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“För Sverige - i tiden”

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Who contributed to this guide?

We are fortunate to have 238 brainfooders resident in Sweden, 18 of whom answered the call. We have contributions from 10 internal recruiters, 5 recruitment agents, 1 HR manager and 1 Management Consultant. The dominance of the big city was apparently with all but 1 (shout out to Lulea!) of the contributors coming from the ‘big 4’ of Stockholm, Gothenburg, Malmo or Uppsala. The data you will find the rest of the guide comes from these 18 brainfooders.

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Insights from Local Swedish Recruiters

We asked all respondents to anonymously contribute their thoughts on working and recruiting in Sweden. All but one of the contributors were Swedish nationals and all but one of them still lived and worked in Sweden. Here is a summary of their best quotes, followed by advice to a non-native recruiter derived from that insight.

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Extensive Parental Leave

“Sweden has one of the most progressive parental leave policies in the world - 480 days paid leave are shared between the two parents. 3 months must be taken by each parent. The remaining days can be shared between the two parents as they agree. Same sex couples get the same deal (of course!).

Furthermore, when the child is born, the dad (or parent not giving birth) gets 10 days paid leave. This is additional to the 480 days. The law also applies if you adopt. Before the child turns 1 you the parents can have time off at the same time, but a maximum of 30 days”

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Recruiter Tip: Parental leave is standard non-negotiable - do not treat

as a perk

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Social Equality

“Sweden is a highly liberalised country with permissive cultural values; there is no debate on the topic of equality, language is ‘politically correct’ and there is no value at all attached to those who break these rules.

Indeed, contravention of these social norms is deeply frowned up, edging toward taboo.

Paradoxically, a place where language would be policed if you did not accept liberal approach”

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Recruiter Tip: Respect how important human and equal rights are in Sweden

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Swedish Midsummer

Midsummer is an important holiday for Swedes.

It is always on the first Friday closest to the summer solstice, the timing a legacy of pagan rituals which continue to permeate in modern Swedish culture.

As a friend of mine said 'Modern Swedish culture is basically secular with Christian baseline and pagan vibes'.

Swedish Midsummer is meant to be taken outdoors and away from the cities.

Check out [this video](#) on what it's all about

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Recruiter Tip: Get involved!

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Communication Style

"Swedes will ask for things politely so it seems optional but they really expect the work to be done. It is important to ask for clarification about the expected deadline and how important the task is, since some requests are made in such a polite way that they seem unimportant.

Similarly, we also do not give a lot of direct feedback. In groups and face-to-face, it is generally positive and nice, but it is hard to really

know whether people think you are doing a good job or require correction”

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Recruiter Tip: Clearly confirm understanding, especially on expectations, deadlines and outcomes

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Work Life / Balance

“Work / Life balance is unambiguously clear in Swedish office culture - life comes first, especially if it involves family!

Staying late is unexpected and unrewarded, and is more likely to be considered a failure to prioritise rather than any commitment to the work or the employer. Overtime is also expected to be paid for, not voluntarily donated. Suffice it to say, weekend work and ‘always on’ culture is not present in Sweden.

Minimum is 25 days paid holiday a year, with 11 public holidays. You can of course have a contract giving you more”

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Recruiter Tip: Recruiting is likely to be highly seasonal - July is holiday

for most of Sweden

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Productivity

"I find absenteeism can be a problem in Sweden.

We Swedes have a lot of flexibility to come to work and leave when we need to, but people can leave very early to pick up kids, and or stay home to take care of sick kids. Of course family is priority but it can be hard to plan ahead as a result of these values being common.

People also do not go the extra mile to come early for an event or to have ""all hands on deck"" for an important team effort - the 40-hour (or less) workweek is sacred, so it can be impossible to accomplish something on a short deadline with everyone staying late"

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Recruiter Tip: Unanticipated deadlines might be difficult to resource. Pre-planning is essential

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Education

“Many excellent Swedish candidates have sparse CVs and even sparser LinkedIn profiles because Swedish recruiters and employers know what specific degrees, schools, and certifications are a signal of talent.

