

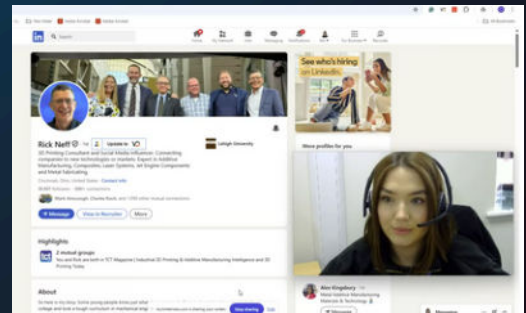


VISIONMATCH

RETHINKING HOW YOU ATTRACT AND HIRE TALENT

Hiring the right people is no longer about who moves fastest. It is about who connects best. Traditional outreach, CV screening, and early stage calls often fail to capture attention or communicate what truly matters about a role.

Our Visionmatch platform is designed to change that. By combining short, purposeful video content with structured candidate interviews, we help you stand out, engage better talent, and focus your time where it matters most.



SHOW CANDIDATES THE OPPORTUNITY, NOT JUST THE JOB

We create a short, personalised client introduction video of one to two minutes that showcases your company, the role, and its benefits in your own words.

This gives candidates immediate clarity on why the role exists and what makes the opportunity worth considering. Rather than relying on a job description alone, candidates can see the people behind the role, hear your ambition, and understand how they could contribute.

VisionMatch strengthens the value proposition of your business by creating early connection and emotional investment in your business. In a hiring process that can often feel long and impersonal, this human touch helps candidates stay engaged and invested. They are not just applying for a job, they are buying into a vision, a team, and a direction.

WHY THIS WORKS

This approach works because attention is hard to earn. A short video puts a face to your brand and provides insight into culture, values, and leadership style, helping candidates self select earlier and remain committed throughout the process.

The impact is proven

- 34% increase in candidate responses
- Response rates increase by up to 80% with one way video outreach
- Email subject lines referencing video improve open rates by around 19%
- Embedded video content delivers up to 96% higher click through rates

TURN INTEREST INTO ACTION FASTER

Video outreach does not just improve response rates. It changes the pace of hiring. By replacing early stage screening calls with short, structured video content, hiring timelines can be reduced by up to 60%.

Candidates engage in their own time, and you only move forward with those who are genuinely interested. This leads to fewer wasted conversations, less scheduling friction, and quicker progress to meaningful interviews.

BUILT FOR MODERN CANDIDATE BEHAVIOUR

Today's candidates expect clarity, transparency, and efficiency:

- 59% of senior professionals would rather watch a short video than read text
- Job adverts that include video receive 34% more applications
- Video content attracts stronger engagement from passive candidates, not just active jobseekers

By showing rather than telling, candidates can self select earlier, improving alignment and overall quality of hire.



SEE YOUR CANDIDATES BEFORE YOU MEET THEM

Once suitable candidates are identified, we conduct a short, structured video interview on your behalf. Each candidate records responses to tailored questions designed to highlight technical capability, communication style, values, motivation, and overall role fit.

This allows you to understand how candidates think, explain ideas, and present themselves before committing to a live interview.

CONFIDENCE IN LANGUAGE AND COMMUNICATION

Where foreign language capability is required, candidates can complete part of their video interview in the relevant language. This enables early assessment of fluency, confidence, and clarity, ensuring only candidates with the right communication skills progress further.

PURPOSE BUILT FOR HIRING, NOT MEETINGS

This is not a standard meeting recording tool. The platform is designed specifically for recruitment, helping you sell opportunities, assess fit, and make better decisions earlier in the process.

Rather than recording conversations you were already planning to have, it creates structured, intentional video touchpoints that help you prioritise the right candidates and focus your time effectively.

WHAT THIS MEANS FOR YOU

You spend less time screening and more time interviewing the right people. Candidates gain clarity earlier, engage more meaningfully, and arrive at interviews better prepared.

Video is not just a branding exercise. It is a proven way to increase response rates, improve candidate quality, shorten time to hire, and create better hiring outcomes.

