



THE HIRING ENABLEMENT WORKSPACE



The_World's_Most_Useful
TALENT
ACQUISITION
TECHNOLOGY

#YouCanDoThatInPoetry

Introduction

About Company

Poetry is a HR technology company based in Glasgow, Scotland, providing a hiring enablement workspace to talent acquisition and RPO teams internationally.

Our team has considerable recruitment and technology expertise and are heavily inspired by the best innovation in sales & marketing.

Our investors include Recruiting Ventures, LLC and we are supported by Scottish Enterprise High Growth Ventures.



What is a hiring enablement workspace?

Talent acquisition and RPO teams use a hiring enablement workspace to undertake many tasks in recruitment marketing, recruitment operations, talent intelligence and recruiter learning and it provides quick access to the other 3rd party tools they need.

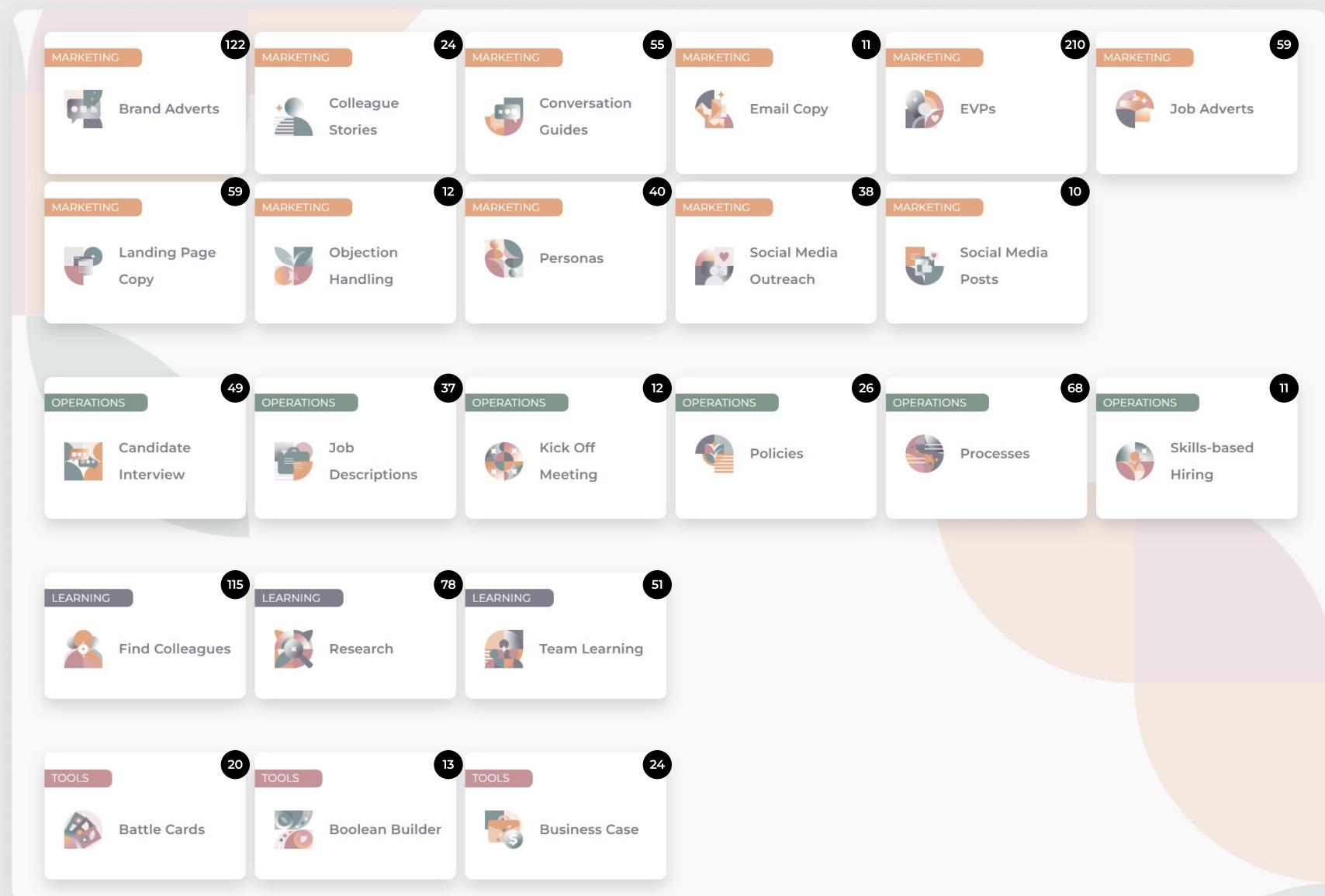
What are the main benefits of using a hiring enablement workspace?

- Poetry allows talent acquisition and RPO teams to collaborate together and with hiring managers like never before and to build assets which are consistently on-brand and in-context
- Poetry helps recruiters to be better marketers and talent advisors and typically saves each user 2 hours per day in accessing or generating the assets they need to complete their tasks.

Recruiter Desktop^o

Access to **28 solutions** from one central desktop.

The number displayed in the corner of each tile represents usage.