Some Swedish employers will only want to see candidates who have gone to certain schools, worked at certain companies (and not others), and have specific certifications. Whereas in the US a English or political science major with top grades might be recruited by an investment banking firm, Swedish employers are reluctant to look at candidates who have changed careers, have followed unconventional paths, or have educational training from unrecognized places. Self-taught individuals have a challenge finding work.”

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Recruiter Tip: Target education qualifications when sourcing

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Personal Branding

“There is some sense that the consensual, egalitarian and “jantelag” meaning you can’t brag or aim publicly for success. There seems to be a taboo about standing out too much (“ta för mycket plats” - take up

too much space) in the workplace. Colleagues may not appreciate ambition, out of the box ideas, working extra, etc. It is the norm to try to fit in, not make too many waves, not stand out too much, do a good job, and not take individual credit for accomplishments. Social expectation is to the collective endeavour and so this may inhibit personal branding efforts. This represents a potential handicap in an increasingly networked and globalised economy'

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Recruiter Tip: Do not mistake lack of prominence for lack of competence or influence

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Employment Law

"Lagen om AnställningsSkydd" translates as "The law of employment protection". The law is set out to protect the employee, not the employer. Employment contracts usually have a 6 month trial period, during which either employer or employee can terminate the contract for no reason. After 6 months it automatically becomes permanent and it will be difficult for the employer to fire the employee, even if they are poor performers. Labour unions are very strong in Sweden and have a lot of influence"

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Recruiter Tip: Invest more time in building relationships with HM's

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FIKA

“Literally ‘coffee and cake break’, Fika is an important feature of Swedish culture, specifically the idea of taking a pause, and socialising with your teammates. It is important for foreigners to participate fully in this!”

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Recruiter Tip: Relax and enjoy!

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Best sites, tools, communities, events & people

The purpose of these guides is collect information from local recruiters. As such, the following list(s) of services describes the responses of these recruiters when asked questions which usually began with the formula ‘what is the best X’. All services mentioned are listed, with the order determined by frequency of citation. It’s the verdict of the local recruiters with no editorialising from brainfood!

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Service	Description	%age cited
LinkedIn	Professional social network	72.22%
Indeed	Job board / aggregator	38.89%
Facebook	Social network	22.22%
Arbetsförmedlingen	Swedish Public Employment Service; free job posting for employers	16.67%
Ingenjörjobb	Specialist job board & careers site for engineers	16.67%
Uptrail	Online marketplace (tech / digital)	16.67%
Blocket	Online classifieds site, similar to Craigslist / Gumtree	5.56%
ework	Online marketplace (consultancy)	5.56%
Ny Teknik	Tech news magazine, with job listings (tech / digital)	5.56%
Jobtip	Targeted social ads	5.56%

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Service	Description	%age cited
LinkedIn	Professional social network	100%
Github	Collaboration software (engineers)	38.89%
Stackoverflow	Developer Q&A site (engineers)	22.22%
Facebook	Social network	16.67%
Meetup	Social network (casual events)	16.67%
Google	Presumably using X-ray search	16.67%
Monster	Candidate database	5.56%
SverigesIngenjör	Swedish Association of Graduate Engineers	5.56%
Twitter	Social network	5.56%
Behance	Social network (design)	5.56%
Dribbble	Social network (design)	5.56%

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Service	Description	%age cited
HR Get to Work Nätverk	Networking events by this HR consulting company	22.22%
Sveriges HR Förening	Swedish HR Association	22.22%
Working for Change	National conference and foundation	5.56%
Women In Tech	Community with a focus on diversity in tech	5.56%
West Sweden Chamber of Commerce	Government body	5.56%
Rekryteringsnördar	Translates as 'Recruitment geeks / nerds' - meetup group	5.56%
Mitt Liv AB	'My `Life' - a social non-for-profit company and community	5.56%

