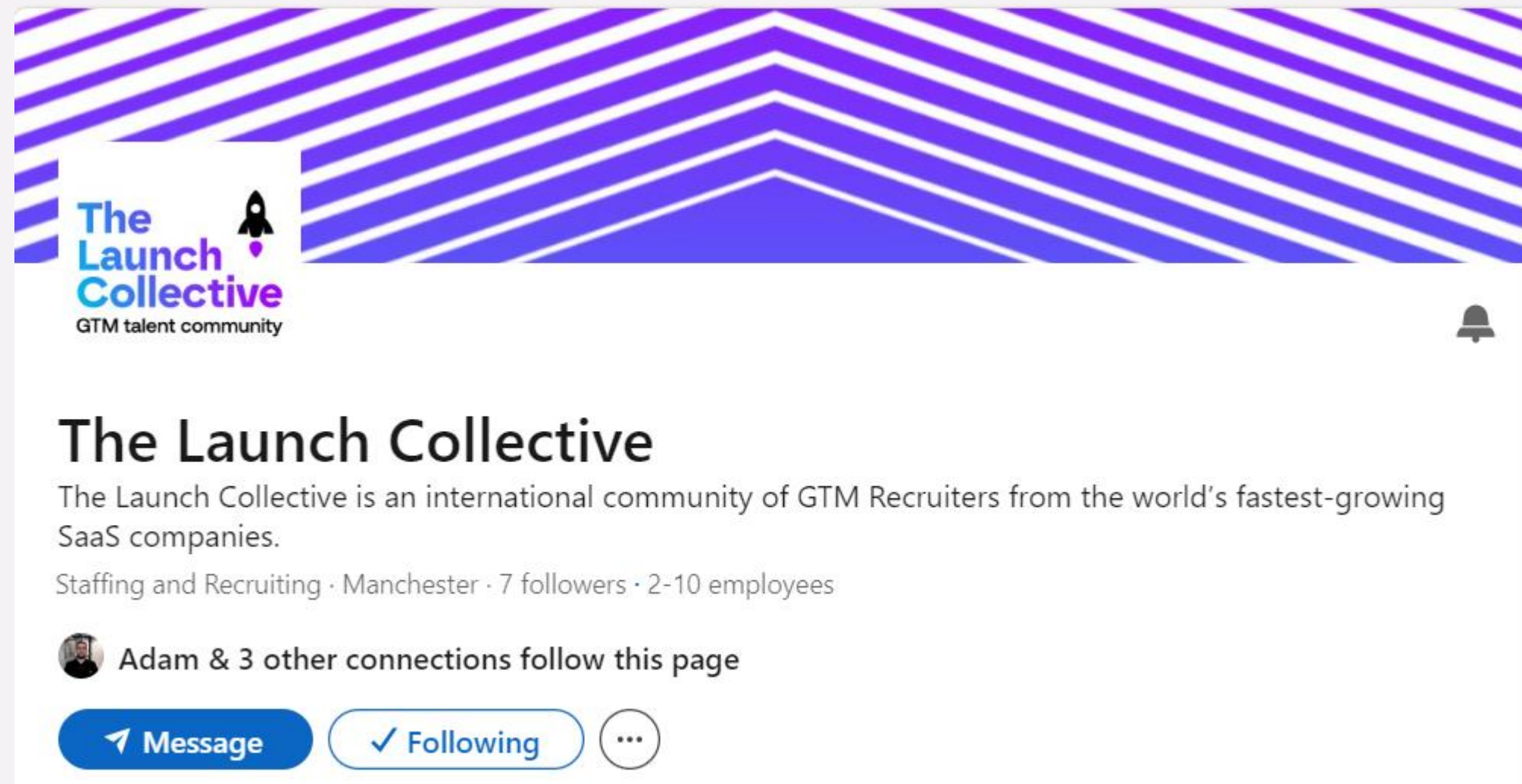








LinkedIn



Please follow our new LinkedIn Page:

<https://www.linkedin.com/company/thelaunchcollective/>

Please also add that you are a 'Member' of the Community onto your LinkedIn profile within your 'Experience' section!

Suggested wording:

The Launch Collective is an international community of GTM Recruiters from the world's fastest-growing SaaS companies.

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

Recruitment : SaaS : Go-To-Market : Talent Attraction



LinkedIn

Please also join our Slack Group:

#linkedin-posts

Drop in here the links to any of your posts that you want Community support on!



