

# TAKE ROOT

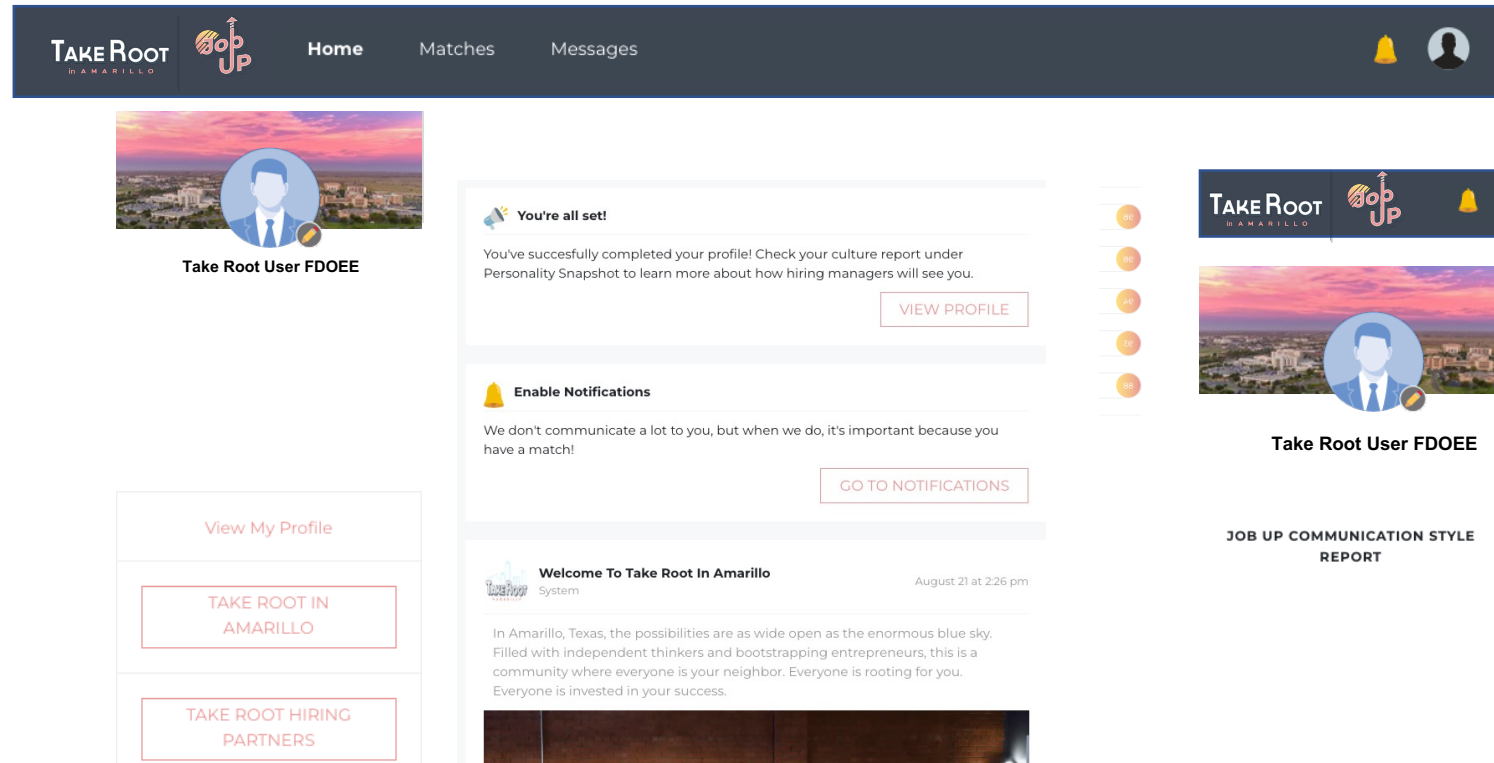
in AMARILLO



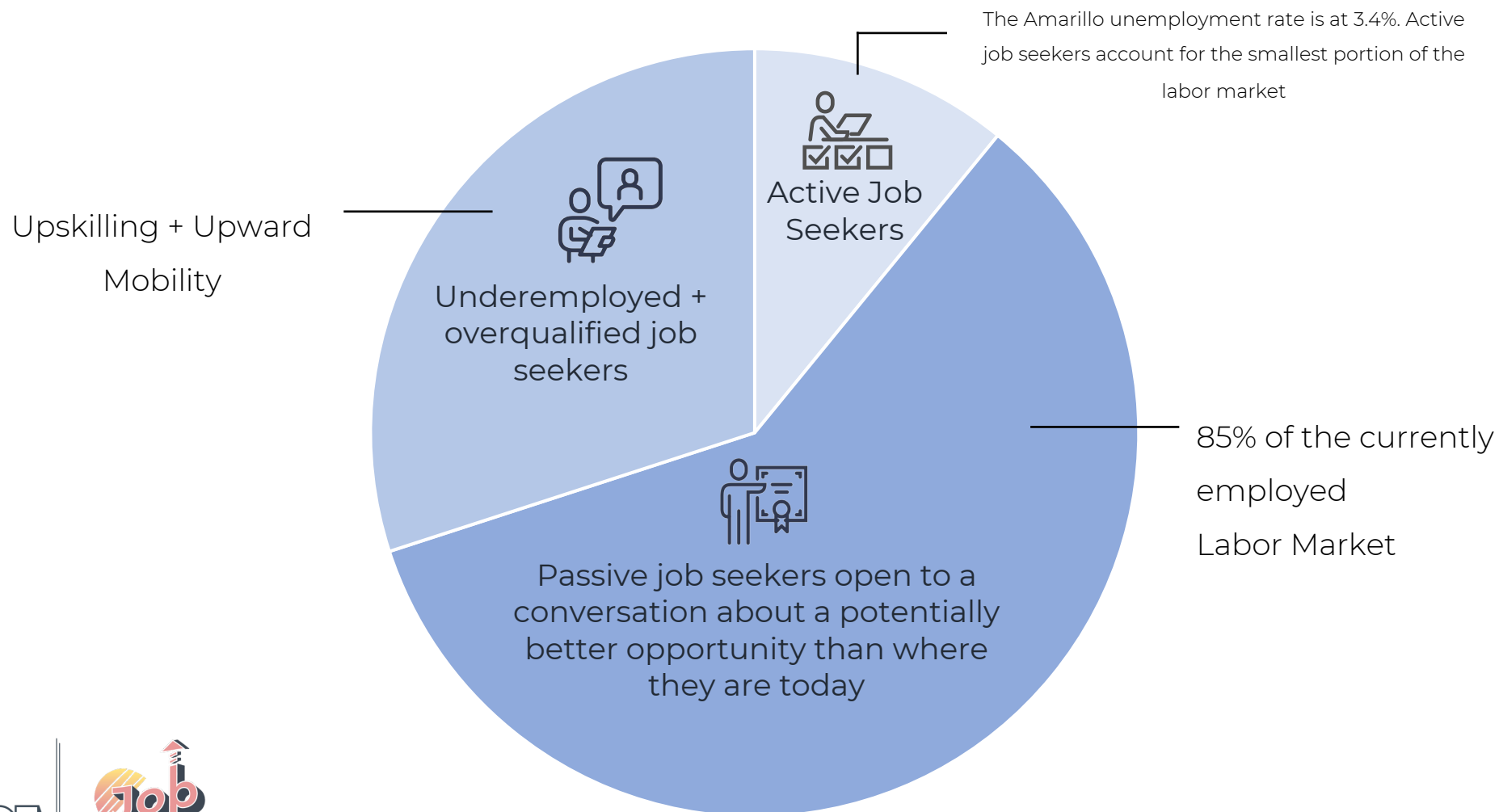
Powered by  gogig

# Anonymous Talent Community

Together with Amarillo EDC, GoGig developed and launched Take Root Amarillo | Job Up, an Anonymous Talent Community that serves as a home for passive and active candidates that want to live and work in the West Texas Panhandle either now or in the future.



