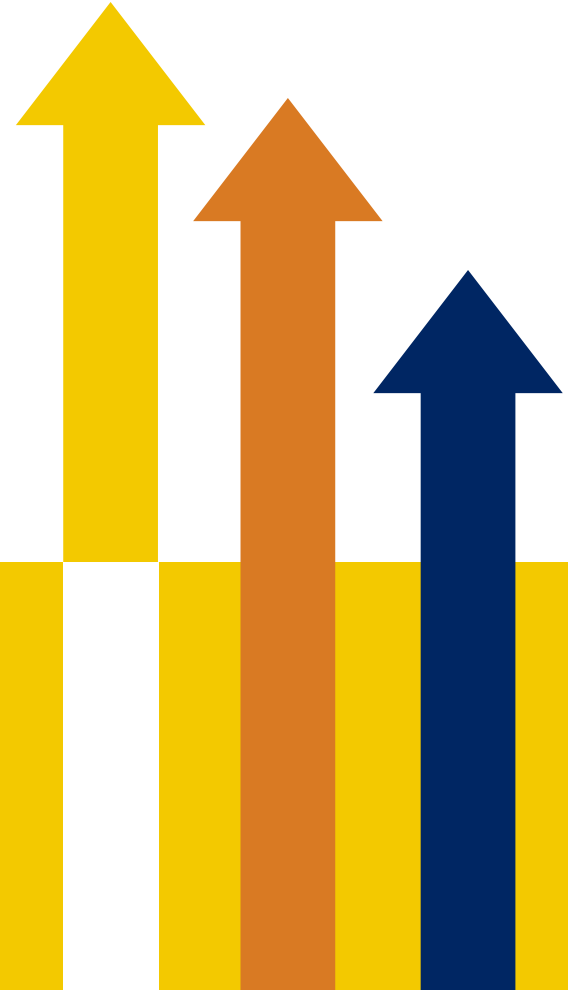


RECRUITING TECH TALENT
MAURA QUINN
MARCH 14, 2018



Why work for an insurance company?

**HAVE A HAND
IN THE HAPPINESS
OF OTHERS.**



A man and a woman are sitting on a couch, smiling and looking at a dog lying on the couch. The man is on the left, wearing a white t-shirt, and the woman is on the right, wearing a striped shirt. The dog is a light-colored breed, possibly a Weimaraner, and is lying down. The background is a blurred indoor setting with a guitar and some framed pictures.

**WHEN PEOPLE HAVE A SENSE
OF SECURITY, THEY'RE FREE
TO RELAX, VENTURE OUT,
LIVE THEIR LIVES.**

A photograph of an older man with a grey beard and glasses, wearing a light blue shirt, looking off to the side. He is standing in a large industrial facility, likely a steel mill, with large rolls of metal visible in the background. The lighting is warm and focused on the man.

**BECAUSE OF INSURANCE
FAMILIES AND BUSINESSES
RISE UP FROM DEVASTATION
AND DREAMS ARE NOT LOST.**

A photograph of the Statue of Liberty on Liberty Island, New York. The statue is green and stands on a stone pedestal. In the background, the New York City skyline is visible across the water. The sky is blue with some clouds. The text "WE WORK TOGETHER TO HELP PRESERVE AND PROTECT WHAT PEOPLE EARN, BUILD, OWN AND CHERISH." is overlaid in white, bold, sans-serif font.

**WE WORK TOGETHER TO HELP
PRESERVE AND PROTECT WHAT
PEOPLE EARN, BUILD, OWN AND
CHERISH.**

A woman with short, curly brown hair is smiling and looking to her right. She is wearing a grey sleeveless top and a gold chain necklace. In the background, another woman is blurred, also smiling. The scene is brightly lit, suggesting an office or professional environment.

**GO TO WORK WITH
THE FEELING THAT
WHAT YOU DO MATTERS.**

A man with dark hair and a beard, wearing a blue button-down shirt, is smiling and looking towards the camera. He is in a modern office with large windows in the background. Other office desks and a person are visible in the blurred background.

