



"The WORLD@WORK - Employer branding global trends and their implications for leaders in Adelaide"



Brett Minchington

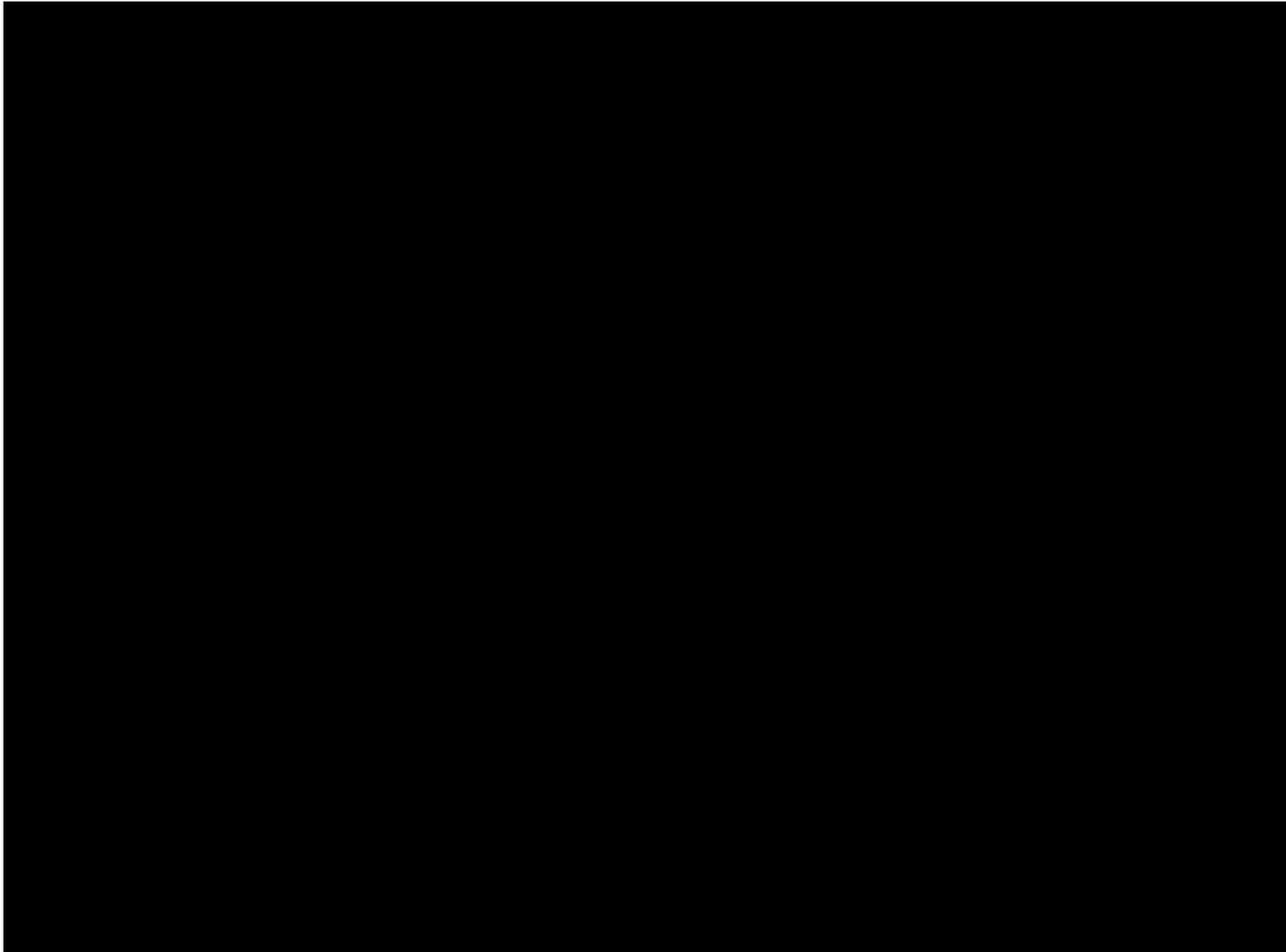


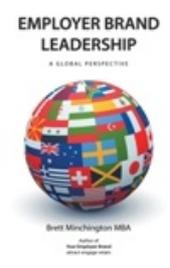
A year ago my life changed!





Could this be how things get done?



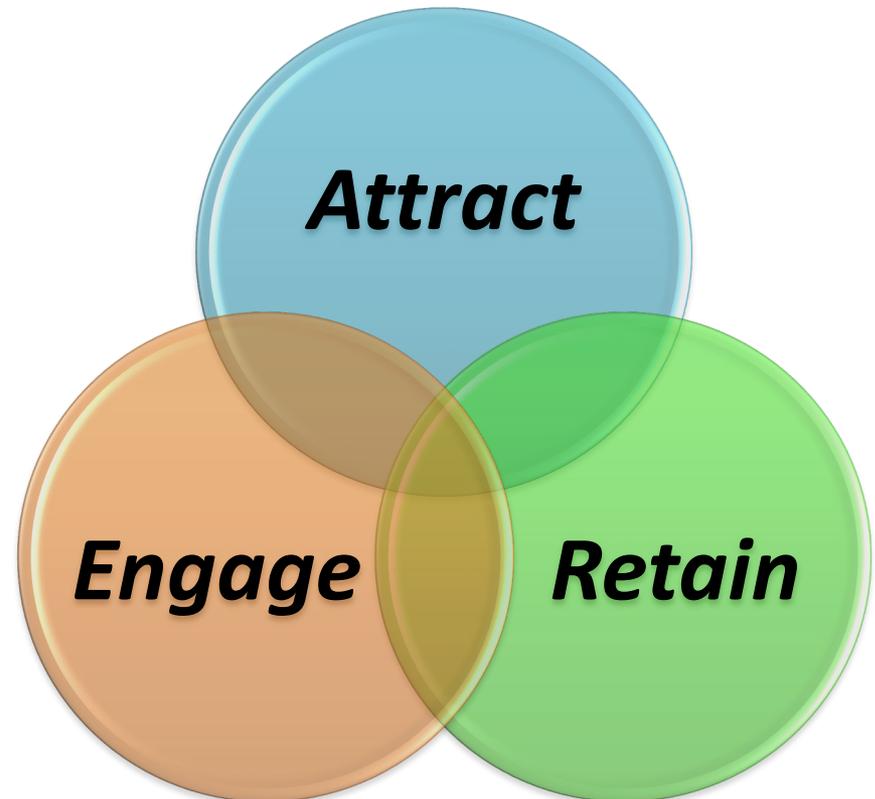


Today's journey

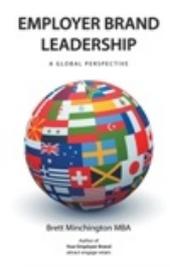
- Global development of employer branding
- EBI's latest employer branding global research
- Key market drivers for employer branding
- Implications for leaders in Adelaide
- Future trends in employer branding

Your employer brand (ing)

“The image of your organisation as a **‘Great Place to Work’** in the mind of current employees and key stakeholders in the external market (active and passive candidates, clients, customers and other key stakeholders).”



Source: Minchington



Consider

- Why would someone **want** to work for you?
- Why would someone **not want** to work for you?

