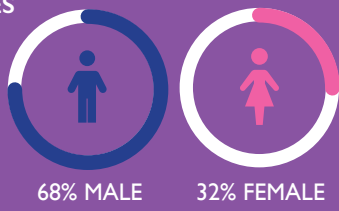


# RECRUITMENT

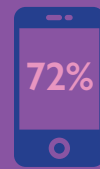
## COULD YOUR VOICE AFFECT YOUR CHANCES OF BEING HIRED?

### WHO WE ASKED

110 SENIOR EXECUTIVES WERE INTERVIEWED IN RELATION TO CANDIDATES GOING INTO A ROLE REQUIRING CLIENT-FACING SKILLS



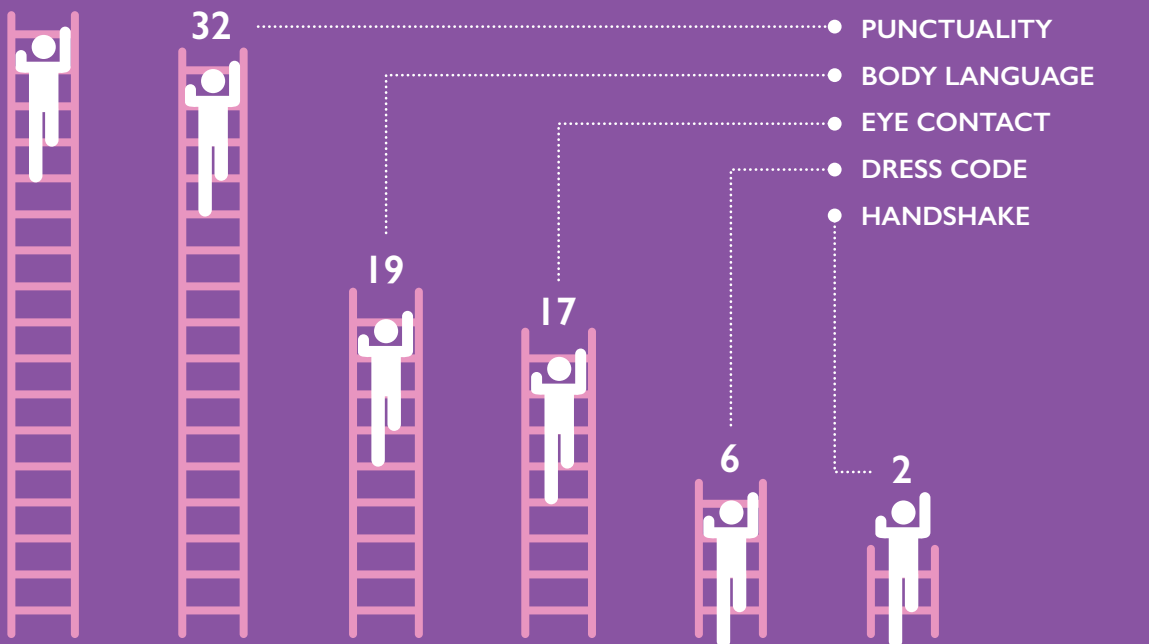
DURING THE INITIAL PHONE SCREEN, CAN THE CANDIDATE'S VOICE AND DELIVERY ALONE BE ENOUGH TO MAKE YOU REJECT THEM?



72% said 'YES'

### NOW YOU'RE FACE TO FACE. WHAT'S THE BIGGEST DEAL BREAKER?

34 PARTICIPANTS CHOSE



Only 1 person ranked voice and delivery in last place. Voice and delivery was the biggest deal breaker for females, but punctuality was the bigger deal breaker for males.

### YES, IT'S DETRIMENTAL IN AN INTERVIEW...

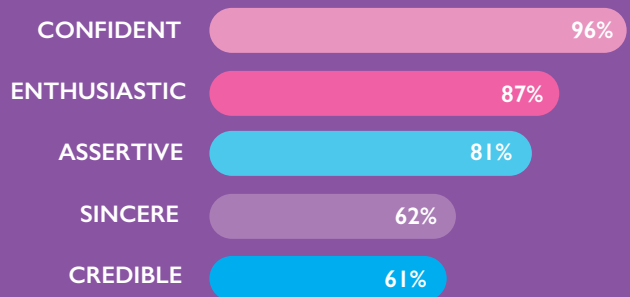


Interruption was slightly more detrimental than waffling for the female interviewers. Colloquial language was the least detrimental factor for small businesses.

### WE MAY DRAW ASSUMPTIONS ABOUT CANDIDATES BASED ON THEIR...

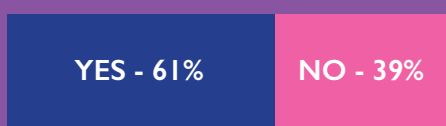
- VOICE AND DELIVERY
- BODY LANGUAGE
- DRESS CODE
- EYE CONTACT
- PUNCTUALITY
- HANDSHAKE

### VOICE AND DELIVERY WOULD INFLUENCE MY PERCEPTION OF WHETHER THEY ARE...

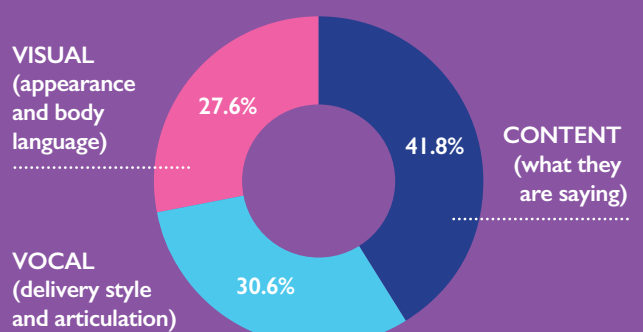


Participants were asked to rate each of the factors. Percentages represent participants who rated 'Significant' or 'Very significant' on a scale of 1-5.

### IS THERE A DIRECT CORRELATION BETWEEN CORRECT PRONUNCIATION AND HOW CREDIBLE THE CANDIDATE SOUNDS?



### IN DETERMINING THEIR PROSPECTS OF BEING HIRED, HOW WOULD YOU SPLIT 100%?



Please note that figures have been rounded to 1.d.p, therefore sum totals of percentages may not add up to 100% and there could be a +/-1-2% deviation in some cases, due to rounding.