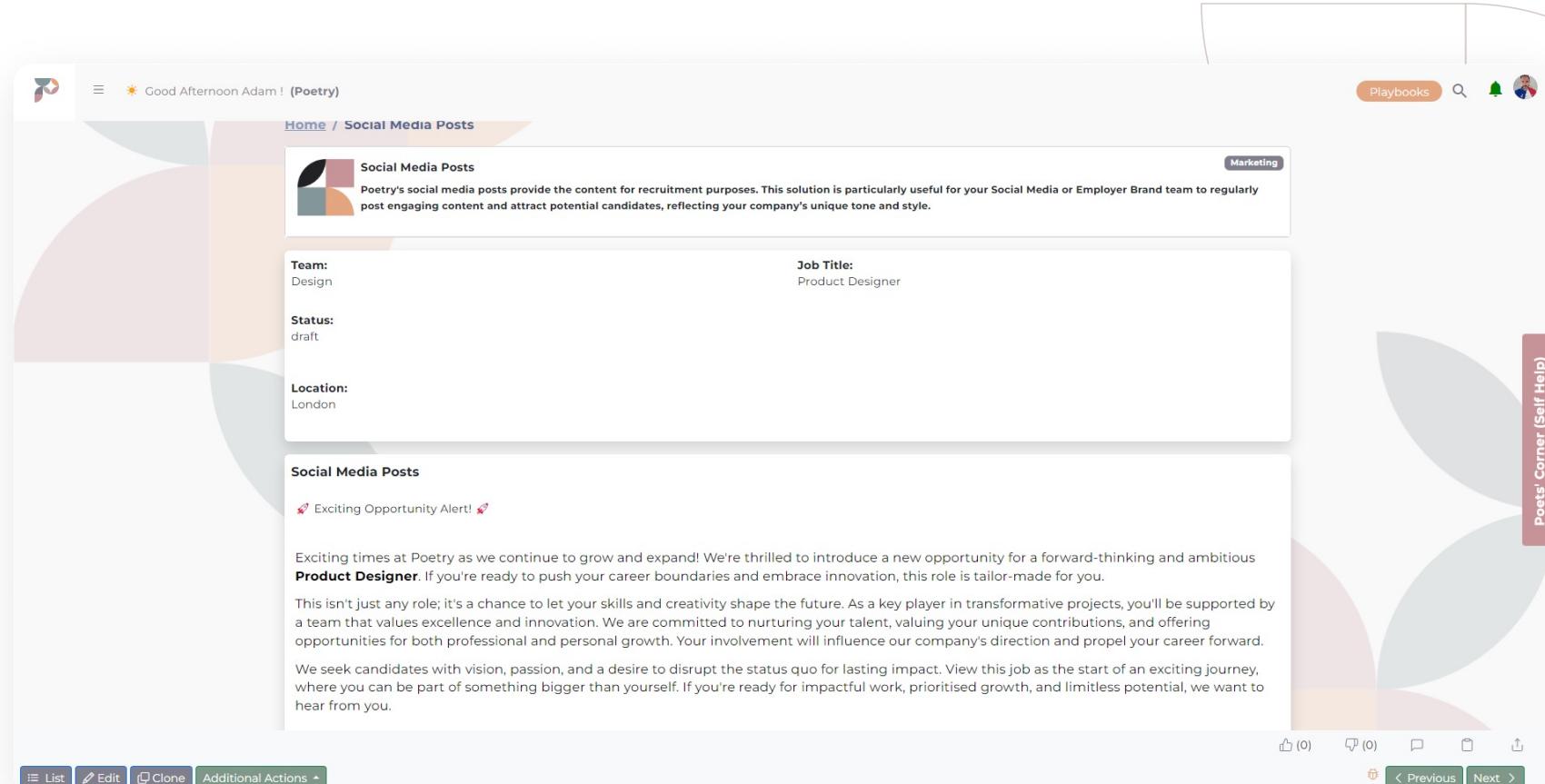


List of Solutions

Group	Solution
RECRUITMENT MARKETING	Brand Adverts Colleague Stories Conversation Guides EVPs Email Copy Job Adverts Landing Page Copy Objection Handling Personas Social Media Outreach Social Media Posts
RECRUITMENT OPERATIONS	Candidate Interview Hiring Manager Enablement Kick-Off Meeting Policies Processes Skills-Based Hiring
LEARNING	Find Colleagues Talent Research Team Learning
TOOLS	Battle Cards Boolean Builder Business Cases
MISCELLANEOUS	Tile Marketplace
ANALYTICS	Asset Analysis Desktop Analysis Workspace Analysis
CENTRAL MANAGEMENT	Desktop Layout GenAI Prompt Management Language Settings Marketing / Brand Settings

‘Inspire Me’ Generative AI

All of our native solutions are **GenAI infused** to assist your team with completion of their tasks or for inspiration.



Good Afternoon Adam! (Poetry)

Home / Social Media Posts

Social Media Posts

Poetry's social media posts provide the content for recruitment purposes. This solution is particularly useful for your Social Media or Employer Brand team to regularly post engaging content and attract potential candidates, reflecting your company's unique tone and style.