Global development of employer branding

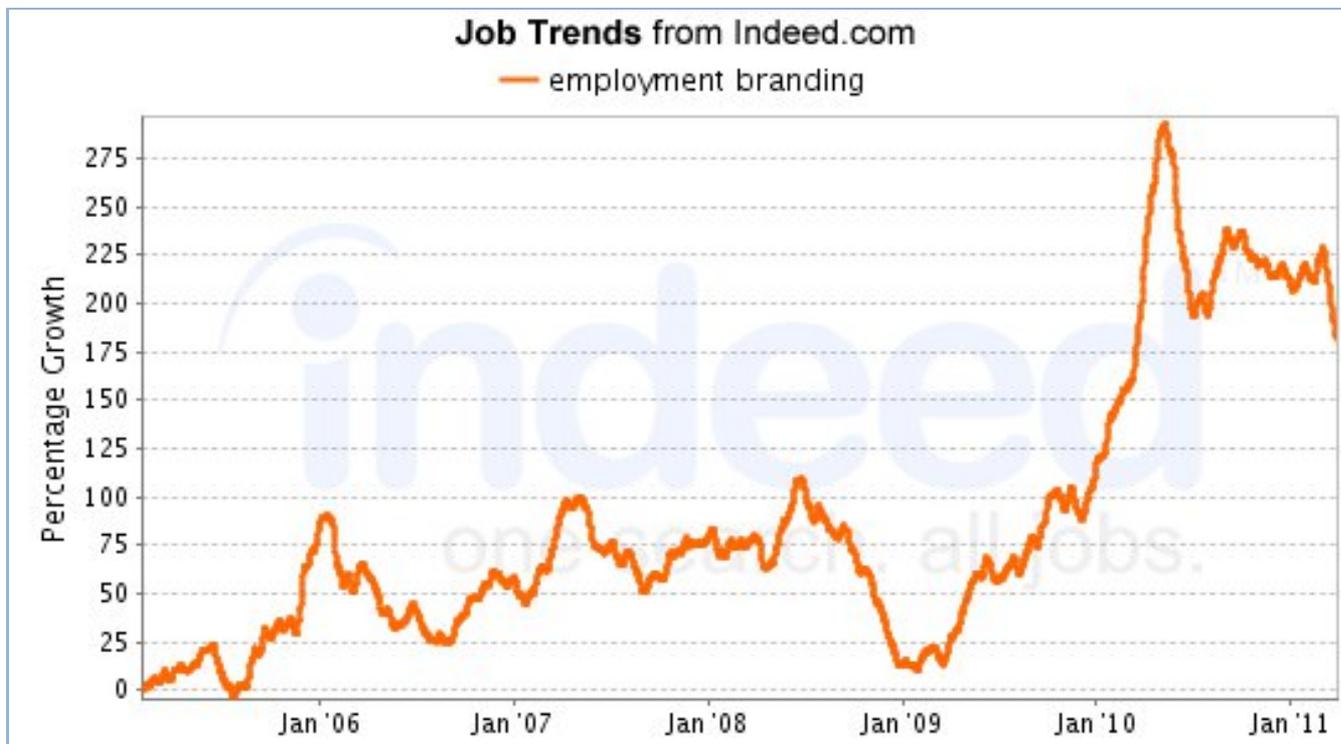


14% companies have a clear strategy

People really are the difference!



Demand for employer brand leaders is rising



PHILIPS
sense and simplicity

Google

Roche

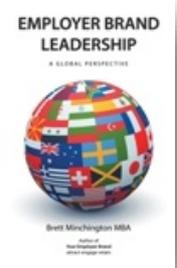

UnitedHealth Group

Deloitte.



amazon.com

EBI
EMPLOYER BRAND
INTERNATIONAL

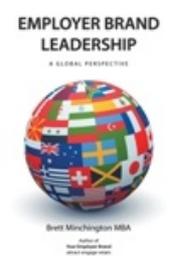


EBI's latest employer branding global research

Responsibility for employer branding - Top 5

Human Resources	31%	↓ 12%
Marketing	18%	
Executive team	15%	
CEO	13%	↑ 12%
Directors	11%	↑ 9%

© Employer Brand International - 2011 Employer Branding Global Research Study n=1789



Current initiatives -Top 5

(>100% as more than one answer is possible)

Career website development	54%
Recruitment advertising/employer marketing	51%
Social media	44%
Induction program	42%
Current employee research	38%

↑ 209%

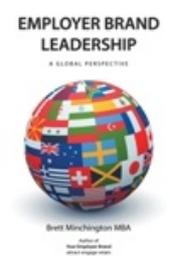
© Employer Brand International - 2011 Employer Branding Global Research Study n=1789



The main benefits – top 5

(>100% as more than one answer is possible)

Increased employee engagement	28%
Ease in attracting candidates	28%
None identified as yet, too early to tell	27%
Decrease in staff turnover	23%
Reduced recruitment costs	21%



Achieving employer branding objectives -Top 5

(1 = least important 7= most important)

Having a clearly defined strategy	84%
CEO engagement	83%
Senior management engagement	82%
Communications planning	81%
Developing strategies for retaining talent	79%

© Employer Brand International - 2011 Employer Branding Global Research Study n=1789



Most important EVP attributes - employment experience

Global		Australia (Government)	
Interesting work	38%	Alignment with personal values	38%
Career development	36%	Career development	27%
Salary package	24%	Interesting work	27%
Alignment with personal values	22%	The quality of senior leadership	23%
Opportunities to grow with the business	21%	Pride in performance	19%
Work flexibility	19%	Empowerment & Strong corporate reputation	15%

Global - The quality of senior leadership 12%

Why I chose to join my current employer

Global		Australia (Government)	
Interesting work	44%	Alignment with personal values	35%
Career development	41%	Job stability	35%
Opportunities to grow with the business	25%	Career development	27%
Salary package	24%	Pride in performance	23%
Work flexibility	16%	Opportunities to grow with the business	19%
Alignment with personal values	16%	The physical location of my job	19%

Global - Job stability 15%, job location 11%

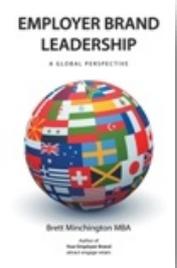
Why I choose to stay at my current employer

Global		Australia (Government)	
Interesting work	39%	Interesting work	46%
Career development	29%	Job stability	27%
Salary package	25%	Career development	23%
Opportunities to grow with the business	25%	Quality of co-workers	23%
Work flexibility	23%	Salary package	23%
Job stability	22%	Opportunities to grow with the business	19%

Global - Quality of co-workers 10%

EVP attributes my current employer could improve on are:

Global		Australia (Government)	
Salary package	23%	The quality of senior leadership	38%
Career development	23%	Career development	31%
Access to modern technology and equipment	22%	Access to modern technology and equipment	27%
The quality of managers	17%	The quality of managers	27%
The quality of senior leadership	16%	Strong corporate reputation	19%
Staff benefits program	16%	Strong employer reputation & Visionary company	19%