# Amarillo Labor Shortage Challenges 2022





# Anonymize Top of Hiring Funnel

**\*Anonymous\*** Initial Selection of Candidate **\*Anonymous\***



Unveil + Match + Chat  
(EEOC Compliant for all Protected Classes)



Relationship building



Integration with ATS and  
HCM for reporting

Formal Job Application

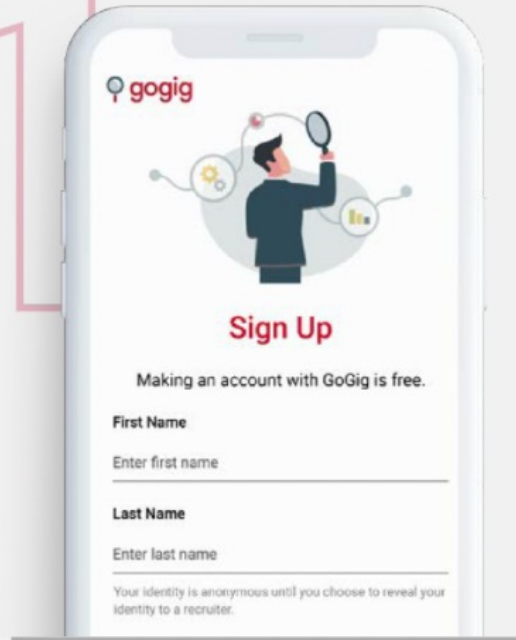
Age, Race, Ethnicity,  
Gender, Country of  
Origin, Religion,  
Veteran Status



Once a relationship has been established on GoGig, candidates can be guided to formally apply on Company Career Pages

# How It Works: Candidates

## Build



gogig

**Sign Up**

Making an account with GoGig is free.

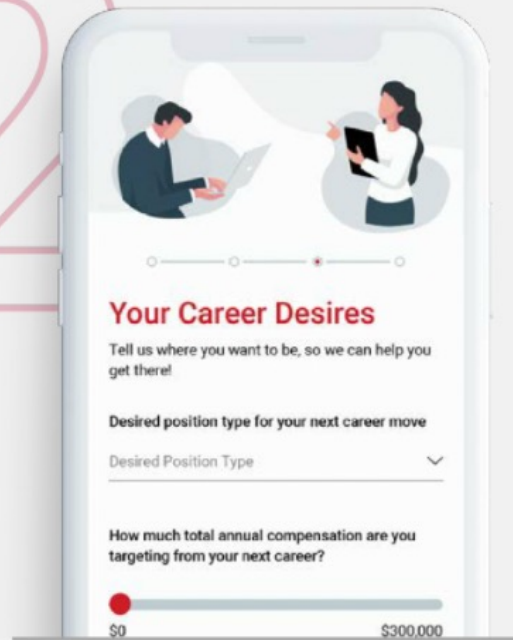
**First Name**  
Enter first name

**Last Name**  
Enter last name

Your identity is anonymous until you choose to reveal your identity to a recruiter.

Candidates create an account in as little as 2 minutes

## Match + Engage



**Your Career Desires**

Tell us where you want to be, so we can help you get there!

**Desired position type for your next career move**

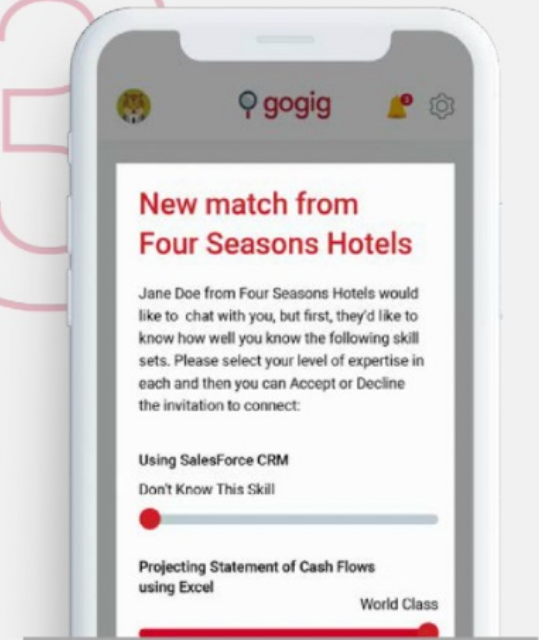
Desired Position Type

**How much total annual compensation are you targeting from your next career?**

\$0 \$300,000

Candidates input their anonymous career history, desires, and personality metrics into their profile

