

Authenticity in Equity Group Recruitment

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Student Recruitment



We're in sales.

What are we selling?

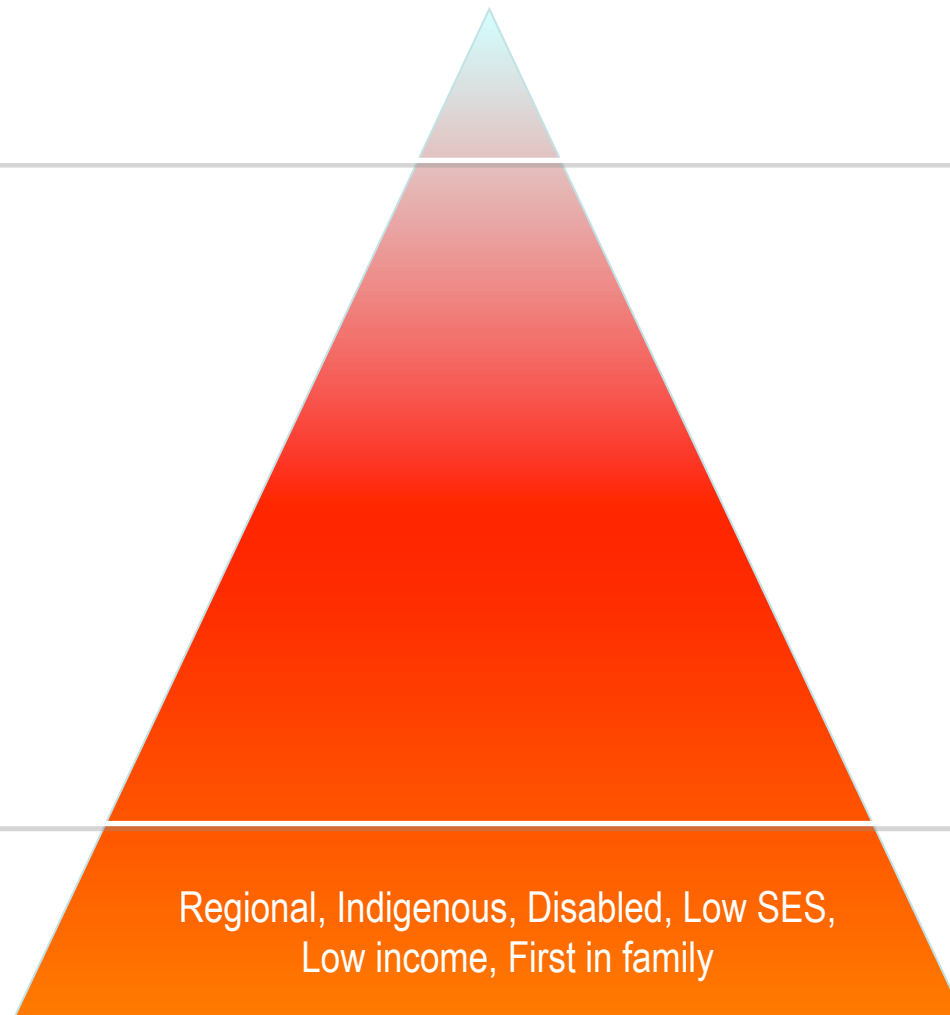
What are our students buying?

What makes a consumer attach to an object is the consumer's own hopes for an altered state of being, involving an altered set of social relationships.

Want to know more about this? See the work of Russell Belk.

How much are they willing to pay?

The fortune at the bottom of the pyramid



Want to know more about this? See the work of CK Prahalad

Where we go wrong (as an industry)



We treat people as targets, not partners.

What if



...approached our markets to work with them and not on them?