Key market drivers for employer branding

Growth is slowing / uncertain

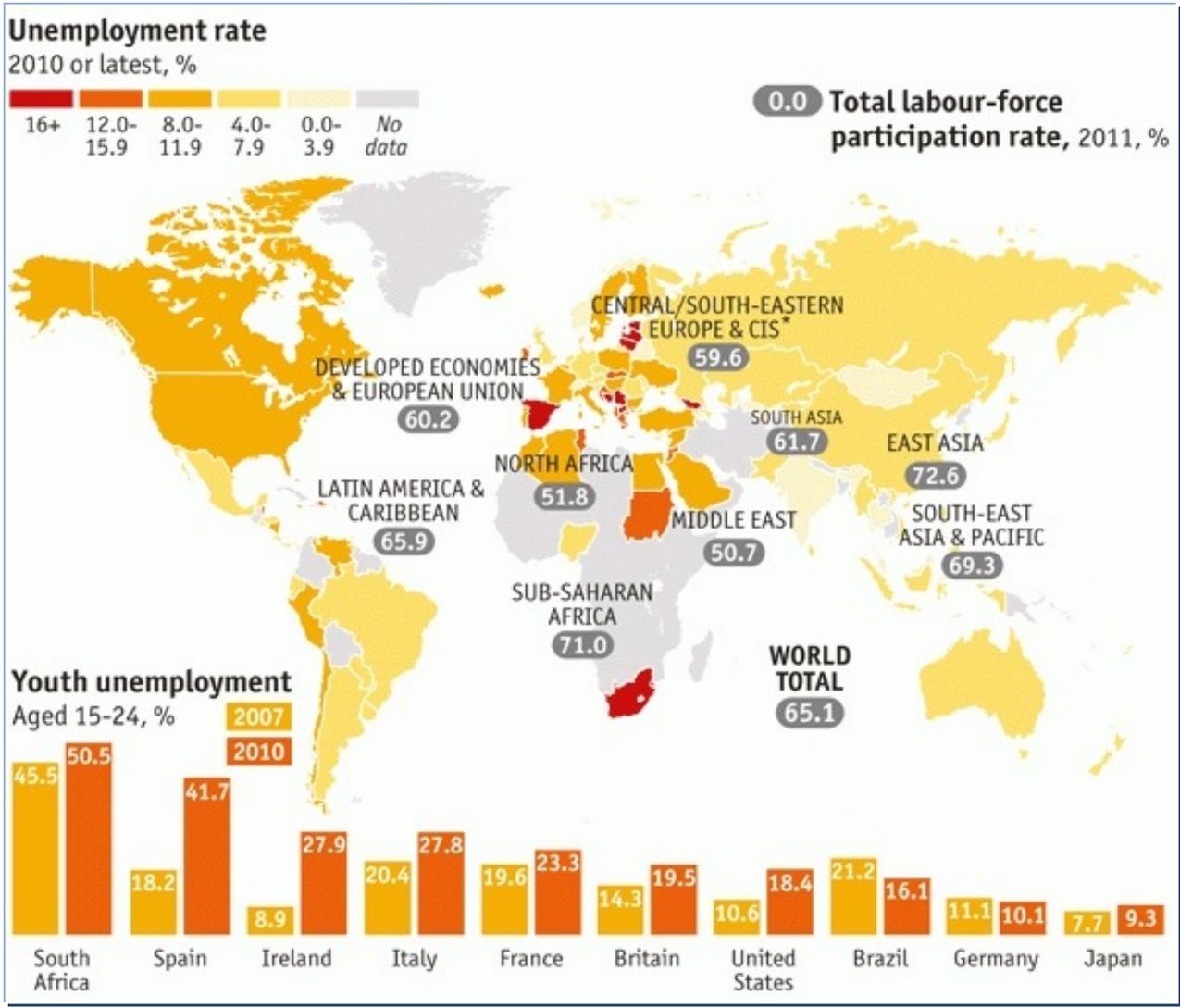
GDP forecasts

% change on previous year



Source: *The Economist* poll of forecasters

Talent mismatch

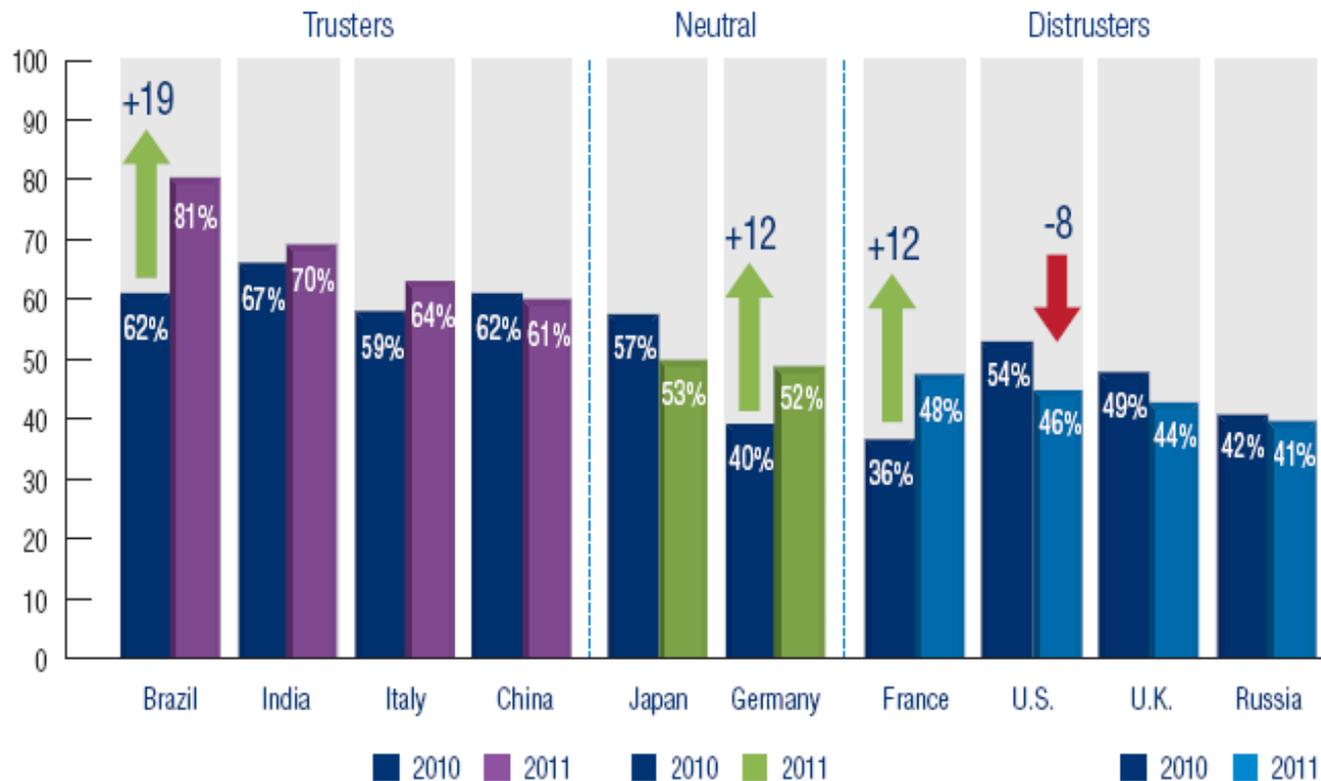




Soon you may have new colleagues!



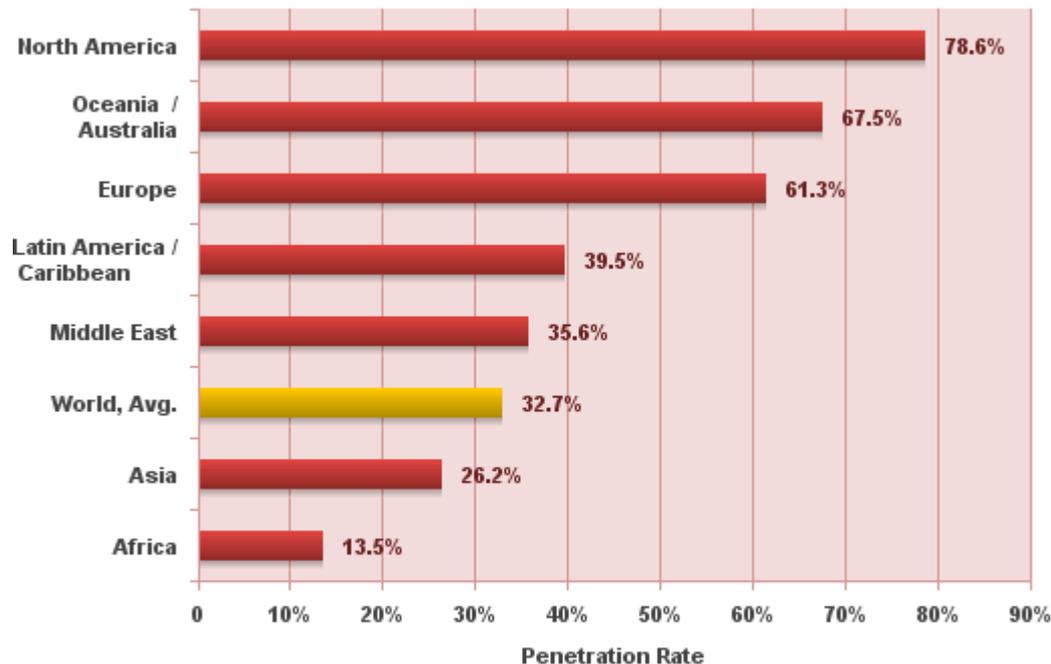
Declining trust in business



Responses 6-9 only on 1-9 scale; 9=highest; Informed publics ages 25 to 64

The internet is connecting the world!