## Unveil + Chat



gogig

**New match from Four Seasons Hotels**

Jane Doe from Four Seasons Hotels would like to chat with you, but first, they'd like to know how well you know the following skill sets. Please select your level of expertise in each and then you can Accept or Decline the invitation to connect.

Using Salesforce CRM  
Don't Know This Skill

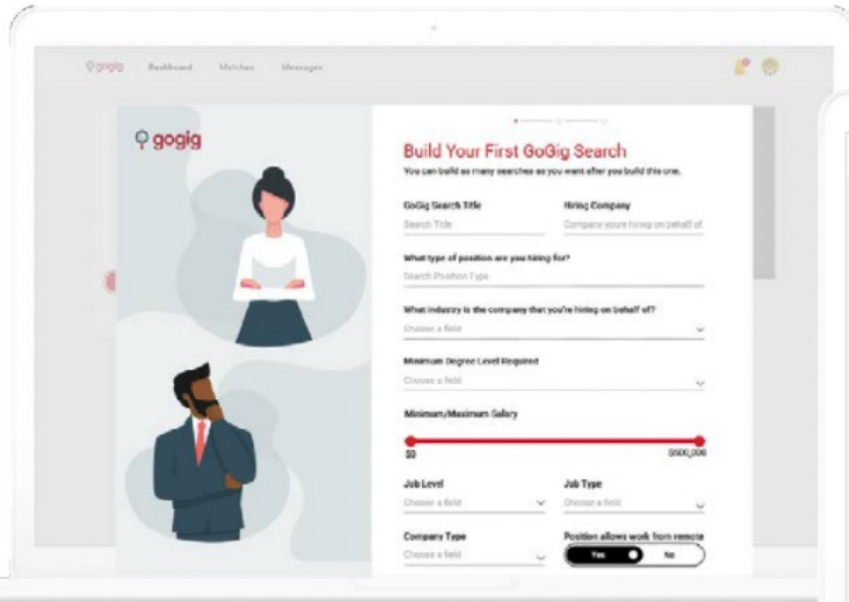
Projecting Statement of Cash Flows using Excel  
World Class

Candidates can mutually accept invitations to connect at their discretion, reveal their identities, and have 'warm' conversations.