Want to know more about this? See the work of Steve Vargo and Bob Lusch

What if

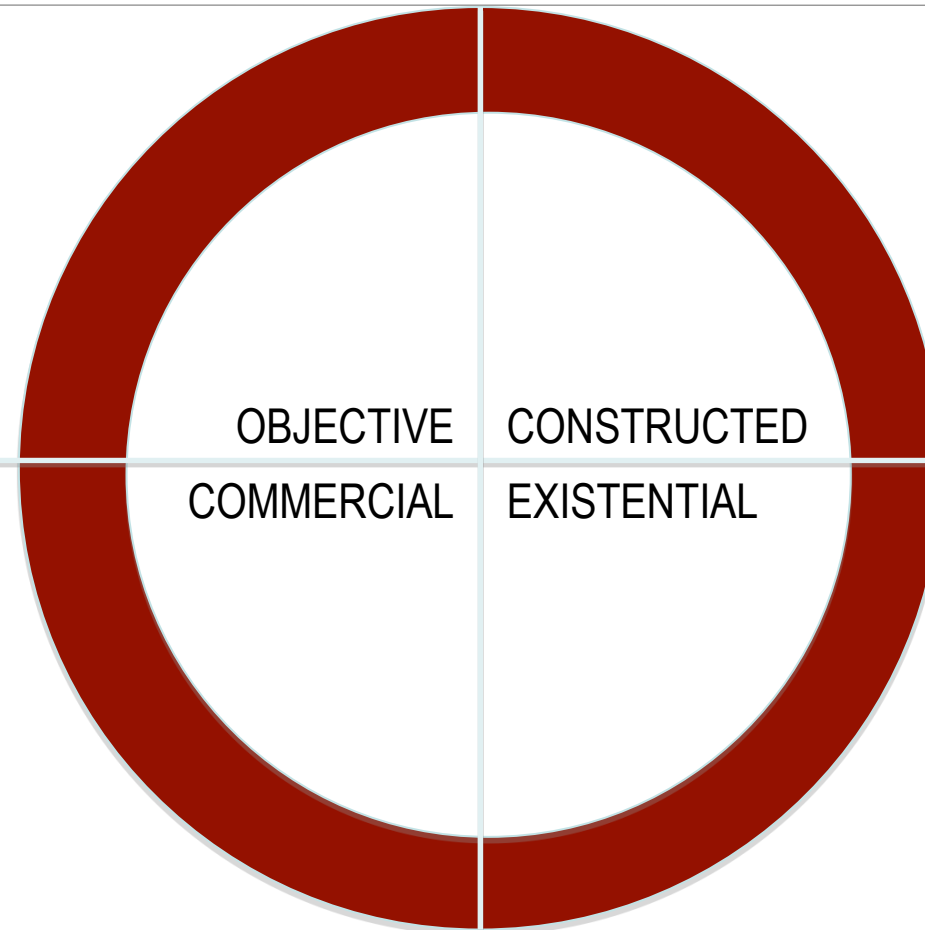
What if the people who were seeking the
“altered state of being”
was us?



Authenticity

Authenticity is the new reality, a means by which consumers in markets of abundance determine value and prestige.

Want to know more about this? See the work of Gilmore & Pine

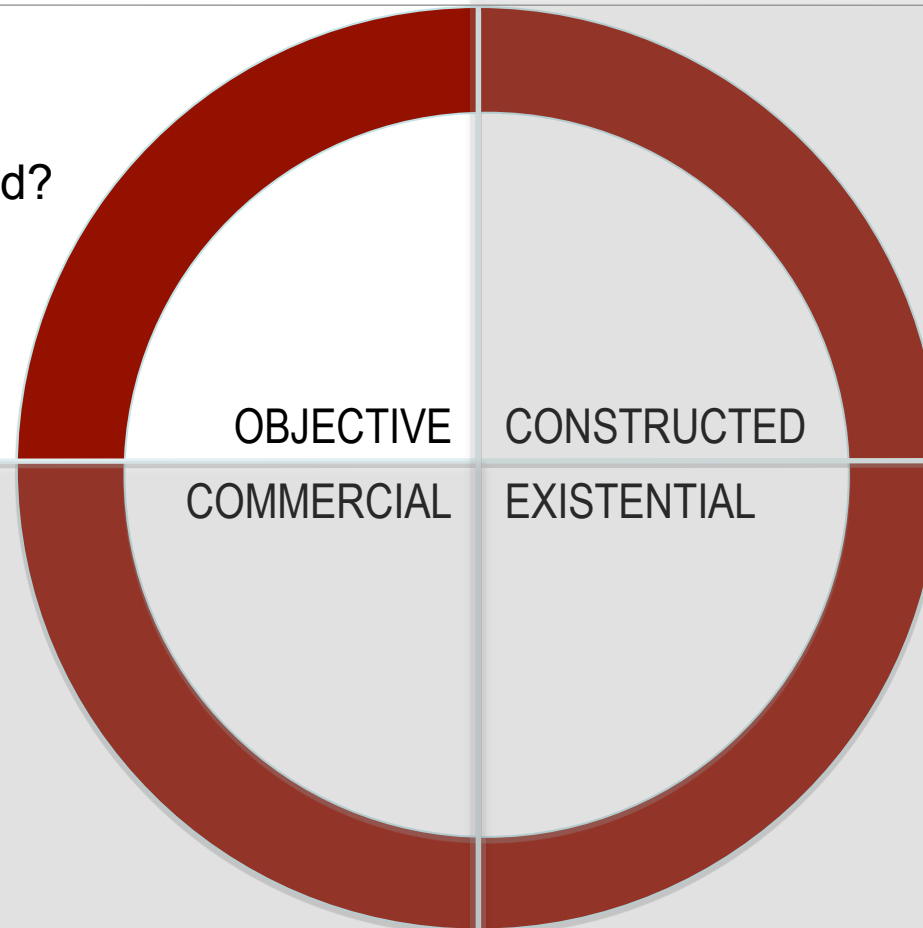


360 degree authenticity.