**IN A WORKPLACE
THAT FEELS
LIKE YOU.**

FOR US IT STARTS AT OUR CORE WHERE WE HAVE THE FOUNDATION



History



People



Management Systems



Technology

**WE'RE IN A RAPIDLY CHANGING
AND EVOLVING INDUSTRY
BEING PUSHED BY OUTSIDERS**



**WE'RE RIPE
FOR INDUSTRY
DISRUPTION**



UBER

**WE'RE RIPE
FOR INDUSTRY
DISRUPTION**



**WE'RE RIPE
FOR INDUSTRY
DISRUPTION**

UBER



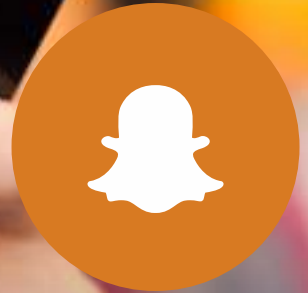
A person's hand is visible on the right side of the frame, holding a tablet computer. The tablet screen displays a live feed of a drone in flight. The drone is a small, white, four-armed quadcopter with a camera mounted underneath. It is flying in a clear blue sky. The background is a bright blue sky with a slight gradient. The overall scene suggests a focus on drone technology and remote control.

INCREASED NEED FOR TECHNOLOGY INNOVATION

A hand holding a smartphone in a blurred crowd. The background is out of focus, showing people and warm, bokeh-style light spots in shades of yellow and orange, suggesting an indoor event or a busy public space. The text is overlaid on the left side of the image.

DEMANDS OF EVOLVING CUSTOMER EXPECTATIONS

DEMANDS OF EVOLVING CUSTOMER EXPECTATIONS



DEMANDS OF EVOLVING CUSTOMER EXPECTATIONS



NETFLIX

WE'RE
ON IT!



WE'RE
ON IT!



WE'RE ON IT!



WE'RE KEEPING A PULSE ON WHAT'S NEXT



Next-Gen Vehicles



Connected Home



Shared Economy

**THE
BEST
TECH
SECRET**

A DIGITAL EXPERIENCE WILL ENHANCE THE CANDIDATE EXPERIENCE

THE BEST
TECH
SECRET

TechCampus.LibertyMutual.com

WHAT DO YOU THINK OF WHEN I SAY MILLENIALS OR GEN Z???

CRAVE
STABILITY

INNOVATIVE

NOT
JUST IN
IT FOR
THE
MONEY

NEED
FLEXIBILITY

ALWAYS
ASKING
WHY

TECH
SAVVY

WE'RE LOOKING FOR PEOPLE WHO ARE:

We provide all the makings of a great career, then you're free to take it from there. We seek aspiring leaders who bravely take the reins, dive in and help shape the course of our company. Show us your entrepreneurial spirit, your tech savvy, your ability to think outside your job title. Seek out opportunities for change, then drive them. Collaborate. Speak up. Branch out. Laugh. Your happiness will lead us to great places.

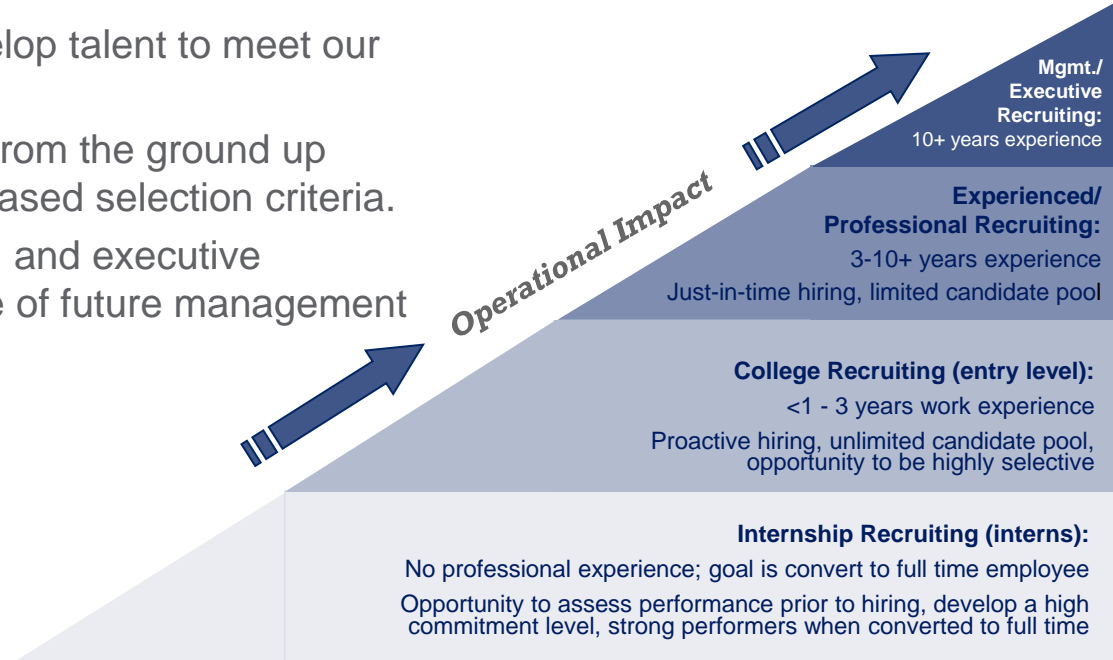


Adaptable
Solution-Driven
Innovative
Analytical
Customer-Focused
Tech-Savvy
Team-Oriented
Business-Minded
Creative