Marketing

Team: Design

Status: draft

Location: London

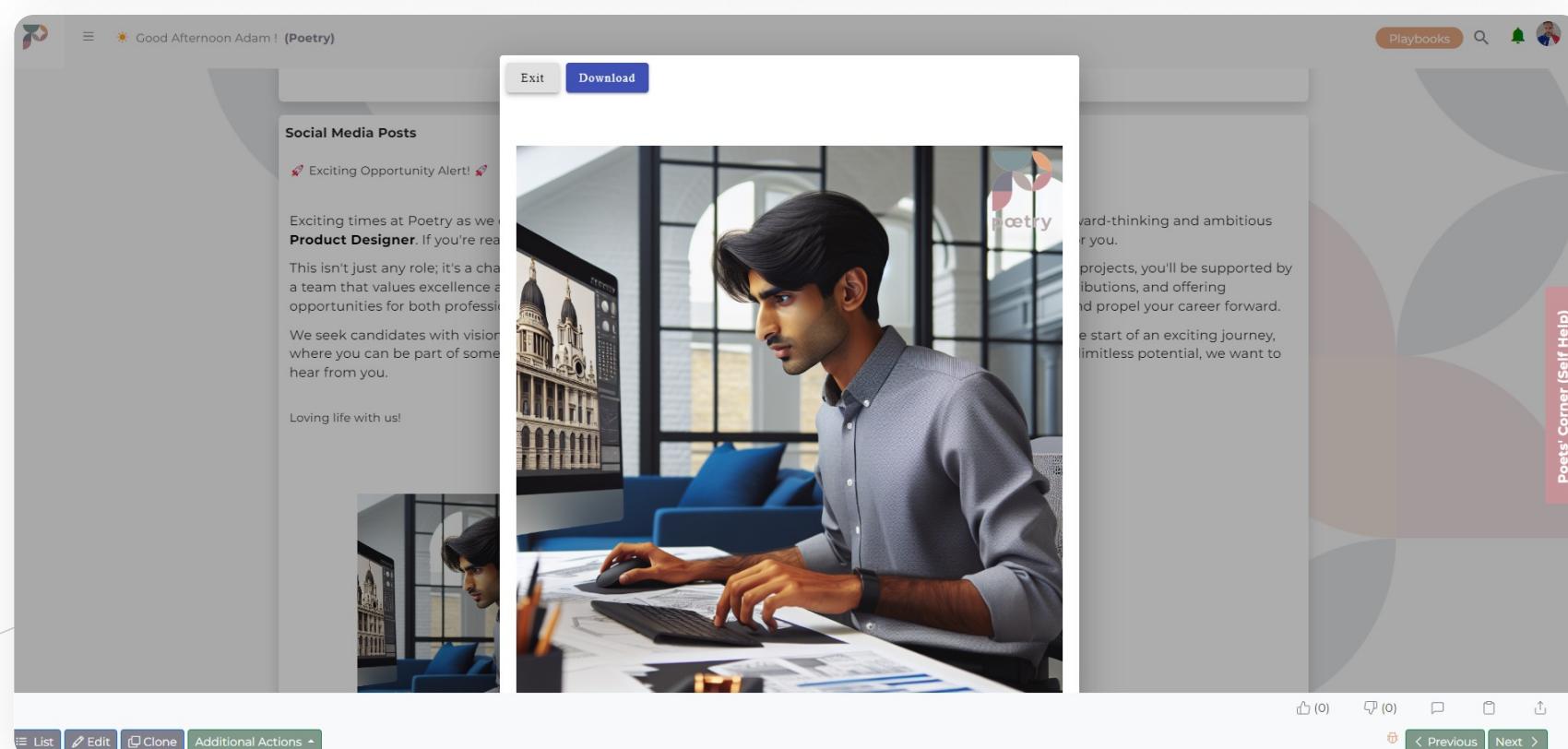
Job Title: Product Designer

Social Media Posts

Exciting Opportunity Alert!

Exciting times at Poetry as we continue to grow and expand! We're thrilled to introduce a new opportunity for a forward-thinking and ambitious **Product Designer**. If you're ready to push your career boundaries and embrace innovation, this role is tailor-made for you. This isn't just any role; it's a chance to let your skills and creativity shape the future. As a key player in transformative projects, you'll be supported by a team that values excellence and innovation. We are committed to nurturing your talent, valuing your unique contributions, and offering opportunities for both professional and personal growth. Your involvement will influence our company's direction and propel your career forward. We seek candidates with vision, passion, and a desire to disrupt the status quo for lasting impact. View this job as the start of an exciting journey, where you can be part of something bigger than yourself. If you're ready for impactful work, prioritised growth, and limitless potential, we want to hear from you.

Up (0) Down (0) Share (0) Print (0) [View Post](#) [Edit](#) [Clone](#) [Additional Actions](#) [List](#) [Previous](#) [Next](#)



Good Afternoon Adam! (Poetry)

Exit Download

Social Media Posts

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Loving life with us!

Up (0) Down (0) Share (0) Print (0) [View Post](#) [Edit](#) [Clone](#) [Additional Actions](#) [List](#) [Previous](#) [Next](#)

Playbook

The **Job Playbook** feature enables recruiters to build 30 relevant assets relating to a job they're going to be working on in 1 minute 30 seconds from talent research, to talent sourcing, recruitment marketing and recruitment process management.

Talent Acquisition and RPO teams have never had access to such a simple-to-use and highly practical hiring enablement solution which saves them days' worth of time.