World Internet Penetration Rates by Geographic Regions - 2011



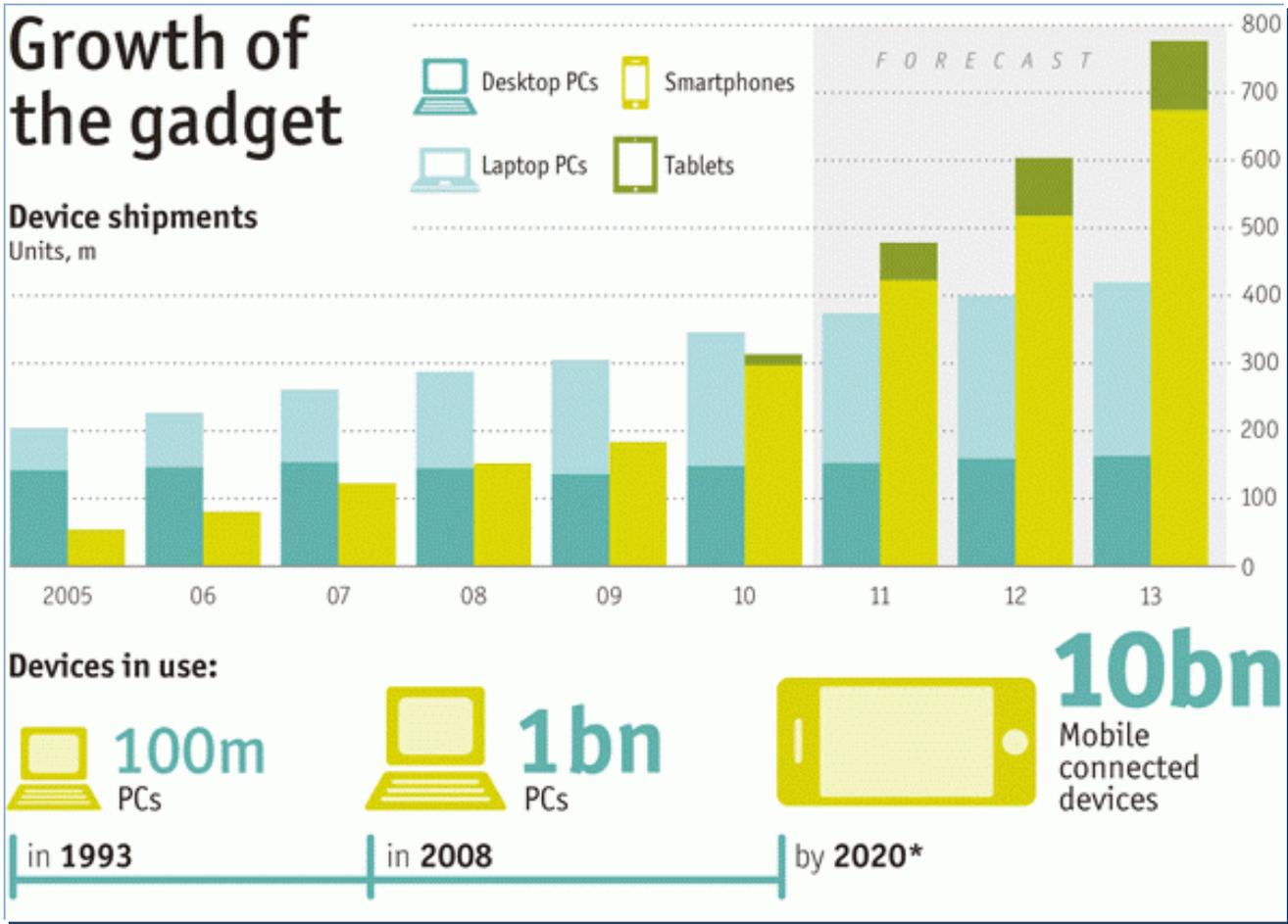
Source: Internet World Stats - www.internetworldstats.com/stats.htm
 Penetration Rates are based on a world population of 6,930,055,154 and 2,267,233,742 estimated Internet users on December 31, 2011.
 Copyright © 2012, Miniwatts Marketing Group



