

About Talent Sonar

Talent Sonar is a state-of-the-art talent acquisition tool that makes it easy to implement the 5 Best Hiring Practices. Companies that want to efficiently find the person who best fits each job from a broader, more qualified candidate pool choose Talent Sonar.

To tackle the challenge of hiring for right fit, Talent Sonar studied decades of hiring research before clarifying **Talent Sonar's core philosophy:** Don't try to change people with complex training on how to hire right. Just give them an easy-to-use tool that changes the hiring process to naturally optimize results.

Talent Sonar is the first and only tool that streamlines the 5 Best Hiring Practices in one simple web-based tool that is powered by artificial intelligence and works as a standalone solution or within a company's ATS.



WITH TALENT SONAR, CLIENTS:

1. Prioritize job skills before recruiting.
2. Write inclusive job descriptions that attract the broadest representation of qualified candidates.
3. Sort resumes through blind resume review.
4. Perform structured interviews with the best candidates.
5. Rely on data-driven hiring decisions from scoring interviews.

Why is Talent Sonar so needed?

Research shows that corporations' current method of hiring is significantly broken. An average of 46% of hires fail in the first 18 months.¹ This costs businesses an average of \$26,830 per failed employee (due to recruiting costs, interviewing time, and training hours that sap company productivity).²

To remain competitive, companies must also become great at identifying the best fits for their company from a broader talent pool. Today, women comprise 47% of the workforce and by 2020, minorities will comprise 40% of the workforce.³ Talent Sonar allows the best person to win, by focusing recruiters, hiring managers, and interviewers on the qualities that are most predictive of job success.

¹ "Why New Hires Fail (Emotional Intelligence Vs. Skills)," *Leadership IQ*.

² "CLASP-CEPR Turnover Calculator," *CEPR*.

³ U.S. Bureau of Labor Statistics, 2015.

Talent Sonar: Quick History



Talent Sonar was founded in 2014 by technologist Laura Mather, Ph.D. after she sold her cyber security company Silver Tail Systems to RSA for hundreds of millions of dollars and was named one of Fortune's Most Powerful Women Entrepreneurs.

Talent Sonar received \$8 million in Series A funding led by Ignition Partners, with additional investments from Kapor Capital, Webb Investment Network, Floodgate and Correlation Ventures.

"What became clear to us while working with Talent Sonar was that assessing for 'fit' doesn't have to be difficult. Our hiring managers can use this tool to augment a process that can all-too-often be a subjective assessment. **The Talent Sonar tool reiterates the core principles of identifying a successful candidate through objective measures.**"

— Stella Park, HBO's VP of Talent Acquisition

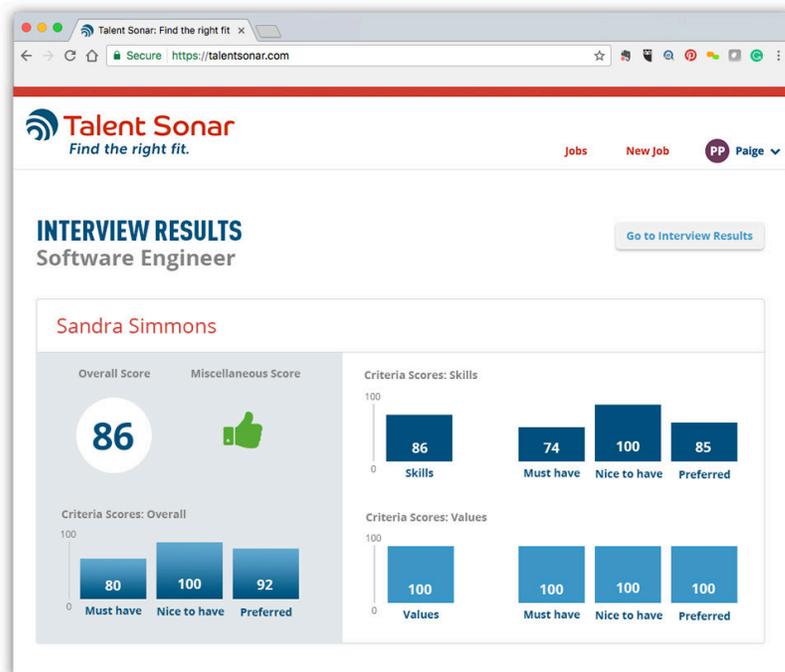
"[With Talent Sonar] job **applications shot up 30%, and the percentage of women** among [RedSeal's] three-dozen engineers **has doubled.**"

— Pete Sinclair, CEO of RedSeal (on NPR)

TALENT SONAR IS A WEB APP YOU CAN TRY FOR FREE

Sign-in at talentsonar.com and up to 20 people within a company (including outside recruiters) can use Talent Sonar for free.

Paid plans begin for broader company rollout, integration with a company's Applicant Tracking System (like Taleo or Workday), or for additional support and training if your company so desires.



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