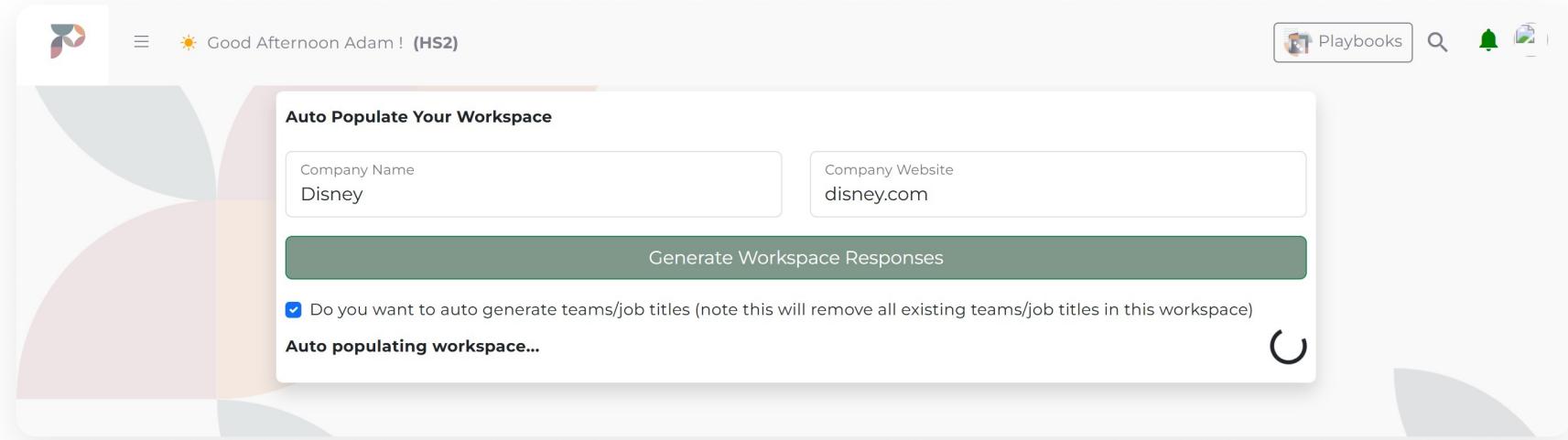
The screenshot shows a user interface for building a Job Playbook. At the top, there are user profile and navigation icons. Below that, job details are displayed: Team: Engineering, Status: draft, Work From: Full time on site, and Location: Glasgow. The job title is Software Engineer. The main area is a grid of 30 assets arranged in a 3x10 grid. The categories and assets are:

Category	Asset	Category	Asset	Category	Asset	Category	Asset	Category	Asset
PREPARATION	Kick-Off Meeting	PREPARATION	Research	SOURCING	Boolean String	SOURCING	Conversation Guides	SOURCING	Objection Handling
SOURCING	Social Media Outreach	MARKETING	AI Image	MARKETING	Brand Advert	MARKETING	Email Copy	MARKETING	EVP
MARKETING	Job Advert	MARKETING	Landing Page Copy	MARKETING	Persona	MARKETING	Social Media Post	RECRUITING	Candidate Interview

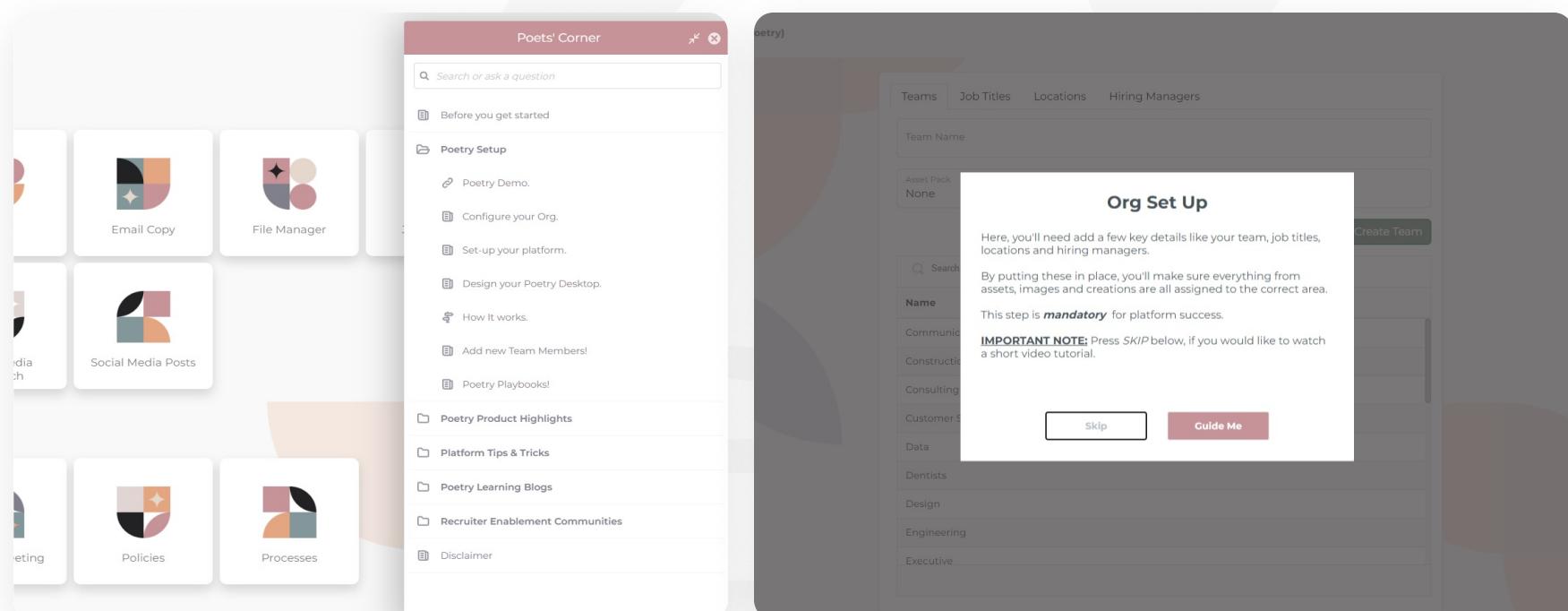
At the bottom, there are buttons for 'Delete Playbook', 'List Playbooks', 'Select Assets', and 'Build Playbook'. A vertical bar on the right is labeled 'Poets' Corner (Self Help)'.