Aust

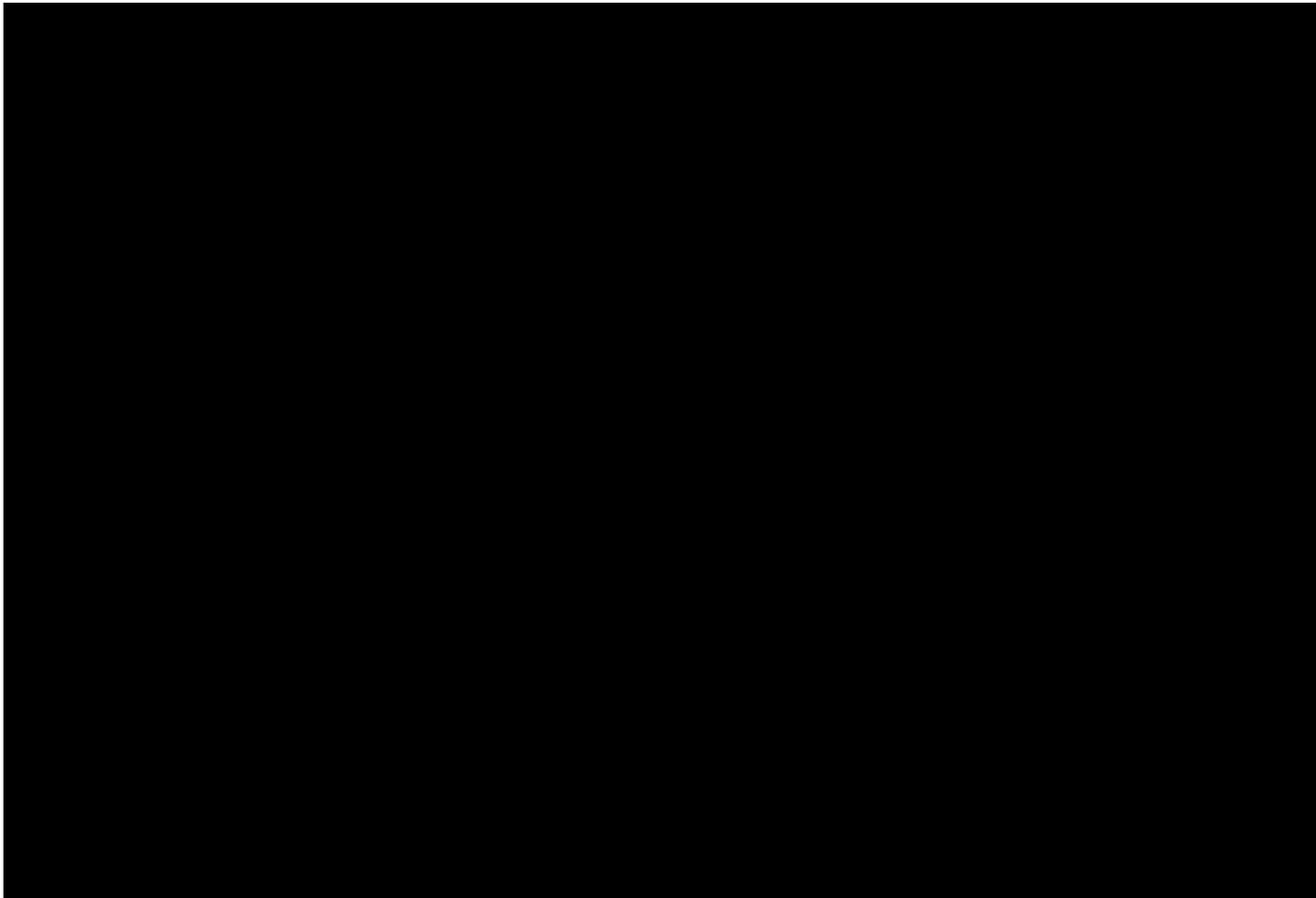
90% penetration
10.9m facebook subs

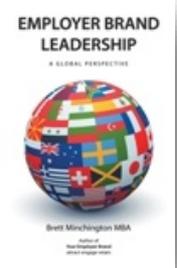
The mobile revolution





New channels of finding talent!