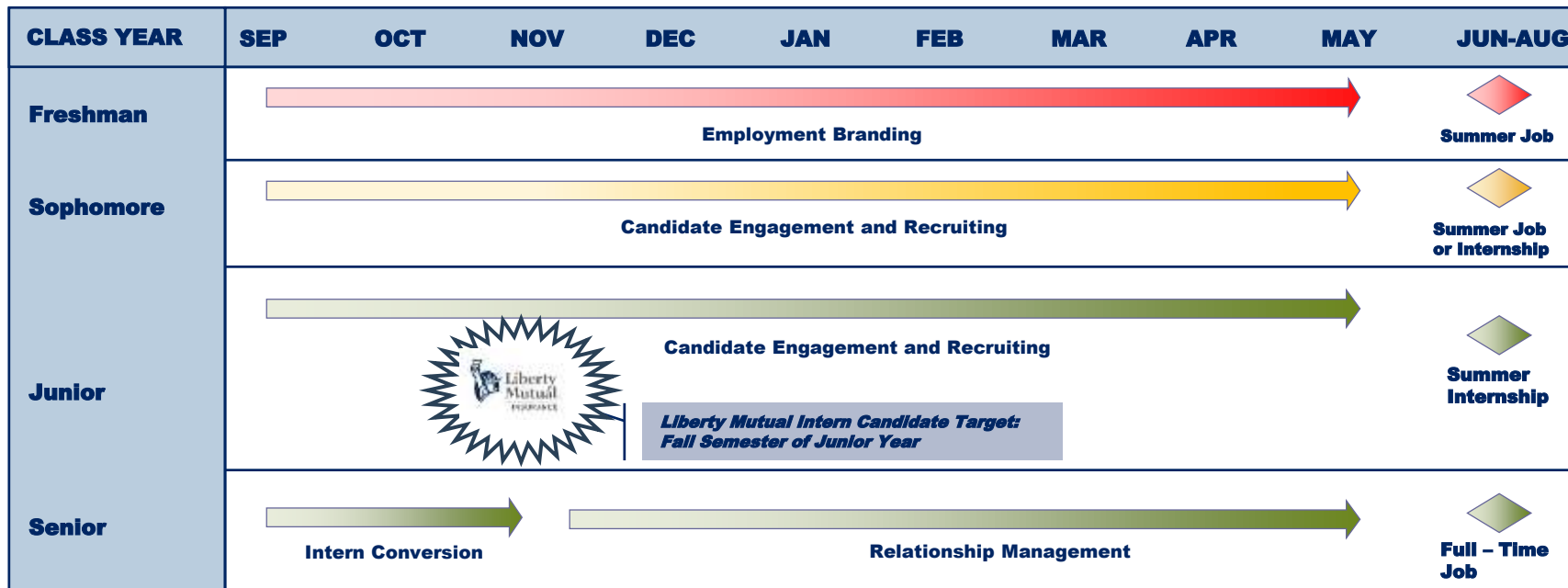
CAMPUS RECRUITING VALUE PROPOSITION

Why Campus Recruiting?

- Provides the opportunity to develop talent to meet our own specific business needs.
- Builds a culture of commitment from the ground up through targeted, competency-based selection criteria.
- Complements experienced-level and executive recruiting by providing a pipeline of future management talent.