Workspace Set-Up ✨

Auto-Populate is our workspace set-up feature which reads the internet and answers your workspace set-up questionnaire, adds in your careers site, teams, jobs and locations. This new feature gets you to an acceptable level of workspace configuration for your organization in only **30 seconds**.



Poets' Corner is our interactive in-workspace learning tool. This is a one-stop shop for all of your onboarding, knowledge base articles and platform tips and tricks. Making it super simple to get started with Poetry in as little as 20 minutes rapidly.



Hiring Manager Collaboration



The screenshot shows a 'Quality Assurance' playbook on the Poetry platform. The playbook details are: Head of QA Operations, BDS, Dublin, Leinster, Ireland, Full time, posted on 07 Mar 25. The sharing modal is open, titled 'Generate Link for Colleague', with the email 'Hiring Manager sm@poetryhr.com' entered. It includes a 'Generate Link' button and sharing icons for LinkedIn, Email, and Copy. Below the sharing modal is a table titled 'Last access by Hiring Manager' showing three entries: adam.gordon@poetryhr.com (Never), new@email.com (Mar 7, 2025), and stephen.mcgrath@poetryhr.com (Mar 7, 2025).

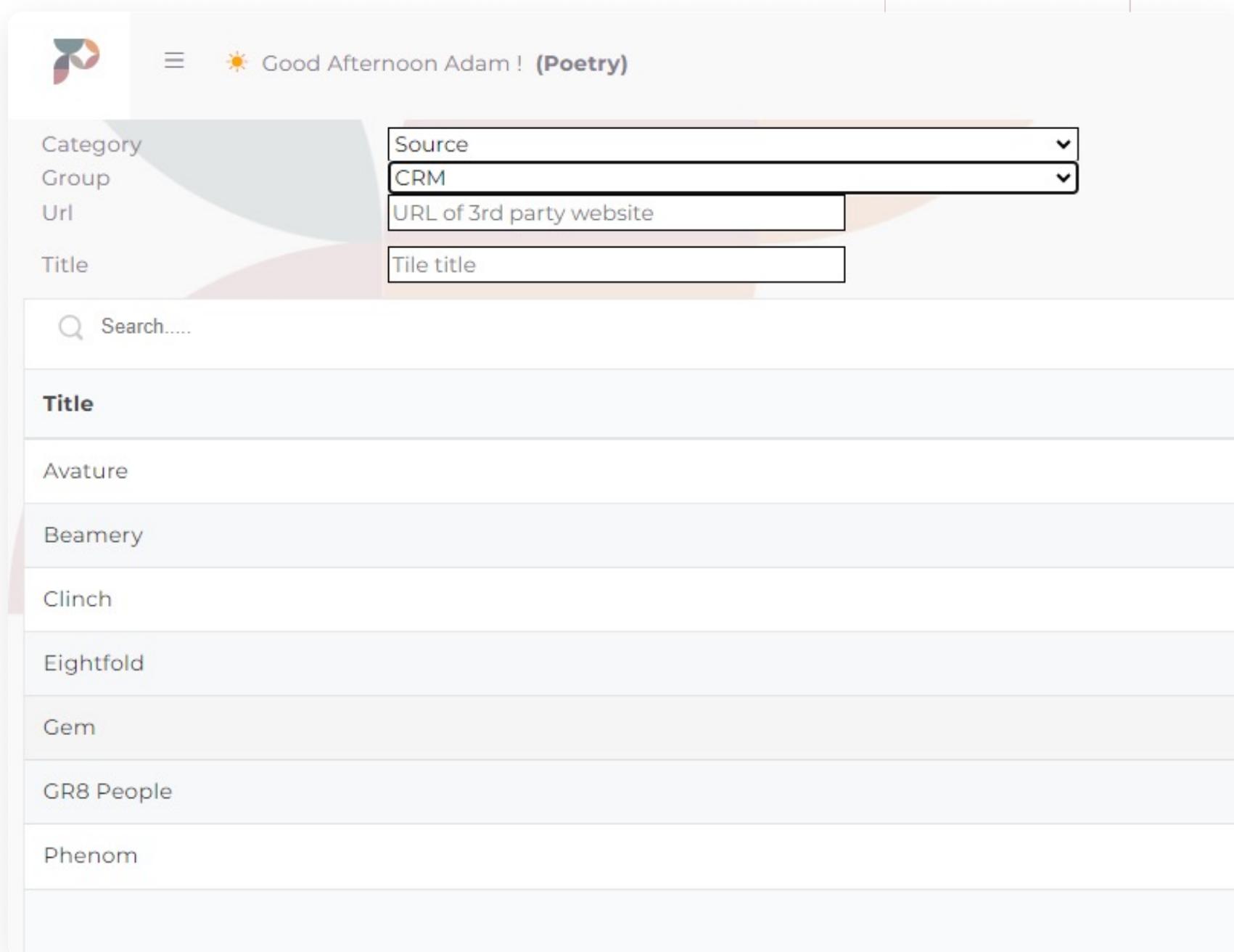
Hiring Manager	Access Date
adam.gordon@poetryhr.com	Never
new@email.com	Mar 7, 2025
stephen.mcgrath@poetryhr.com	Mar 7, 2025