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Service	Description	%age cited
Don't know	-	27.78%
HR Get to Work Nätverk	HR Consulting business with community / events focus	22.22%
Stockholm Talent Summit	Annual TA conference - maybe the main one in Sweden	11.11%
Working for Change	National foundation and conference	5.56%
Woman In Tech	Diversity in tech members group	5.56%
The HR-days (HR-dagarna)	Events series by Swedish HR Association	5.56%
Rekryteringsnördar meetups	Community organised meetup group	5.56%
Home of Recruitment	Consultancy business with events / community focus	5.56%

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Person	Job title	%age cited
Sofia Broberger	Freelance Tech Recruiter and Sourcing trainer	27.78%
Svante Randler	Author / speaker / podcast host	11.11%
Alexander Tonelli	Head of Talent, Columbus Sweden	5.56%
Aron Östergård	Talent Acquisition & HRBP Sogeti Sweden	5.56%
Åsa Daxberg	Director Talent Attraction, ICA Gruppen	5.56%
Carl-Rafael Fredson	Founder, Your Extended Team	5.56%
Elin Filipp	HR Manager at ReachMee	5.56%
Elin Öberg Martenzon	Chief Innovation Officer at TNG	5.56%
Emmanuelle Floquet	Project Manager at Working for Change	5.56%
Erik Cedergren	CEO at RecPro	5.56%
Frida Modig	Head of Headhunting at Stockholm Headhunting	5.56%
Heidi Ershult	TA Lead at Nordnet Bank AB	5.56%
Helene Hagman	Digital Marketing Recruiter at Jerrie AB	5.56%
Josefin Malmer	Partner, HOME of Recruitment	5.56%
Katarina Stehn	Exec Search Consultant at ESK	5.56%
Linus Zackrisson	Lecturer / Recruiter at Optimal Advice AB	5.56%
Maria Nilzon	Recruiter at Jerrie AB	5.56%
Markus Koppari	Interim Recruiter at ICA Gruppen	5.56%
Martin Eriksson	Staffing Partner at Google	5.56%
Per Tjernberg	Talent Acquisition Manager at Knightec AB	5.56%
Pia-Maria Thorén	Founder, Agile People	5.56%
Rodrigo Garay	Founder, Working for Change Foundation	5.56%

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Provider	Count	%age cited
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Don't know	5	27.78%
SocialTalent	4	22.22%
Sofia Broberger	3	16.67%
HOME Of Recruitment	2	11.11%
Wise Professionals	2	11.11%
Assessio	1	5.56%
Cesab	1	5.56%
Cut-e (Aon)	1	5.56%
Framfot	1	5.56%
Linus Zackrisson	1	5.56%
Maguire	1	5.56%
Recruitment Professionals	1	5.56%
TalentQ	1	5.56%
Randstad	1	5.56%

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School	Description	%age cited
Kungliga Tekniska Högskolan	KTH Royal Institute of Technology	27.78%
Chalmers Universitet	Chalmers University of Technology	22.22%
Lunds Universitet	Lund University	11.11%
Uppsala Universitet	Uppsala University	11.11%
Stockholm Universitet	Stockholm University	5.56%
Handelshögskolan	Stockholm School of Economics	5.56%
Göteborgs Universitet	Gothenberg University	5.56%
Luleå Tekniska Universitet	Luleå University of Technology (LTU)	5.56%
Blekinge Institute of Technology	Blekinge Institute of Technology	5.56%
Karolinska Institutet	Karolinska Institute (Medical University)	5.56%

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title="Best recruitment agencies for tech"

tab_id="1557086665634-16ab3342-1a96"[vc_row_inner][vc_column_inner][vc_column_text]

Service	Count	%age
None	3	27.78%
Wise IT	3	22.22%
Agile Search	2	11.11%
ANTS	2	5.56%
Sigma Recruit	2	5.56%
A Society	1	5.56%
Academic Works	1	5.56%
Additude	1	5.56%
Bravura	1	5.56%
Cesab	1	5.56%
Ehrenborg Recruiting	1	5.56%
HudsonRPO	1	5.56%
Jerrie	1	5.56%
Randstad	1	5.56%
recruit&connect	1	5.56%
Skillfinder	1	5.56%
Skills & Talent	1	5.56%
Software Skills	1	5.56%
Stockholm Headhunting	1	5.56%
Teksystems	1	5.56%
Pinetree	1	5.56%