Want to know more about this? See the work of Collins & Murphy

Authenticity

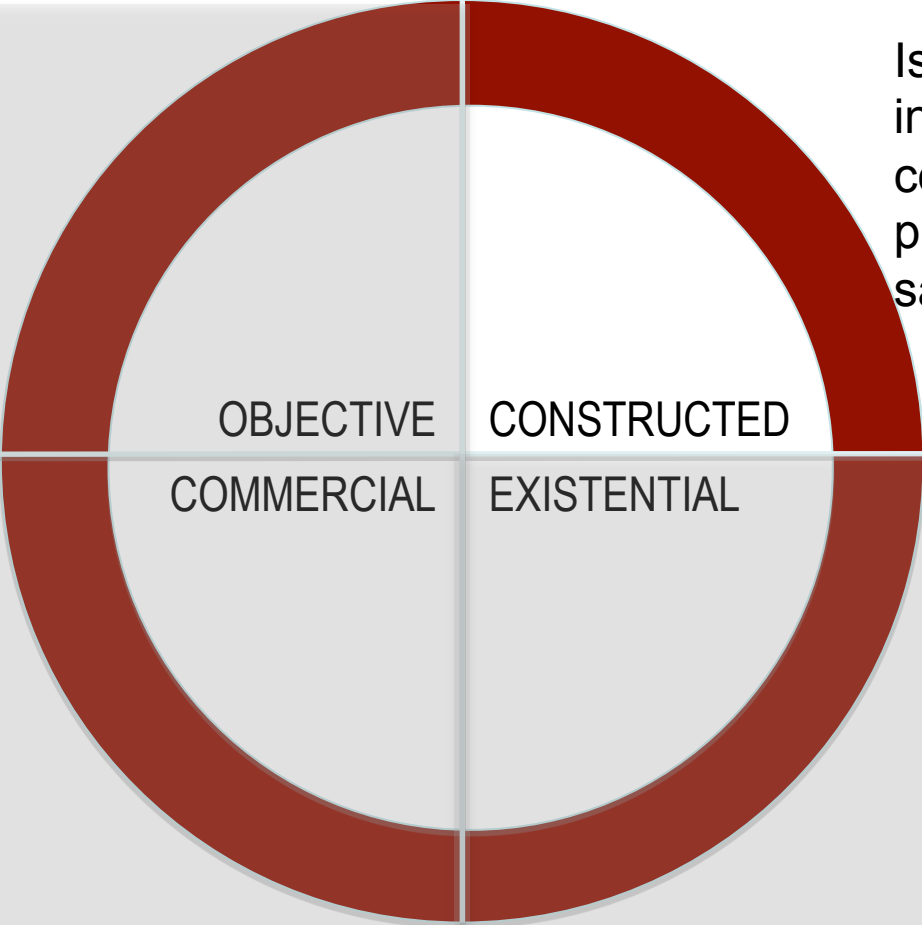
Are our claims true?
Can they be
independently verified?



360 degree authenticity.

Authenticity

Is the sale taking place in an appropriate social context, where all participants have the same understanding of the communication?