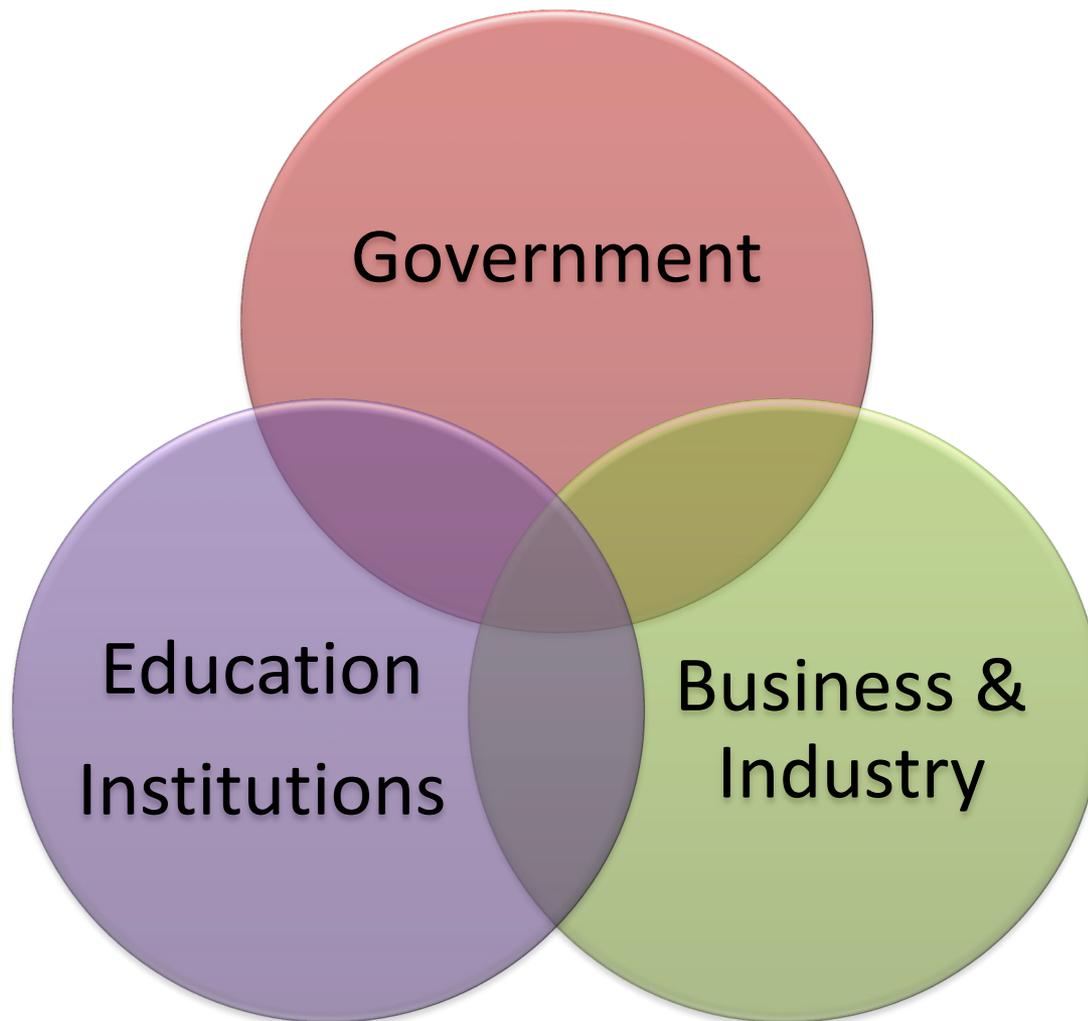




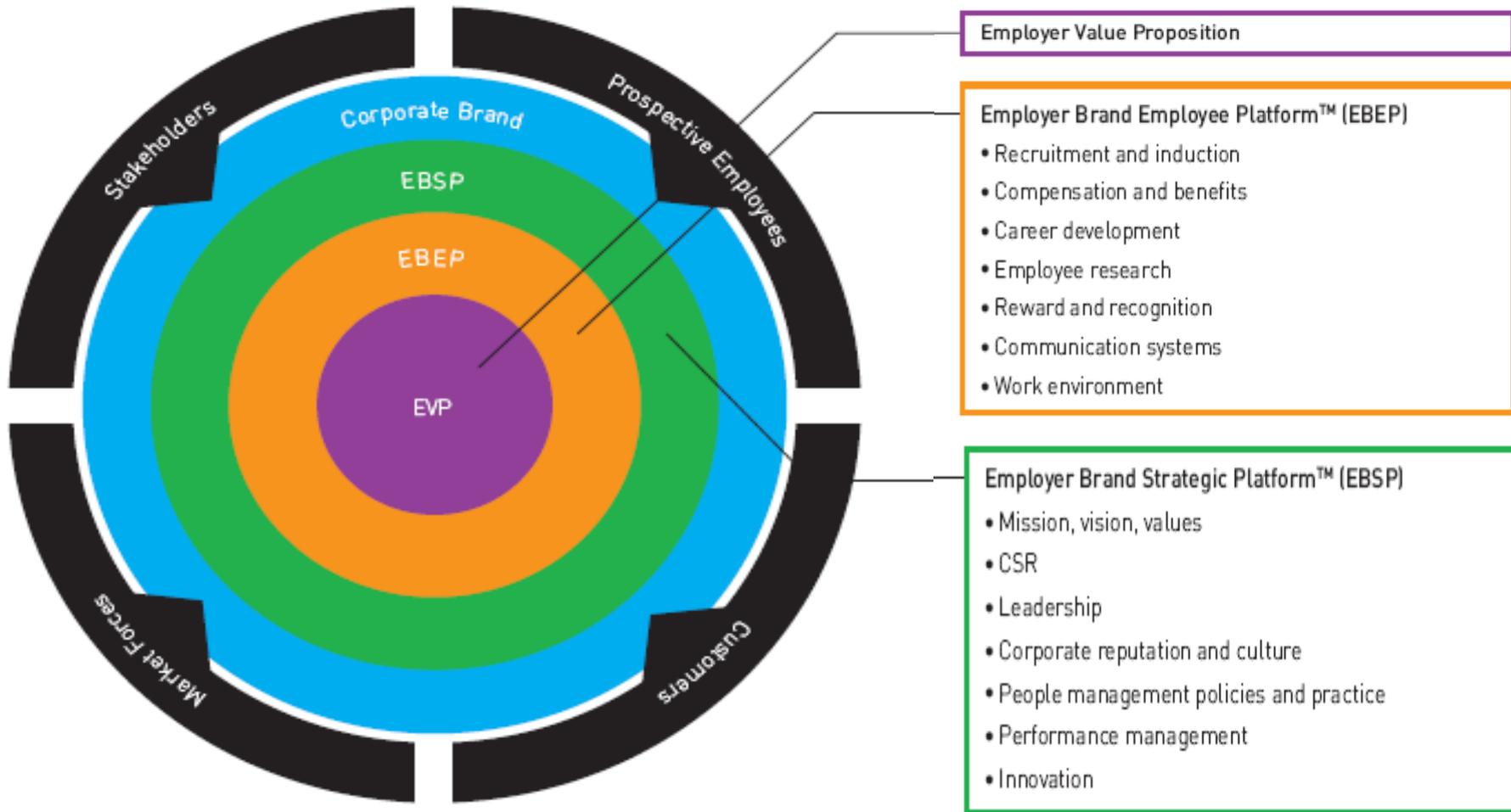
Implications for leaders in Adelaide

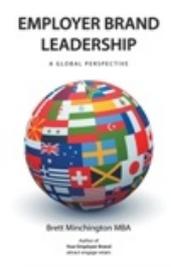


Solving the talent dilemma



You need a framework to drive your strategy



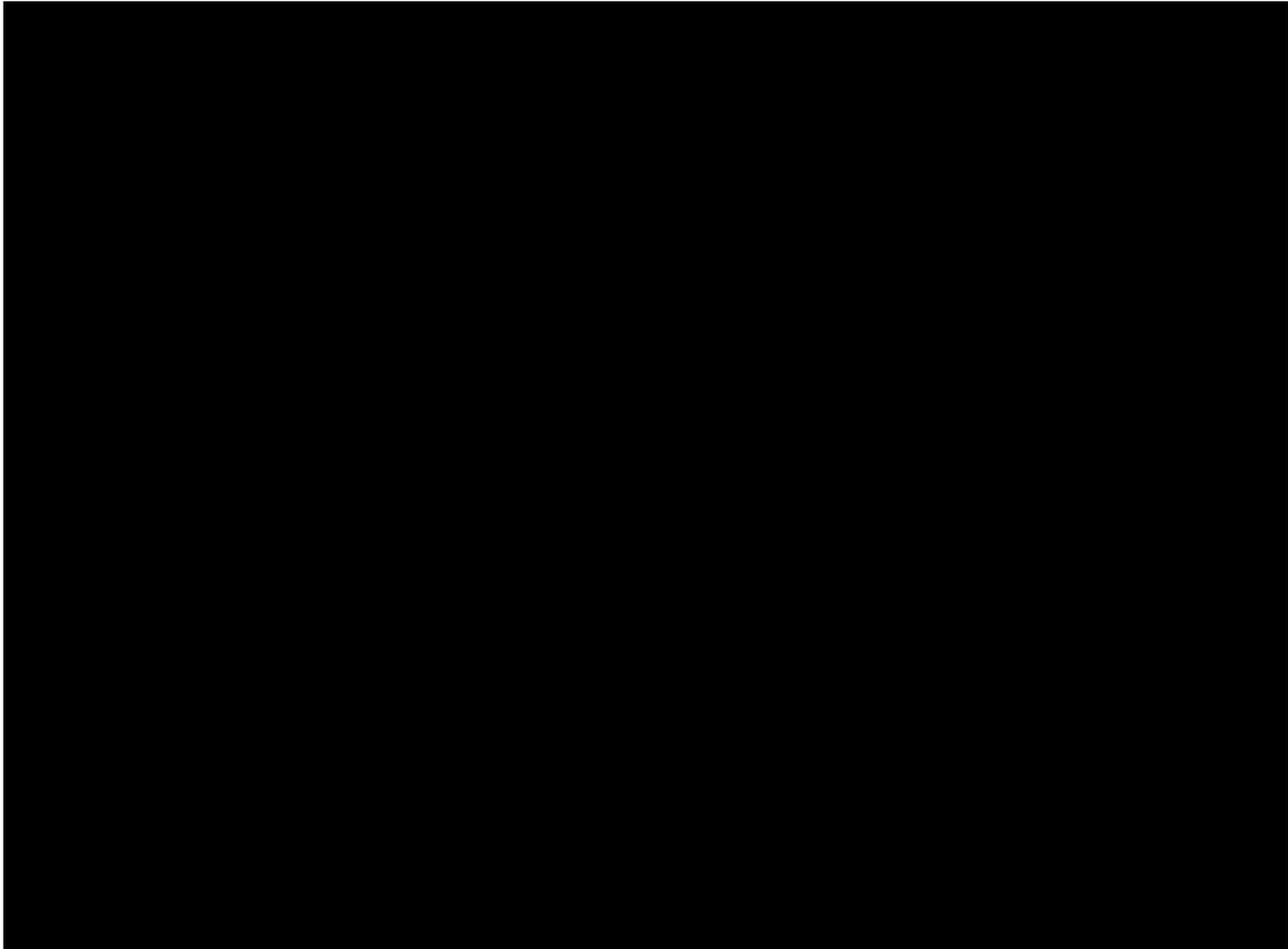


As a minimum you need to know!

1. What is our target audience seeking in an employment experience?
2. Why do people join our company?
3. Why do people stay?
4. What would make people leave?
5. How is our employment offering distinctive from our competitors?
6. How do we reach our target audience?



Engage people in gathering insights



Define your distinctiveness



Meet Red – Our Chief Values Officer



What image do you want to create?



VIEW THE TVC

TOMORROW'S STARS, TODAY

Fancy yourself an up-and-coming star? Believe the future holds great promise? Sit down. See what it's like to be our kind of rock star, with a starring role in our new 3D on our commercial. All that's needed to get on the road to fame, is a picture of yourself!

GET STARTED!

SEE VIDEOS: THE BEST | YOUR FRIENDS' orkut |

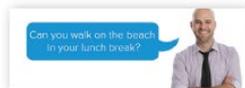
DEVELOPER ROCK STARS
Roll over to see Andy's tip to boost reliability.
ENGINEER: Andy Kaylor
Rock your code: Click to evaluate now >




Communicating your distinctiveness



Communicate across multi-channels



Banners



BMJ



DL



Facebook



Trade Show Panels

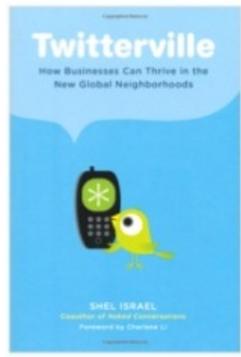
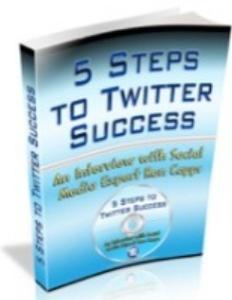


Advertorial



Testimonials

Go social - a phenomenon that can't be ignored



1.24 billion blogs at the end of 2010
 Twitter: 140 million active users in January 2012
 Facebook: 900 million active users in April 2012
 Opinion leaders tweet and blog (movie stars, political figures...)
 Some bloggers are treated like journalists
 Books or TV shows dedicated to social media



Britney Spears ✓
 @britneyspears
 It's Britney Bitch!
 Los Angeles, CA · <http://facebook.com/britneyspears>