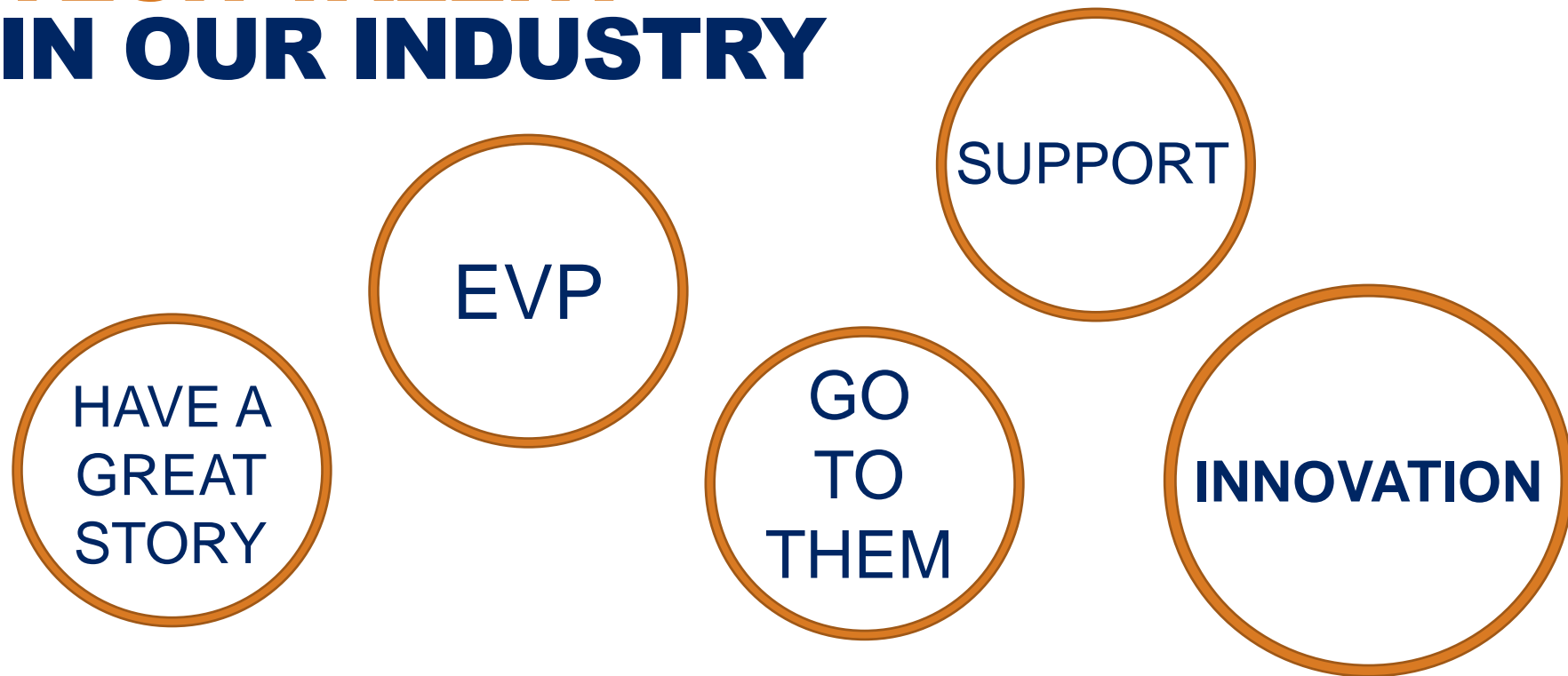


UNDERGRADUATE SOURCING STRATEGY



Competition among companies for top undergraduate students begins during their Sophomore and Junior years. Successful interns are then converted to full time, college hires upon graduation.

HOW DO WE ATTRACT TECH TALENT IN OUR INDUSTRY



HAVE A GREAT STORY

Name something that you buy, that you wish you will never have to use?

- Use your employees to share their personal experiences with candidates
- Send alumni back to schools with a 'pre-packaged' program to talk about careers in the industry
- Highlight the innovative and unique things your company or agency is doing
- Share what you are doing to support local communities
- Manage or promote your brand through Glassdoor and LinkedIn

KNOW YOUR EMPLOYEE VALUE PROP

The Give and The Get

- What are the rewards and benefits a student will receive in turn for doing outstanding work?
- Tangible and Intangible
- What skills do you need to support your organization?
- How will you reward talent for providing these skills and moving your business forward?

GO TO THEM

You have to show up where they live, work and play

- Get out on campus, but get creative!
 - In Classroom Presentations
 - TechTalks
 - Capstone Projects
 - Mentoring at Hack-a-thons
 - Executive Involvement

PROVIDE SUPPORT

Hire Interns!

- Start a mentor program for your employees and a local college
- Sponsor student organizations who host weekly meetings
- Provide scholarships for certain majors you need to target for your org
- Get involved with Capstone Projects and Case Competitions

INNOVATION

This is how you win!