We make it very easy for you to share individual assets as well as full Playbooks with hiring managers, allowing them to add their comments and notify you for **seamless collaboration**. This also helps you to discover which hiring managers are most collaborative.

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Tech Marketplace^{○ ✨}



The screenshot shows the Poetry Tech Marketplace interface. At the top, there is a header with a logo, a menu icon, and the text "Good Afternoon Adam! (Poetry)". Below the header, there are four input fields: "Category" (set to "Source"), "Group" (set to "CRM"), "Url" (empty), and "Title" (empty). Below these fields is a search bar with the placeholder "Search.....". The main content area is titled "Title" and lists several pre-built tiles: Avature, Beamery, Clinch, Eightfold, Gem, GR8 People, and Phenom. The interface has a clean, modern design with a light color palette and rounded corners.

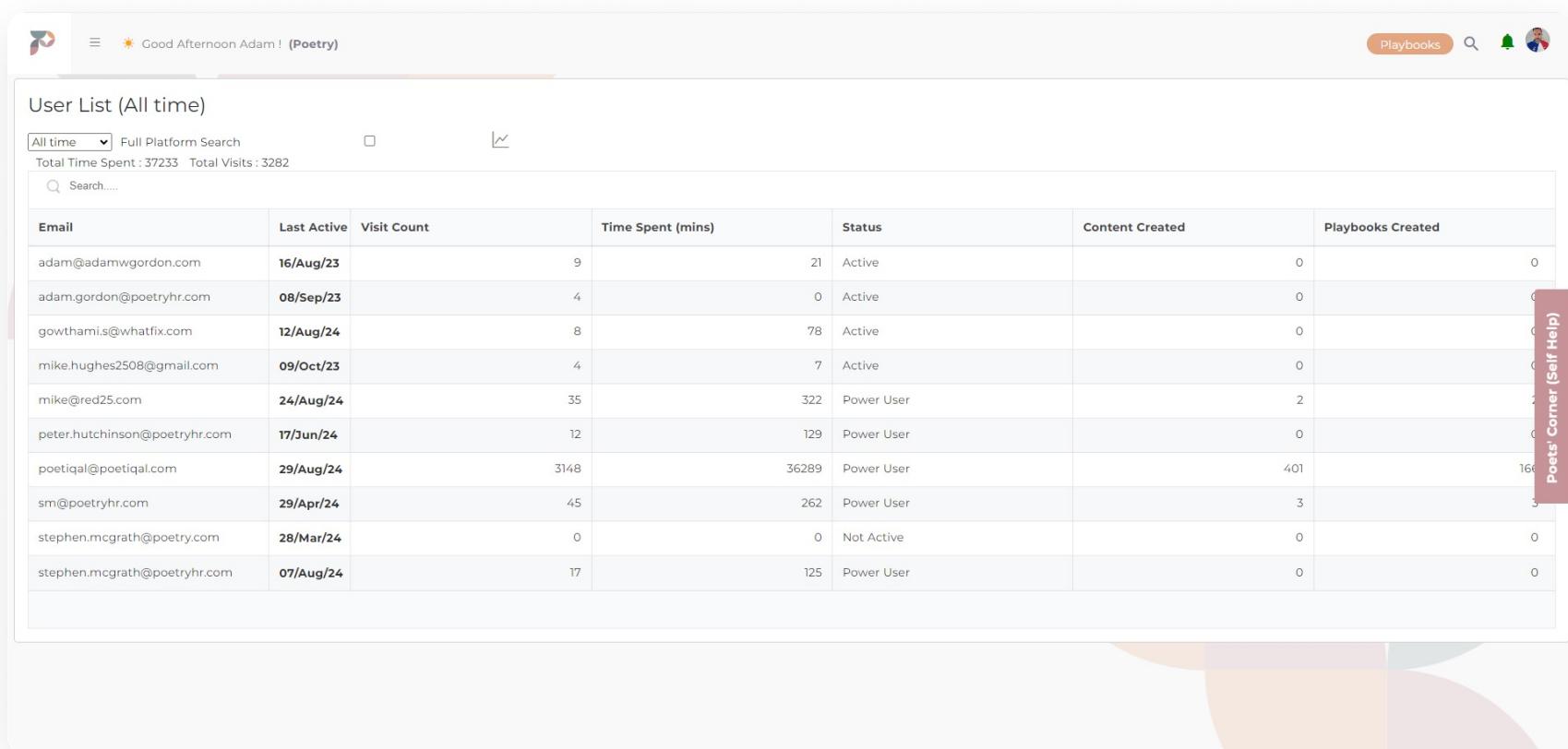
Over **140 pre-built tiles** so it is easy for you to include your favourite ATS, CRM, assessment and marketing solutions on your Poetry desktop.