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title="Best recruitment agencies for sales" tab_id="1557086815769-

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Service	Count	%age
Don't know	4	22.22%

Academic Work	2	11.11%
Bravura	2	11.11%
Cesab	2	11.11%
Made for Sales	2	11.11%
Salesgroup	2	11.11%
SalesOnly	2	11.11%
HudsonRPO	1	5.56%
Jerrie	1	5.56%
Säljpoolen	1	5.56%
Wells rekrytering	1	5.56%
Worq	1	5.56%

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Service	Count	%age
Don't know	7	22.22%
A Society	1	5.56%
Additude	1	5.56%
Cesab	1	5.56%
Duo Search	1	5.56%
Ehrenborg Recruiting	1	5.56%
Experis	1	5.56%
Head Agent	1	5.56%
Sigma Recruit	1	5.56%
Jerrie	1	5.56%
Wise IT	1	5.56%
Randstad	1	5.56%
Skills & Talent	1	5.56%
Worko	1	5.56%

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Service	Count	%age
Don't know	6	33.33%
K2 Search	2	11.11%
Maguire	2	11.11%
Cesab	1	5.56%
DuoSearch	1	5.56%
Experis	1	5.56%
Harvey Nash	1	5.56%
Heidrick & Struggles	1	5.56%
Ehrenborg Recruiting	1	5.56%
PS Executive	1	5.56%
Randstad	1	5.56%
Trust	1	5.56%
Wise IT	1	5.56%

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Service	Contributors	Count	%age
Don't know	18	6	33.33%
Additude	18	1	5.56%
Agile Search	18	1	5.56%
Ants	18	1	5.56%
Hudson RPO	18	1	5.56%
Elements	18	1	5.56%
Randstad Sourceright	18	1	5.56%
reachmee	18	1	5.56%
Recruitment Professionals	18	1	5.56%
Talentful	18	1	5.56%
Wise Professionals	18	1	5.56%

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Service	Contributors	Count	%age
Don't know	18	7	38.89%
Arbetsförmedlingen	18	5	27.78%
Uptrail	18	3	16.67%
Blocket.se	18	2	11.11%
400 Contacts	18	1	5.56%
Careerbuilder	18	1	5.56%
Indeed Prime	18	1	5.56%
Jobbsafari	18	1	5.56%
Ny Teknik	18	1	5.56%

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Service	Contributors	Count	%age
Teamtaylor	18	9	50.00%
Don't know	18	6	33.33%
Refapp	18	2	11.11%
Workbuster	18	2	11.11%
Carrereye	18	1	5.56%
Future Skill	18	1	5.56%
Jobylon	18	1	5.56%
Tengai	18	1	5.56%
Trustcruit	18	1	5.56%

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How does Sweden compare vs the Rest of the World?

The methodology is based frequency of citation / number of contributors to generate a percentage of the responder population which made the citation. This 'frequency score' is compared against other countries and against global averages.

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Percentage of respondents who cited LinkedIn as a primary source for active sourcing

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LinkedIn for posting jobs?

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LinkedIn for active sourcing?

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Email as preferred channel for candidate first contact

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‘Not enough candidates’ as main problem in hiring

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If I was hiring in Sweden right now, I would.....

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- 1. Join the HR Get to Work Network**
- 2. Make friends with Sofia Broberger**
- 3. Buy a ticket to Stockholm TA Summit**
- 4. Embrace Fika culture**
- 5. Plan on a Aug-June hiring cycle**
- 6. Tighten up prioritisation & time management**
- 7. Ensure to reconfirm & clarify on expectations and deadlines**
- 8. Find someone to invite me to midsummer party**
- 9. Over index on academics qualifications on candidate search**
- 10. Learn a little Swedish and have kids**

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“For Sweden - with the Times”

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