- What are you doing to set your brand apart?
- Continuously improving the candidate experience
- Our industry is being disrupted....so should our recruiting methods!
 - Virtual Reality
 - Escape the Room
 - IT Intern Hack-a-thons
 - National Partnerships
 - Tech Challenges

OUR 2017-18 HACKATHON SEASON STRATEGY: POSITION LIBERTY MUTUAL AS AN INNOVATIVE TECHNOLOGY COMPANY OF CHOICE



Take a targeted and deep approach, maximizing sponsorship dollars and reach



Engage technical employees early and share ownership of the planning process



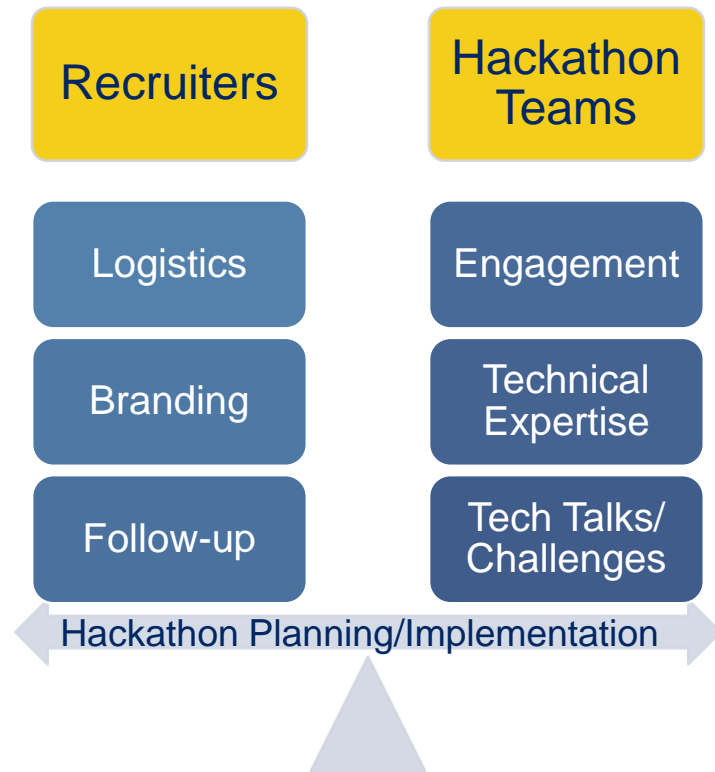
Leverage technology in all phases to reinforce our brand as an innovative tech company of choice



Capture full and timely feedback and measure qualitative/quantitative ROI



WE PLAYED TO OUR STRENGTHS, ENGAGING OUR TECH ALUMNI BASE EARLY AND SHARING OWNERSHIP OF PLANNING/IMPLEMENTATION



OUR HACKATHON TEAMS MADE A POSITIVE IMPACT THROUGH ENGAGEMENT AND MENTORSHIP



18,000 WOMEN ATTENDED GHC 2017 IN ORLANDO, FL

- 39 Liberty Attendees
- Pre-Conference Engagement
 - Student workshops
 - 5 TechStart Interns selected to attend GHC
- Interactive Booth
- Evening Event
- ABIE Award Sponsorship
- Interview Process



THE UPDATED BOOTH WAS INTERACTIVE AND ENGAGING FOR ATTENDEES



WE'LL
DONATE
1 DOLLAR TO
GIRLS
WHO
CODE.
ALL YOU
HAVE
TO DO IS
SCAN.



GIVEAWAYS MADE A BIG IMPACT

AND WERE SOME OF THE TOP ITEMS FOR ATTENDEES



2017-18 IT CAMPUS RECRUITING MILESTONES

Recruit Once, Hire Twice

- Strong intern conversion results provided us a pipeline to kick-off our full-time hiring this fall.
- **2017 TechStart class made up of 50% former interns and 2018 TechStart class will be close to 90% former interns**



- Enhanced the customer experience at the **2017 Grace Hopper Conference** leading to **9 acceptances** for the 2018 TechStart fulltime & internship classes to date



- Sponsored **6 university hackathons** enhancing our technical brand by providing student challenges leveraging the **Solaria Labs Shine API**



- Partnered with internal technical teams to sponsor **3 capstone projects** in Computer Science & Software Engineering at UMass & UNH



- Streamlined interview process for TechStart@Liberty to move candidates through the hiring process more efficiently and ensure a **better candidate experience**



- Improved IT Intern Programming by executing the **Intern Innovation Experience** including design thinking, rapid prototyping and testing with 71% responding favorably to the event



QUESTIONS?