



Broadcast Technology Headhunters
Powered by UnityCom™

Welcome to UnityCom™



An intentionally developed community of Broadcast and Media Technology professionals engaged by design and delivered to the most innovative and successful companies in our industry.

Consistent, agile and predictable outcomes for your Broadcast and Media Technology business through people.

Who.



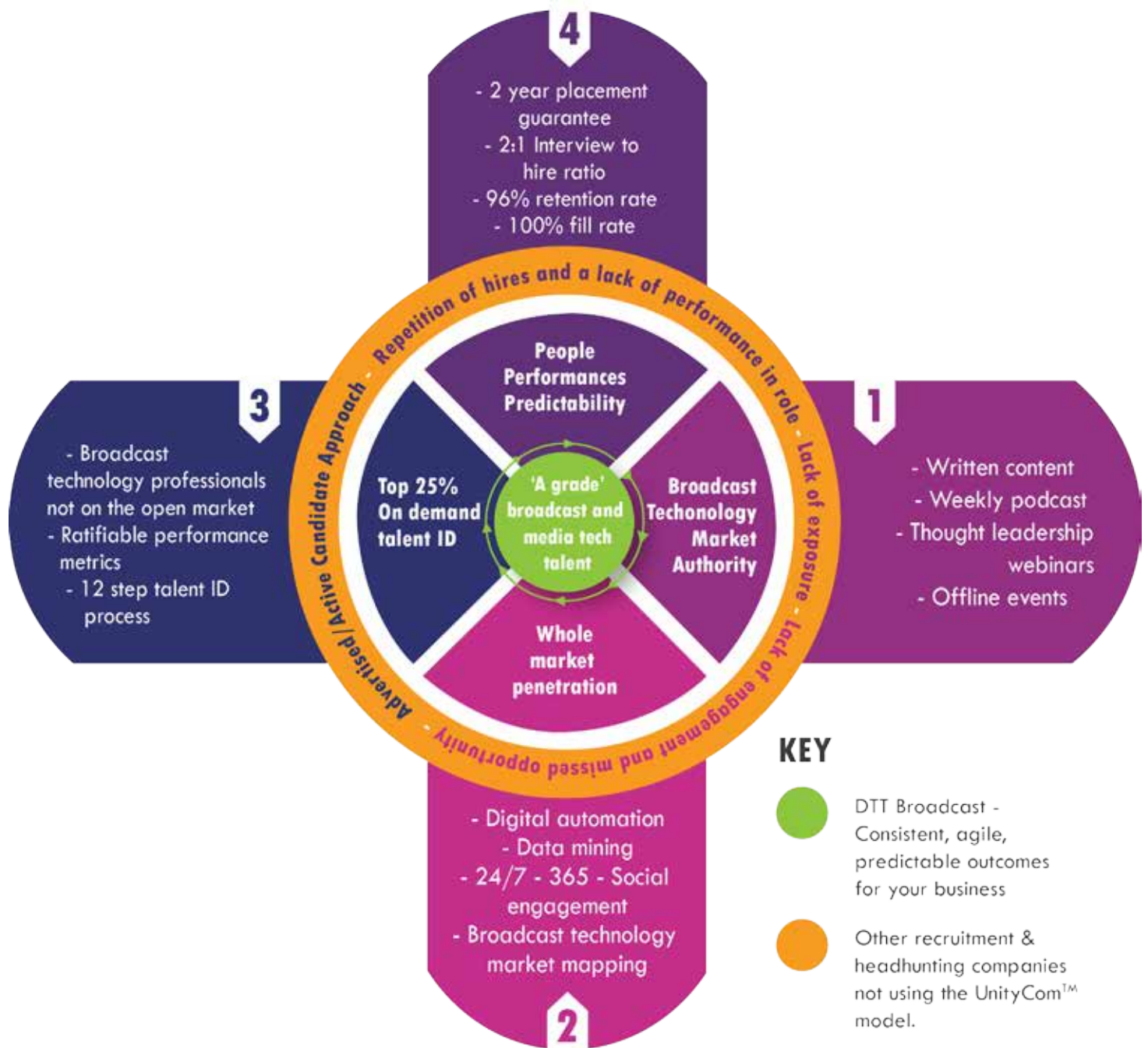
We help senior executives in Broadcast and Media Technology globally to **retain a competitive advantage and develop disruptive business models** in this turbulent and technologically convergent space.

What.

By providing the top 25% of mid to senior level commercial and tech talent, not currently available on the open market, **our clients are able to develop solutions and strategies with the confidence that they have our blueprint**, developed over 15 years, for accurate and timely talent attraction and development.



UnityCom™ Model



As a Broadcast and Media Technology Executive, you may find yourself having one or more of the following challenges:

Engineering and technical capability is below par and it's holding your company back.

Your **product road map** isn't in line with the requirements of our fast-paced industry. Or, even more troubling... Those of your clients.

The **performance** of your Sales team isn't where you would like it to be.

The solution invariably relates to either:

1

Harnessing the talents of your current team and retaining them

2

Recruiting new team members that you know will add demonstrable value in some part of your business

“Success in business is all about people, people, people. Whatever industry a company is in; it's employees are its biggest competitive advantage”
Richard Branson (founder, Virgin Group)

UnityCom™ has been **developed over 15 years to give Senior Executives in Broadcast and Media Technology a world class advantage** when building their business through people.

A wake up call...

Most recruitment and headhunting companies:



See your business as **just another metric at the top of a sales funnel**, which generally aims to fill one client requirement for very three they take on - regardless of quality of the individual.



Lack a genuine understanding of the Broadcast and Media Technology marketplace and your business drivers.



Present you only with those **people currently looking for work**, missing out on the very best people not on the open market.



Spend an average of less than **30 minutes assessing** whether or not a prospective employee for your business is a good fit.



Provide you and your business with **no guarantees that your new team members will succeed**.

Most unnervingly it's costing you an average of up to £160,000 per bad hiring decision!

(Source: Chartered Institute of Personnel and Development)

The results:

- ▶ **Unpredictable and variable outcomes** when hiring new team members - Slow to get up to speed or never make the grade
- ▶ **Your competitors are able to get further ahead** because they attract and develop their staff more effectively
- ▶ Distraction from **business critical activities**
- ▶ **High turnover of staff** or poor staff motivation and performance
- ▶ **Missed business opportunity**

Some numbers about the talent landscape in the Global Broadcast and Media Technology industry:

(Based on our quantitative research globally in February 2017)

75,722
Senior Sales Professionals

103,998
Sales Engineers or Architects

422,254

Total number professionals that we could engage and reach out on behalf of our clients

56,232
Product Management Professionals

186,302
Senior Engineers

UnityCom™ enables us to reach **THE WHOLE OF THE MARKET** and focus on delivering you the top 25% of "A" Players on demand

105,564

The number of people who we are obsessed about talking to and engaging with on behalf of our clients.

As a broadcast and media technology executive, you'll appreciate just **how hard it can be to attract and retain the very best people to your business.** Many of our clients were having those same challenges - until they implemented UnityCom™.

In the last two years we have...

Given our clients a **96% retention rate** on all staff they hire from us

Enabled them to **penetrate new markets** quickly

Supported over **73 clients** in Europe and North America



DTT

If you want to find out more about what
UnityCom™ can do for your
Broadcast and Media Technology
team or business, contact one of our team:

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