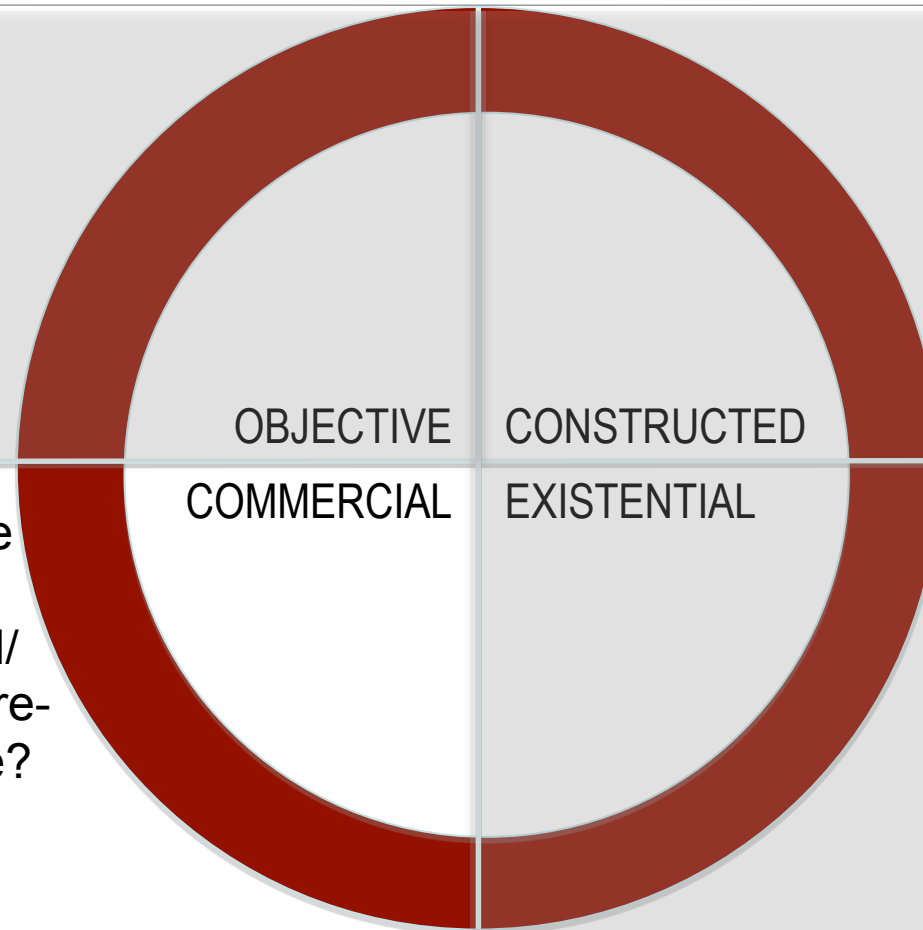
OBJECTIVE
COMMERCIAL

CONSTRUCTED
EXISTENTIAL

360 degree authenticity.

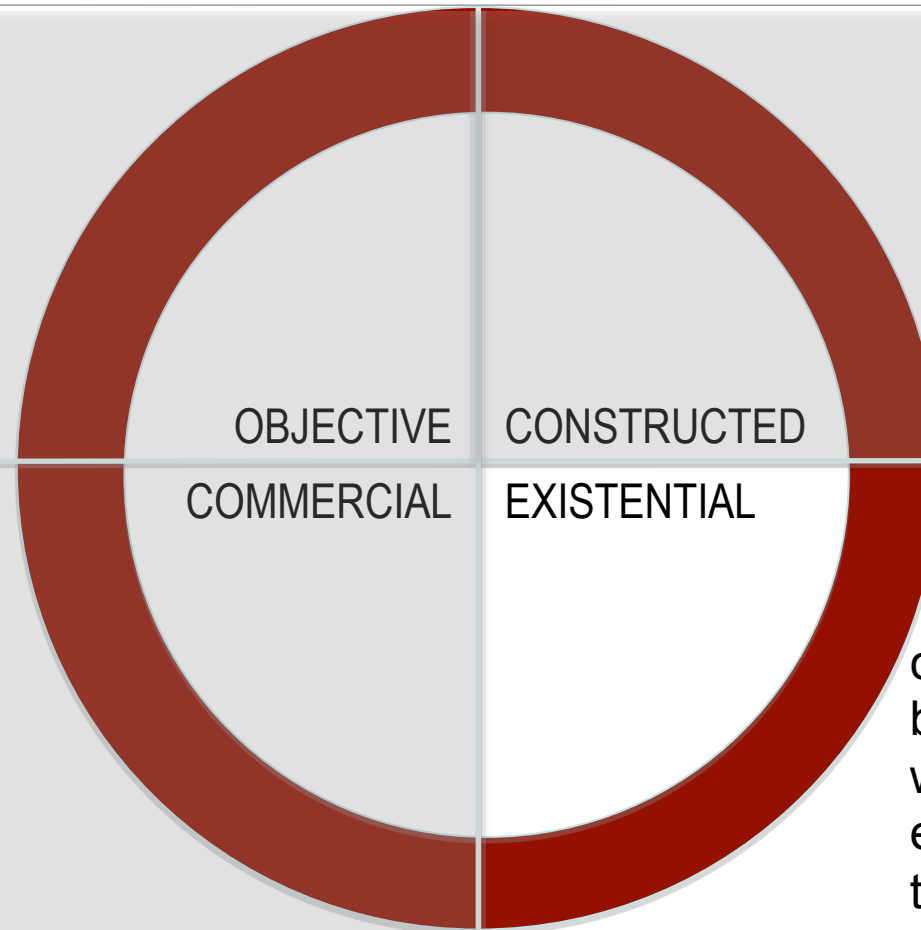
Authenticity

Is the sales pitch true to itself: consistent with the brand model/ messages and the pre-purchase experience?



360 degree authenticity.

Authenticity



360 degree authenticity.

Can someone experience consistency across the brand experience along with making the experience uniquely their own based on their circumstance (standardisation and customisation simultaneously).

Our greatest challenge

The status quo.

Thank you

Questions? Comments?