



Heidi Wassini

With a linguistic background and 8 years in TelCo – including a position as Product Manager, Heidi combines her knowledge of HR with business.

During the last 12 years, Heidi has been working with Strategic Recruitment/Talent Acquisition, Talent Attraction, and Employer Branding.

Heidi's specializes in knowing recruitment from A – Z, creating add-ons from the bottom-up. Thereby, she transforms them to become value-adding and business driven soldiers. This includes knowing about the newest Talent Attraction & Acquisition trends, using SoMe, and having a profound insight to Assessment.

INFLUENCER & DISRUPTER

The development of digital HR and HR-solutions is happening so fast right now. The concept of Diversity & Inclusion, Candidate Experience, and Bias takes up more and more space within HR. Heidi continuously searches the field for the newest information, making sure that you get a secure and valid evidence based consultation about the latest possibilities and trends.

PLAY YOUR TALENT – ASSESSMENT

There are many ways/methods/tools to test, whether a person is qualified for a position. Only few, however, manage to combine the culture, leadership, and performance to match the job description.

Combining PLAY YOUR TALENT with your test preferences, you can get some unique insights to your candidate's talents and see how they are matching the job description. This results in greater commitments, better performance, and fewer errors.

TALENT ACQUISITION

With her analytical, strategic, and business oriented background, Heidi can transform recruitment from being a reactive supportive function into being a component that helps the company to save money, or to make them.

She does this by evaluating every step in the process viewing it from the outside-in since her approach is; every candidate is a client – and every client is a candidate.

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” *”25% of all candidates have a bad experience during the recruitment process – and 35% of the candidates did not feel like they got the job that was promised during the interview.*

85% of the times when a recruiting ends up being a mistake, e.g. where the candidate leaves the position within the first year, it is because of behavior.

What could be the outcome for your company, if you could have influence on those numbers?”