SECTION No: /03

External Branding

/03



External Branding

The Why

- Increasing the overall membership of the Launch Collective in order expand our reach. This will allow us access to future speakers, build mentorships programs, and increase attendance to our forums/panel events

The How

- Direct Outreach for compelling events - LinkedIn Campaigns for speaker led or panel discussions, brand relaunch, Mentoring program
- Referrals: Utilizing our own networks to loop in potentially interested parties
- Posting on Professional Channels: Establishing a consistent cadence and leaning on the support of each other's broader networks to gain visibility.

The Who

- Current State: GTM Recruiters in the SaaS space
- Future State: GTM Recruiters in VC Networks, growing EMEA & APAC (People Team, GTM focus)

The Message

- Why would someone want to join the Launch Collective?
- 3 Pillars: Networking, Knowledge, and Visibility



Why post on LinkedIn?

Professional Networking

- Posting on LinkedIn will encourage members to repost and share their thoughts - it's a great way to connect with professionals, colleagues, and industry peers, expanding our network for our group

Job Opportunities

- Posting success stories from this group (knowing somebody who was able to get a job, somebody who helped source talent from their network, etc.). This could be helpful for individuals seeking new career opportunities, LinkedIn outreach can be a valuable tool for current recruiters to post jobs they may be working on in their current roles.

Brand Visibility

- Contribute to increased brand visibility. We can share relevant content, engage with the talent industry, & connect with relevant professionals.

Recruitment

- Great recruiters know great people, right?! Having each member reshare posts on LinkedIn can showcase our group's culture, values, and career opportunities

Connections

- Sharing our experiences with mentor/mentee program. Encouraging & posting city meetups. Creating a "culture" for the recruiters who may not have co-workers or community in their professional job.

Goal = Building genuine connections and providing value for The Launch Collective



SECTION No: /04

Internal Updates & Reminders

/04



Slack Updates + Reminders

1. Add your **Title** and **Company Name** to your Slack Profile
2. **Join the conversation!** Here are our most popular channels. Be sure to post, react, and share:
 1. #general (Welcome new members!)
 2. #content-and-thought-leadership (Re-post something you've seen recently!)
 3. #GTM-talent-acquisition-jobs (Help someone find their next role. Or, find yours!)
 4. #hiring (Looking for a unique profile? Ask for an assist!)
 5. #systems and processes (You have questions? This team has answers!)
3. **Continue the knowledge share.** Consider an informal follow-up conversation to discuss in more depth. Invite others who've chimed-in to the discussion too.



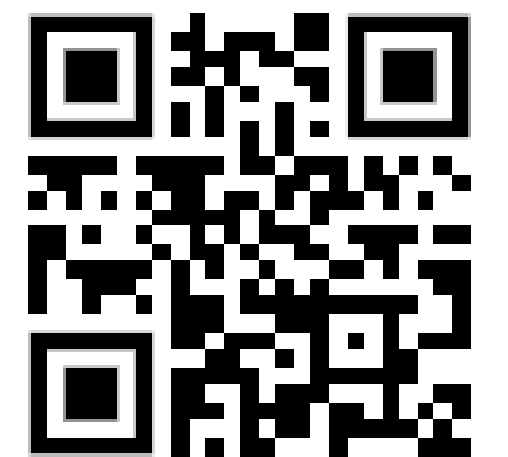
Mentorship Program

- Time Commitment:
 - February – April 2024
 - 30-minutes per month
- What to expect:
 - Each month, we'll pair you 1:1 via Slack.
 - You'll schedule a 30-minute conversation.
 - If there's a mutual fit, great! Continue connecting in a cadence that works well for you.
 - If there's not, that's okay too! You're building your network. No follow-ups required.
 - In May, we'll send a survey to collect your feedback.



Express your interest here
by COB on January 25:

<https://bit.ly/48SN71r>



SECTION No: /05

Monthly Forums: Speakers

/05



FORUM CALENDAR - 2024

February



1st February

February Forum

Our monthly forum will be a Panel Q&A focused on DEI.

Panel members TBC, watch this space!

60 Minutes

March



7th March

March Forum

Our monthly forum will be featuring Guest Speaker, Emily Davis!

Emily is VP, Global Talent Acquisition at Medallia and will be sharing her journey as well as taking questions from Community members!

60 Minutes

April



4th April

April Forum

Our monthly forum will be featuring Guest Speaker, Kira Busman!

Kira is VP, Exec Networks at Index Ventures and will be sharing her experience of making the transition from recruiting for SaaS companies, to the VC world.

60 Minutes

The Launch Collective



GTM talent community

Next Forum:
February 1st, 2024