Follow

1,436 TWEETS
 415,684 FOLLOWING
 16,965,174 FOLLOWERS

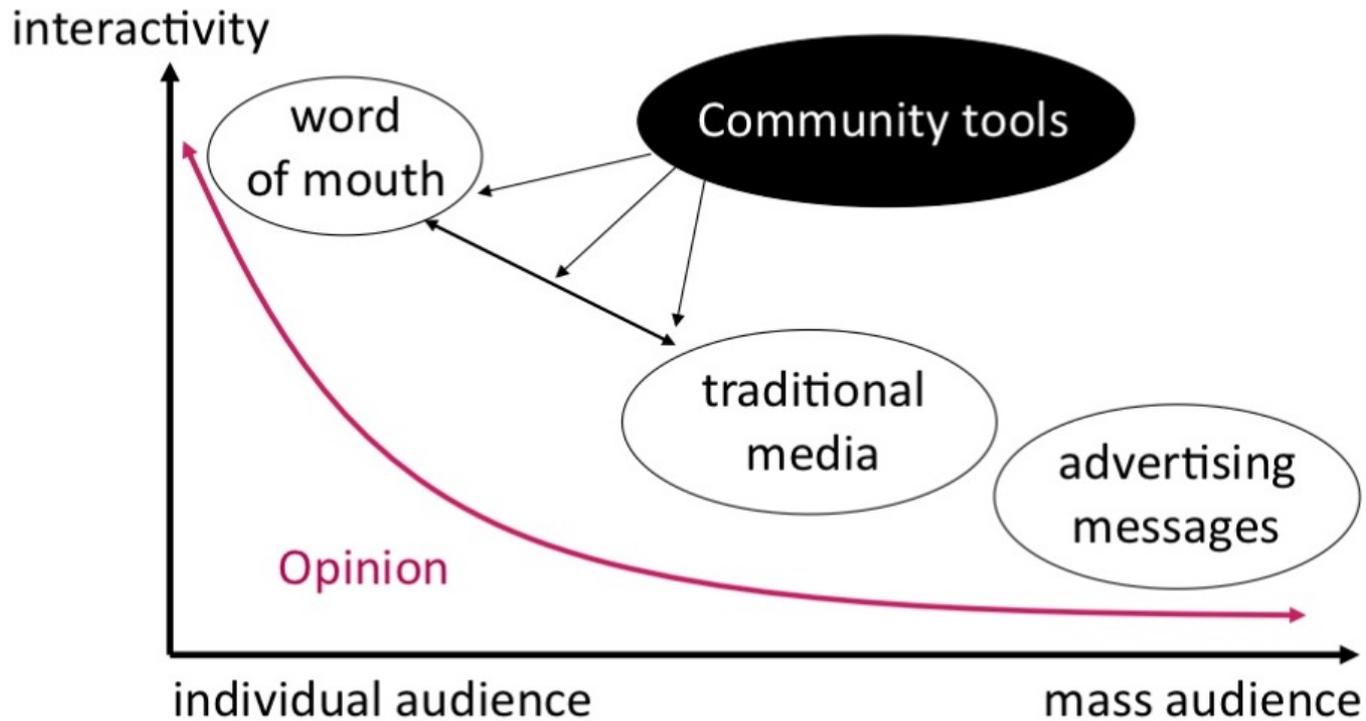


@charliesheen ✓
 Charlie Sheen ✓

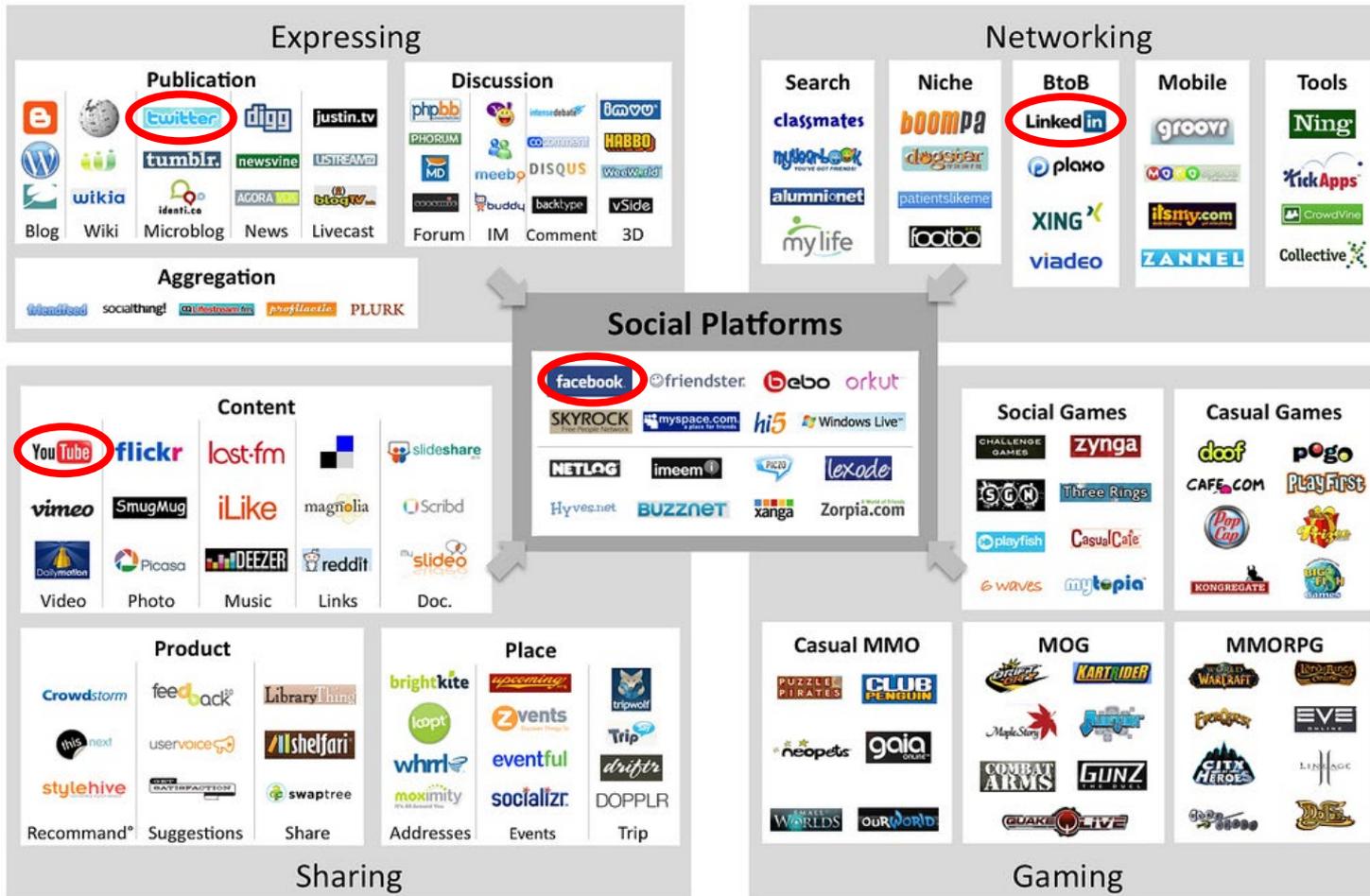
Cool, I'm about to reach 4,400,000 followers! See the rest of my stats at Twitter Counter: <http://twtr.to/aOI>

15 Jul via The Visitor Widget Favorite Retweet Reply

The missing link



The social media landscape



In your dreams they say



Gigi Hadid @GIGIHadid

Post Fashion Show at the @GUESS event! I love my job and the people I work with. #blessed @wigginsmeghan #SivliuTolu

pic.twitter.com/GWYDleLs

 View photo



Michelle Muirhead @ananyah

18 May

I've been in **my** current **job** almost 9 months & I still **love** it. I'm a very lucky girl. It's refreshing doing a **job** you **love**.