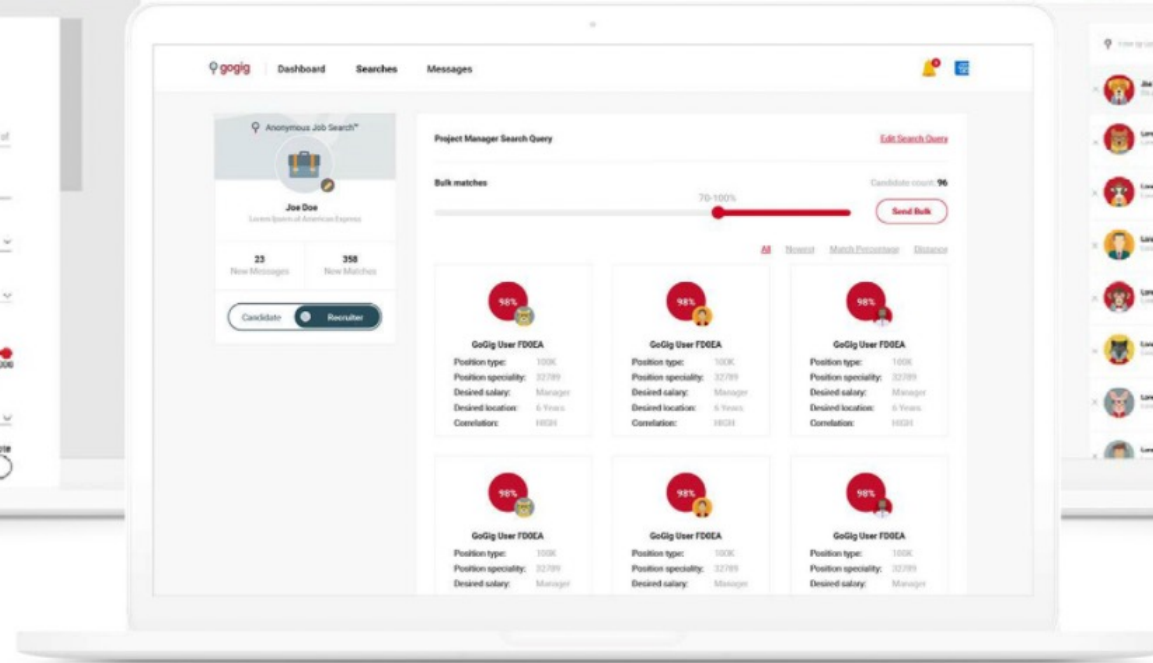
**The Result?** An anonymous community of candidates that are highly interested in working at your organization, which you can engage with at any time.



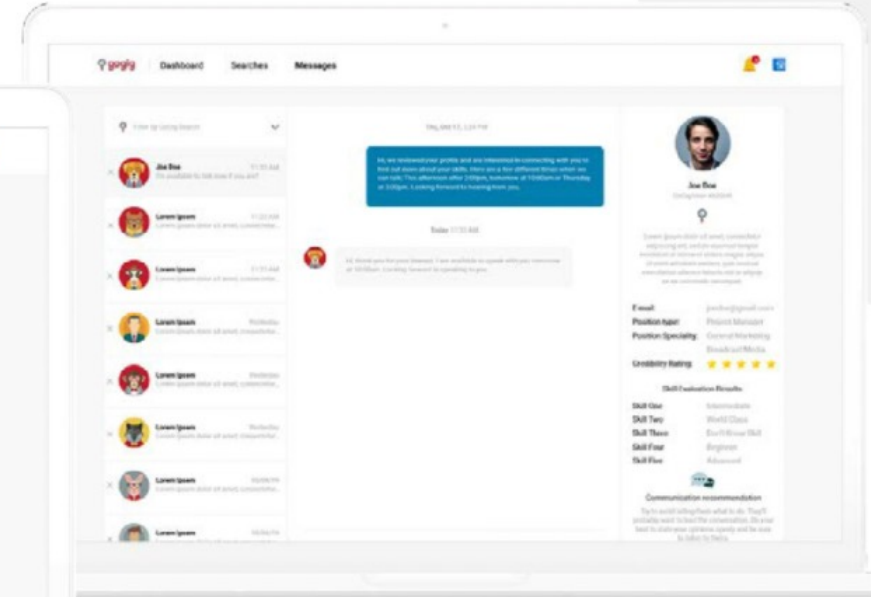
# How It Works: Hiring Mode



Build a Search to see anonymous career desires within your own talent attraction community



Through AI and powerful algorithmic search, Hiring Professionals can select which candidates are most intriguing to them and engage based on company criteria.



Chat with unveiled candidate and integrate into Hiring Company ATS, HRIS, or HCM system.



**The Result?** An internal professional network that removes unconscious bias and encourages passive conversations of real value.



## Build a New Take Root In Amarillo | Job Up Search

You can build as many searches as you want after you build this one.

