

Nomination: 6095

Nominating the KnowBe4 Global Talent Team for "Recruiting or Talent Acquisition Team of the Year"

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company KnowBe4
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Nominating the KnowBe4 Global Talent Team for "Recruiting or Talent Acquisition Team of the Year"
Category E01 - E10 Team > E09 - Recruiting or Talent Acquisition Team of the Year
Team Submission Format Written Answers
a. Briefly describe the nominated team: its history and past performance (up to 200 words). Required The global talent team consists of four essential areas; global talent brand and outreach, global expansion, administration and analytics, and the global onboarding team. Together, this critical division is responsible for headcount growth and has scaled KnowBe4's headcount in the last seven years from 25 to over 1,200 employees! They have also expanded KnowBe4 to twelve locations globally. Everything outlined in this nomination was accomplished through their unique recruitment processes; building diverse talent pipelines, increasing KnowBe4's digital presence, running a world-class onboarding program, and expanding analytical capabilities. The global talent brand and outreach team handles recruitment marketing functions and brand awareness, while the global expansion team is focused on just that, expansion! They work to recruit top, diverse talent, and just last year, the team hit its highest number of job applicants and offers signed in Q1 of 2022, with over 34,000 applicants and 249 offers signed! The analytics team strategically implements and administers recruitment software and finds ways to automate processes. Not only does the team recruit top talent, but they also create a memorable, one-of-a-kind onboarding experience. Collectively, the global talent team finds outstanding individuals that makeup KnowBe4's award-winning culture of great people.
b. Outline the team's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required Over the last two years, the global talent team has massively expanded its efforts to attract and hire diverse talent domestically and globally. Eight out of twelve of KnowBe4's global offices were certified as a "Great Place To Work" in their respective countries! KnowBe4's distinguished company culture is centered around the people, and these honorable certifications wouldn't be possible without the frequent, highly positive feedback received. On KnowBe4's Glassdoor page, you'll read how happy "Knowsters" truly are. For instance, an employee recently shared, "I feel lucky to have found KnowBe4. This has been an amazing place to grow my career, and I see no end to that career growth in the future!" Additionally, the global talent team impressively organized and attended over 210 events, including 132 recruitment events and 78 speaking engagements across the globe this past year. Some events included National Student Pride in London for the LGBTQIA+ community, Transition Tampa Bay for the local veteran community, and WomenHack in São Paulo. The onboarding team has welcomed more than 1,400 new employees since the pandemic's start and has streamlined processes to ensure a smooth transition. Leading up to a Knowster's first day, onboarding gets them prepped and ready for "KnowBe4 University", where they learn all about the company and technical terms. From "Coffee Corners," where each new hire orders a drink of choice for free, to virtual trivia and fun ice breaker games, this team has created a renowned experience that gets Knowsters excited for their career journey!

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required

Starting in 2020, the global talent team has reshaped its strategies to support a hybrid workforce and has since increased hires by 260% in the most challenging market this century. Offering virtual recruitment and onboarding while still providing in-person career opportunities has allowed KnowBe4 to broaden its talent pool and provide best-in-class service. The onboarding activities mentioned above allow new hires from around the world to get to know one another, bond, and connect.

Additionally, highlights of expanding KnowBe4's digital presence include a 1,745% increase in speaking and recruitment events, a 75% increase in Instagram followers, a 30% increase in Facebook Page likes, a 38% increase in Twitter followers, and impressively winning 42 company culture awards for 2021, increasing from 15 awards in 2020!

The team launched the JumpStart Pathway, a 9-month curriculum for individuals in underrepresented communities with monthly workshops, guest speakers, and socials. JumpStart was such a success that three additional pathways are launching this year: CodeStart, ReStart, and NewStart!

The team also created and runs several scholarship opportunities: Women in Cybersecurity, Black Americans in Cybersecurity, U.S. Military, Veterans and Spouses in Cybersecurity, and Women of Colour in Cybersecurity (South Africa). Each scholarship includes a certification package through (ISC)2 and \$10,000.

Additionally, KnowBe4 partners with #GirlsClub to sponsor two women each year to join #GirlsClub's certification and networking program. These are a few examples of how the global talent team continues to push the boundaries of finding and supporting talent from all walks of life.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

In the attached document, the global talent division's creativity, energy, and ambition will be made apparent in the outstandingly impressive 2021 year-end data. Data for each of the four teams is clearly outlined, showcasing the growth and success of this past year's strategies.