This is also useful for **discovery**.

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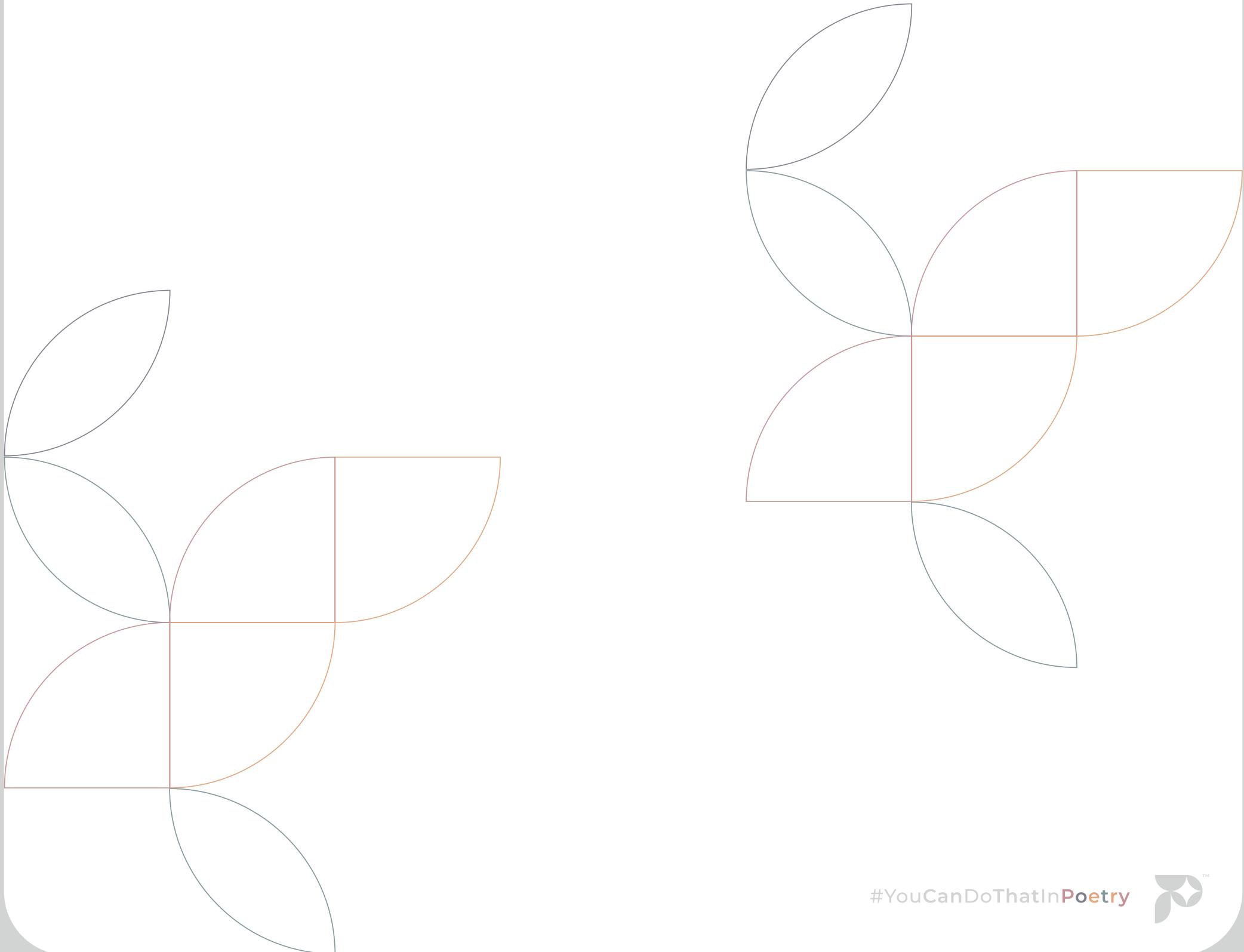
User Analytics ★



The screenshot shows a user analytics interface with a table titled "User List (All time)". The table includes columns for Email, Last Active, Visit Count, Time Spent (mins), Status, Content Created, and Playbooks Created. The data shows various user profiles with their activity levels and contributions. A sidebar on the right is titled "Posts' Corner (Self Help)".