**Search Title** **Hiring Company**

Search Title  Company you're hiring on behalf of

**What type of position are you hiring for?**

Search Position Type

**Hiring Company Industry** **Minimum Degree Level Required**

Choose a field  Choose a field

**Minimum/Maximum Salary** **\$0 - \$0**

\$0 \$500,000+

**Job Level** **Job Type**

Choose a field  Choose a field

**Company Type**

Choose a field   Position allows work from remote

**Total Years Work Experience** **0 years - 0 years**

0 25+ Yrs

**Job Location**

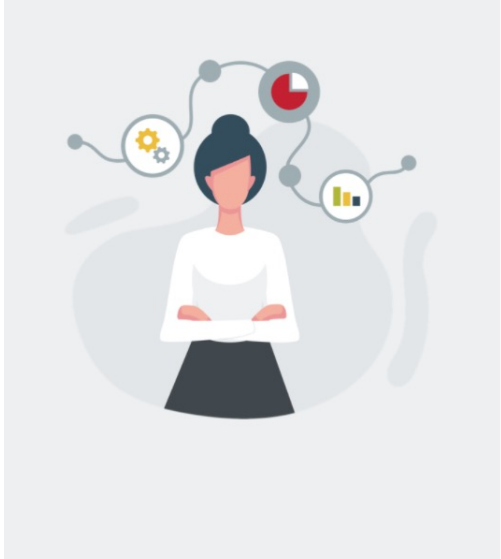
Enter City and State

CANCEL

NEXT

Input your Search Query data points

Type in your top 5 Skill Sets required



### Skills Evaluator

The Skills Evaluator allows you to evaluate the top 5 skills that you need to know from candidates in this Search. When you match with one candidate, or multiple candidates, they will be asked to evaluate how well-versed they are in each skill when they receive your match request.

What is your level of expertise in:

Add up to 5 skills

RUN SEARCH WITH SKILLS EVALUATION

[Skip Skills Evaluation and Run Search](#)

Administrative Assistant Search Query

Bulk Matches

Candidate count: 16



All Newest Match Percentage Distance

Once you run your search, your Match page will populate all of the candidates who's desires match your search query data points 1 to 1.

<p><b>78%</b></p> <p><b>GoGig User QRAWSQ</b></p> <p>Position Type: Customer Service</p> <p>Position specialty: Call Center</p> <p>Desired salary: \$0</p> <p>Desired location: Greenville, NC</p>	<p><b>68%</b></p> <p><b>GoGig User SRUVBN</b></p> <p>Position Type: Administrative</p> <p>Position specialty: Administrative Assistant</p> <p>Desired salary: \$50000</p> <p>Desired location: Aliso Viejo, CA, Simi Valley, CA, Scottsdale, AZ</p>	<p><b>63%</b></p> <p><b>GoGig User 8FKZNA</b></p> <p>Position Type: Administrative</p> <p>Position specialty: Administrative Assistant</p> <p>Desired salary: \$158000</p> <p>Desired location: Addison, IL</p>
<p><b>62%</b></p> <p><b>GoGig User HB15NM</b></p> <p>Position Type: Administrative</p> <p>Position specialty: Administrative Assistant</p> <p>Desired salary: \$47000</p>	<p><b>59%</b></p> <p><b>GoGig User P1OSQK</b></p> <p>Position Type: Administrative</p> <p>Position specialty: Administrative Assistant</p> <p>Desired salary: \$46000</p>	<p><b>58%</b></p> <p><b>GoGig User HZVYBA</b></p> <p>Position Type: Administrative</p> <p>Position specialty: Administrative Assistant</p> <p>Desired salary: \$60000</p>