These four teams have worked tirelessly to create world-class recruiting and onboarding experiences that leave employees feeling like they belong from their first interaction with KnowBe4. Whether candidates find KnowBe4 from a targeted global ad campaign or by reading positive reviews on KnowBe4's Glassdoor page, one thing is certain; the global talent strategy is not only working, but it continues to exceed their goals year after year! The global talent division at KnowBe4 will continue to further its efforts in ways that will inspire and encourage candidates around the world to join their unique, innovative, and authentic culture. Every document, review, and link further support the global talent division's dedication, enthusiasm, and exemplary commitment to building a diverse workforce centered around happy, engaged, and motivated employees.

Webpage Link

<https://www.glassdoor.com/Reviews/Employee-Review-KnowBe4-RVW54038834.htm> (<https://www.glassdoor.com/Reviews/Employee-Review-KnowBe4-RVW54038834.htm>)

Would you like to add an additional webpage link?

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Webpage Link 2

<https://www.glassdoor.com/Reviews/Employee-Review-KnowBe4-RVW33778333.htm> (<https://www.glassdoor.com/Reviews/Employee-Review-KnowBe4-RVW33778333.htm>)

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Webpage Link 3

https://www.glassdoor.com/Interview/KnowBe4-IT-Project-Manager-Interview-Questions-EI_IE969384.0,7_KO8,26.htm#InterviewReview_63643489
(https://www.glassdoor.com/Interview/KnowBe4-IT-Project-Manager-Interview-Questions-EI_IE969384.0,7_KO8,26.htm#InterviewReview_63643489)

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Web Page Link 4

<https://www.instagram.com/reel/Ccx6u4hD5Vz> (<https://www.instagram.com/reel/Ccx6u4hD5Vz>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.knowbe4.com/careers/scholarships> (<https://www.knowbe4.com/careers/scholarships>)

Would you like to add an additional webpage link?

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Web Page Link 6

<https://www.knowbe4.com/careers/blog/looking-for-your-dream-job-in-2022-apply-to-knowbe4> (<https://www.knowbe4.com/careers/blog/looking-for-your-dream-job-in-2022-apply-to-knowbe4>)

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Web Page Link 7

<https://www.knowbe4.com/careers/career-pathways> (<https://www.knowbe4.com/careers/career-pathways>)

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Web Page Link 8

<https://www.tampabaychamber.com/blog/2022/05/02/uncategorized/transition-tampa-bay-knowbe4> (<https://www.tampabaychamber.com/blog/2022/05/02/uncategorized/transition-tampa-bay-knowbe4>)

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Web Page Link 9

[https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:\(urn:li:share:6913177160308465664,urn:li:sponsoredCreative:174468236\)?actorCompanyId=2225282&viewContext=REVIEWER](https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:share:6913177160308465664,urn:li:sponsoredCreative:174468236)?actorCompanyId=2225282&viewContext=REVIEWER) ([https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:\(urn:li:share:6913177160308465664,urn:li:sponsoredCreative:174468236\)?actorCompanyId=2225282&viewContext=REVIEWER](https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:share:6913177160308465664,urn:li:sponsoredCreative:174468236)?actorCompanyId=2225282&viewContext=REVIEWER))

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Web Page Link 10

[https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:\(urn:li:share:6881978637445419008,urn:li:sponsoredCreative:157377516\)?actorCompanyId=2225282&viewContext=REVIEWER](https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:share:6881978637445419008,urn:li:sponsoredCreative:157377516)?actorCompanyId=2225282&viewContext=REVIEWER) ([https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:\(urn:li:share:6881978637445419008,urn:li:sponsoredCreative:157377516\)?actorCompanyId=2225282&viewContext=REVIEWER](https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:share:6881978637445419008,urn:li:sponsoredCreative:157377516)?actorCompanyId=2225282&viewContext=REVIEWER))

Supporting Document

Download File ([https://stevies-sage.secure-platform.com/file/14753/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoxNDc1MywiYWxsY3dOb3RtaWduZWVcmwiOiJGYWxzZSIsImInbm9vGmAf-DMVt7FLp3KmlHWX8VhjpJCKka8?2021%20Annual%20Global%20Talent%20Newsletter%20-%20Award%20Supporting%20Document%20\(1\).pdf](https://stevies-sage.secure-platform.com/file/14753/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoxNDc1MywiYWxsY3dOb3RtaWduZWVcmwiOiJGYWxzZSIsImInbm9vGmAf-DMVt7FLp3KmlHWX8VhjpJCKka8?2021%20Annual%20Global%20Talent%20Newsletter%20-%20Award%20Supporting%20Document%20(1).pdf))

Would you like to add an additional supporting document?

No

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