Email	Last Active	Visit Count	Time Spent (mins)	Status	Content Created	Playbooks Created
adam@adamwgordon.com	16/Aug/23	9	21	Active	0	0
adam.gordon@poetryhr.com	08/Sep/23	4	0	Active	0	0
gowthami.s@whatfix.com	12/Aug/24	8	78	Active	0	0
mike.hughes2508@gmail.com	09/Oct/23	4	7	Active	0	0
mike@red25.com	24/Aug/24	35	322	Power User	2	2
peter.hutchinson@poetryhr.com	17/Jun/24	12	129	Power User	0	0
poetiqa@poetiqa.com	29/Aug/24	3148	36289	Power User	401	166
sm@poetryhr.com	29/Apr/24	45	262	Power User	3	3
stephen.mcgrath@poetry.com	28/Mar/24	0	0	Not Active	0	0
stephen.mcgrath@poetryhr.com	07/Aug/24	17	125	Power User	0	0

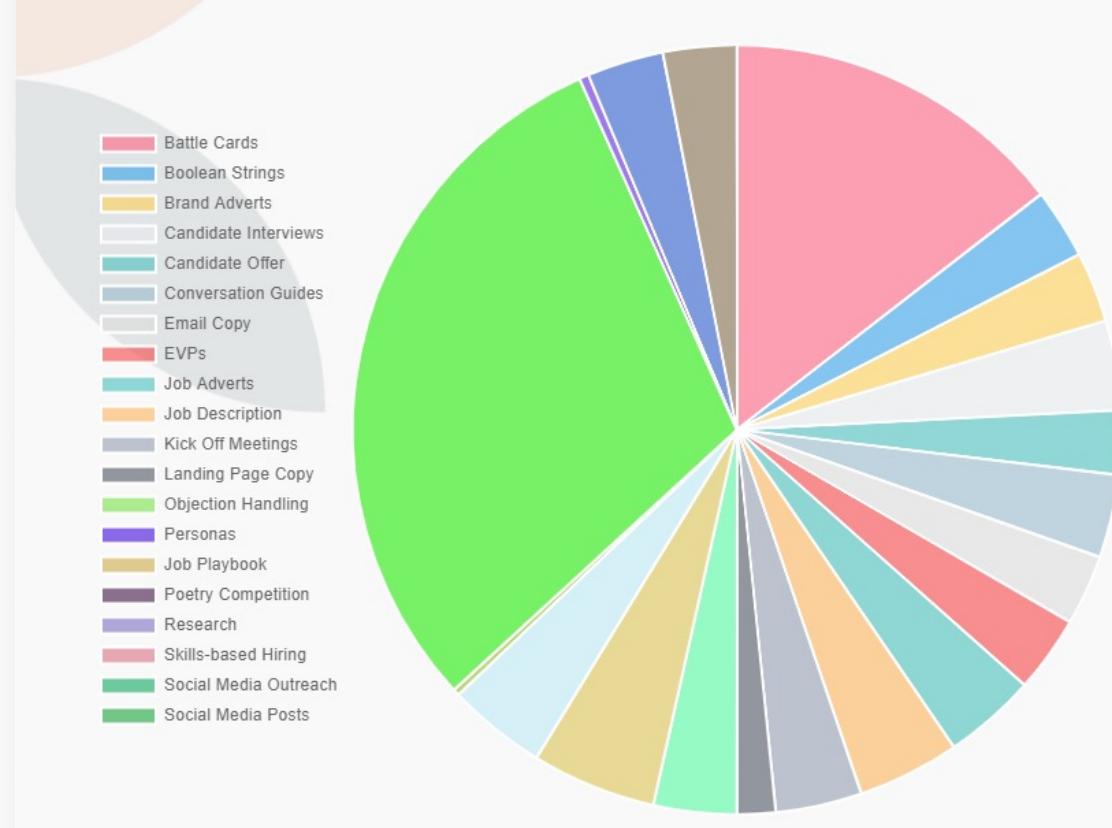
Filter your users according to activity and performance.



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Asset Analysis



Total Value : £148,800

Type	Value
Battle Cards	£21,600
Boolean Strings	£4,400
Brand Adverts	£4,400
Candidate Interviews	£5,600
Candidate Offer	£4,000
Conversation Guides	£5,200
Email Copy	£4,400
EVPs	£4,800
Job Adverts	£5,800
Job Description	£6,400
Kick Off Meetings	£5,400
Landing Page Copy	£2,400
Objection Handling	£5,200
Personas	£7,800
Job Playbook	£6,200
Poetry Competition	£400
Research	£44,800
Skills-based Hiring	£600
Social Media Outreach	£4,800
Social Media Posts	£4,600

Analyse your assets within Poetry at a glance, including our innovative **asset value calculator**.

Buying Poetry

You probably haven't bought a hiring enablement workspace before so you'll have a few considerations; pricing shouldn't be one of them so we're keeping it simple.

- Your first admin user is **free**, so that person can sign up from our website and check out the workspace before bringing the rest of your team aboard
- After your first admin user, each additional admin and user is **£80/€90/\$100 per person per month**

Likewise, InfoSec shouldn't be a burden and here's the great news. We include no candidate profiles or PII in Poetry, so our answers to most of your InfoSec questionnaire will be 'N/A'. We are also ISO27001 accredited and have an up-to-date penetration test certificate.

For more information and to **sign up** for your **14-day free** trial go to www.poetryhr.com

Follow our company on LinkedIn for updates at www.linkedin.com/company/poetryhr/

Subscribe for occasional videos at YouTube <https://www.youtube.com/@poetryhr>

We also manage an educational initiative called '**Recruiter Enablement**'.

**RECRUITER
ENABLEMENT**

Subscribe to the YouTube channel and take a look at over 250 interviews with industry experts about every aspect of hiring enablement <https://www.youtube.com/@RecruiterEnablement>

Sign up to **join** our LinkedIn Group at <https://www.linkedin.com/groups/14384155/>

Go to the website www.recruiterenablement.org for more info on the subject.



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