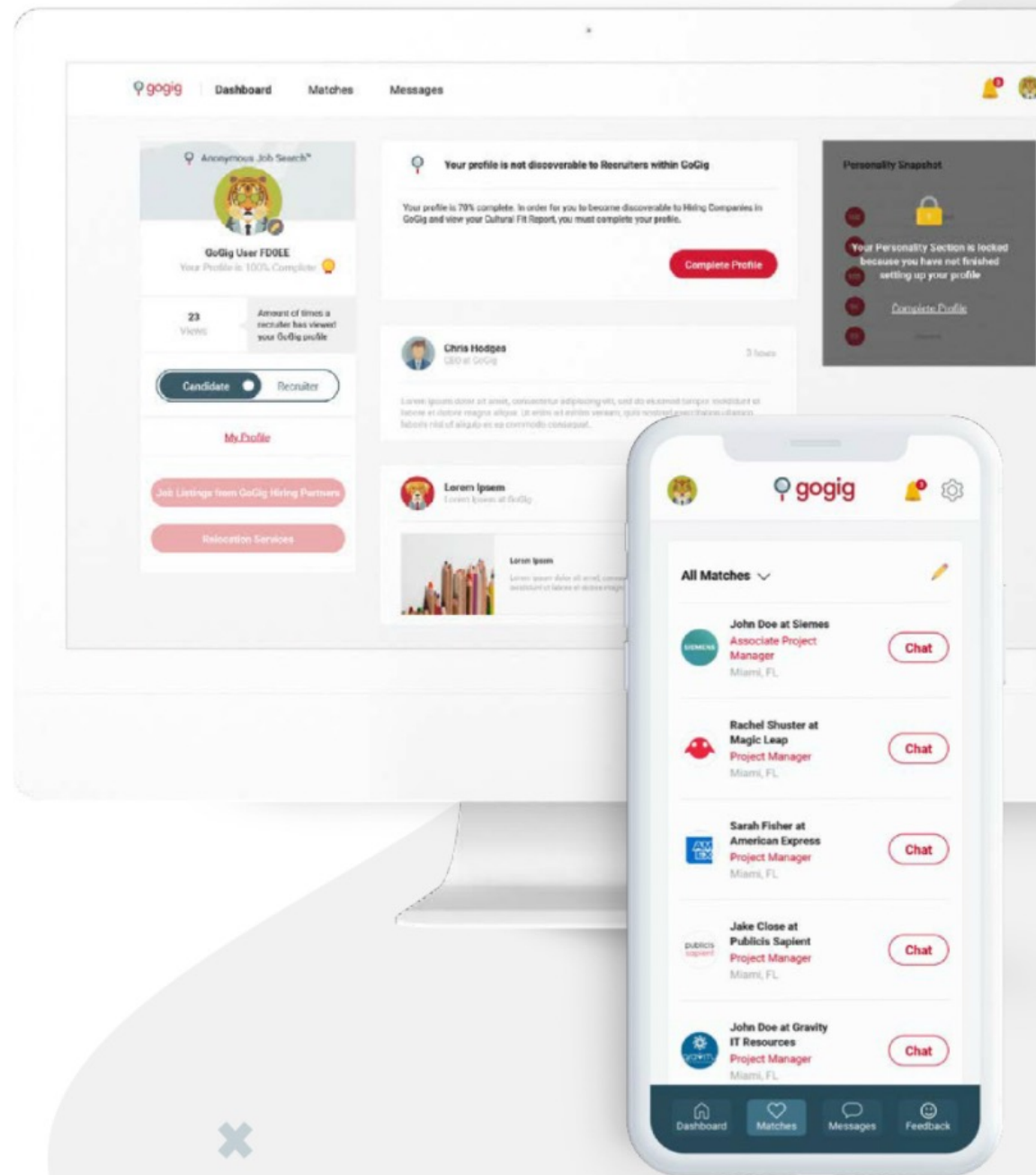


# The GoGig Difference: **Anonymity**

## Passive Candidate Technology

- Low barrier to entry: takes only 2 minutes to create a profile
- Opportunities come to candidates without them seeing a single job posting – creating a more proactive approach to talent acquisition before a job is posted
- Candidates are in full control of when they want to expose their identity to HR Leadership in the platform
- Candidates know they are receiving *relevant* invitations to connect because of desire-based matching

**How does your organization get passive talent?**  
Get ahead of need and demand by creating your own anonymous talent community

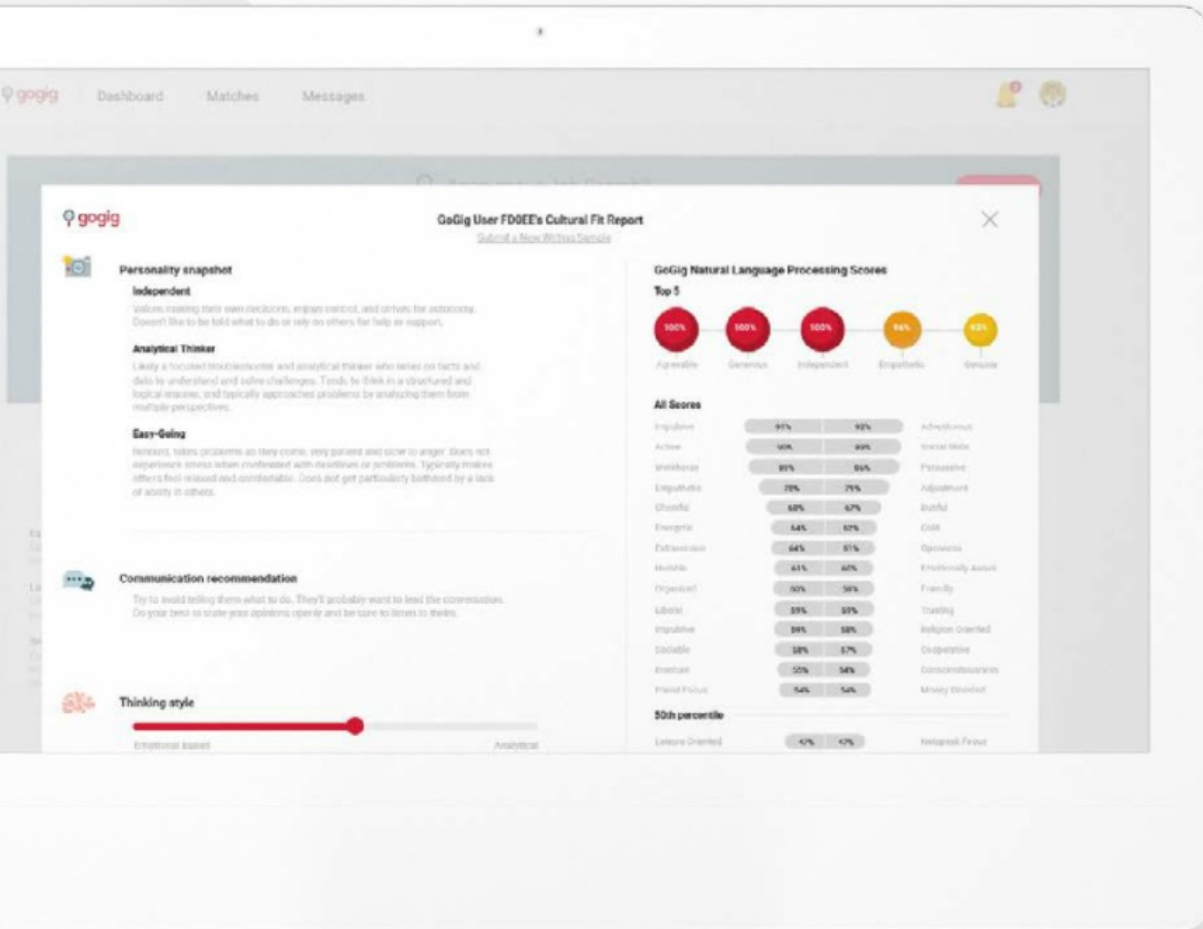


# The GoGig Difference: **Anonymity**

## Unbiased Candidate Communication Style Insights

- GoGig uses Natural Language Processing to extract communication style anonymously from a candidate writing sample in under a second
- Hiring Companies remain compliant with Equal Employment Opportunity Commission (EEOC) laws against unconscious bias in hiring
- Candidates that are of a protected EEOC class can feel safe signing up to GoGig knowing there won't be any discrimination based on their identity

GoGig's anonymity removes all discrimination in hiring practices based on: age, race, ethnicity, gender, country of origin, religion, and veteran status



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[jobupinamarillo.com](http://jobupinamarillo.com)

For questions, please reach out to our team:  
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