Expand



.....In reality

But...

 **Cassandra Rios** @CassandraElena 10m
 I hate my job. I hate my job. I hate my job. I want to be a merch girl.
 Expand

 **Benjamin** @reprice 1h
 I hate it when rich people get mad and hire attorneys to sue other rich people. All I can do when I get mad is quit my job. Maybe.
 Expand



 **cfdt arkade** @cfdtarkade 25 Apr
 Le Pdt et le Dg du crédit mutuel arkea enregistrent une baisse de salaire en 2011, d'environ 20% La grève est passée par là ...
 Expand



Working at Apple Inc — Reviews by Employees

3.2
 From Novi, MI — 03/21/2008
 Apple seems like a super cool company to work for on the outside, but once you get in, you start to turn into a robot. Numbers numbers numbers! Even though they say that "Oh, that is not what we are really about" your numbers make who you are as a person in the

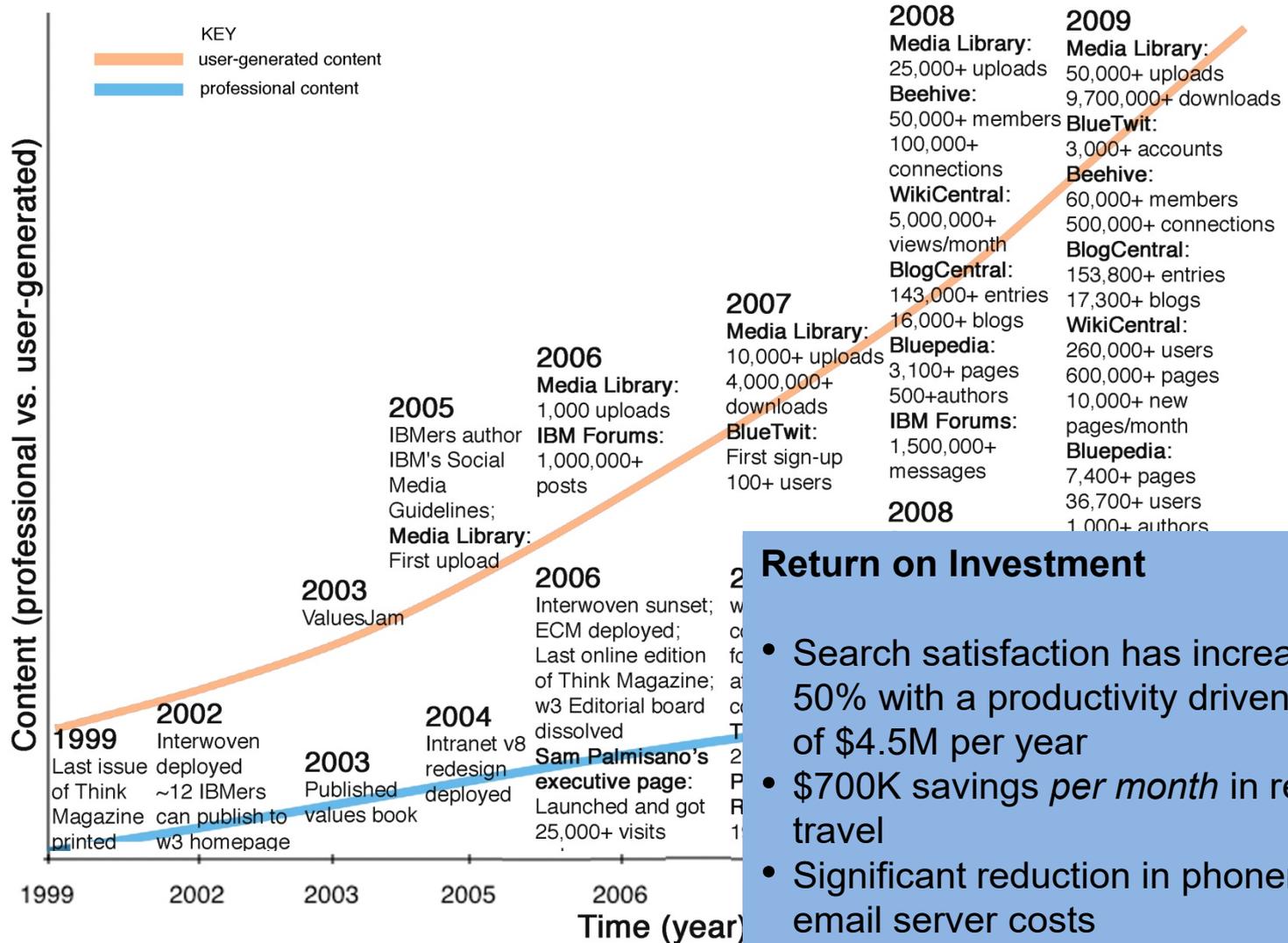


Why social?

- Social collaboration tools are key to IBM's strategy of global integration.
- This approach is based on collaboration that allows IBMers to tap into skills, expertise & resources (from all over the world) to help our clients succeed.
- To facilitate a culture of collaboration from 1-1 to open
- We are intentionally empowering our employees to think of themselves as creative contributors



The IBM intranet: networked, participation, socially mediated, real time

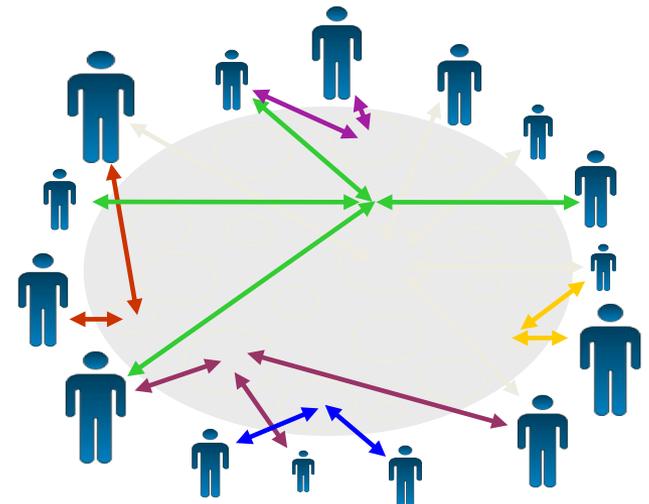


Return on Investment

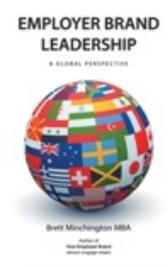
- Search satisfaction has increased by 50% with a productivity driven savings of \$4.5M per year
- \$700K savings *per month* in reduced travel
- Significant reduction in phonemail, email server costs

Benefits of social software

- 87% of IBMers collaborating with others using social software increase skills
- 84% access experts quicker
- 84% share knowledge with others
- 77% re-use assets
- 74% increase their productivity
- 64.5% increase their sense of belonging
- 64% improve personal reputation
- 59.9% increase sales
- 42.4% improve customer satisfaction



Source: Gina Poole, IBM SWG VP Social Computing



Seven steps to go social

1. Define your social media strategic objectives & guidelines
2. Listen, observe and research
3. Identify and empower employees to participate
4. Choose your social media tools and build out platforms
5. Share content - authentic, transparent and relevant
6. Build and engage your community
7. Measure, manage and adapt

Provide training and engage

SHARING IN THE SPIRIT OF SOCIAL MEDIA WEEK,
WE CHALLENGED OUR COLLEAGUES TO CHECK-IN AT NOKIA HOUSE
TO UNLOCK A WEEK FULL OF PRIZES AND EVENTS

Mobilizing talent acquisition



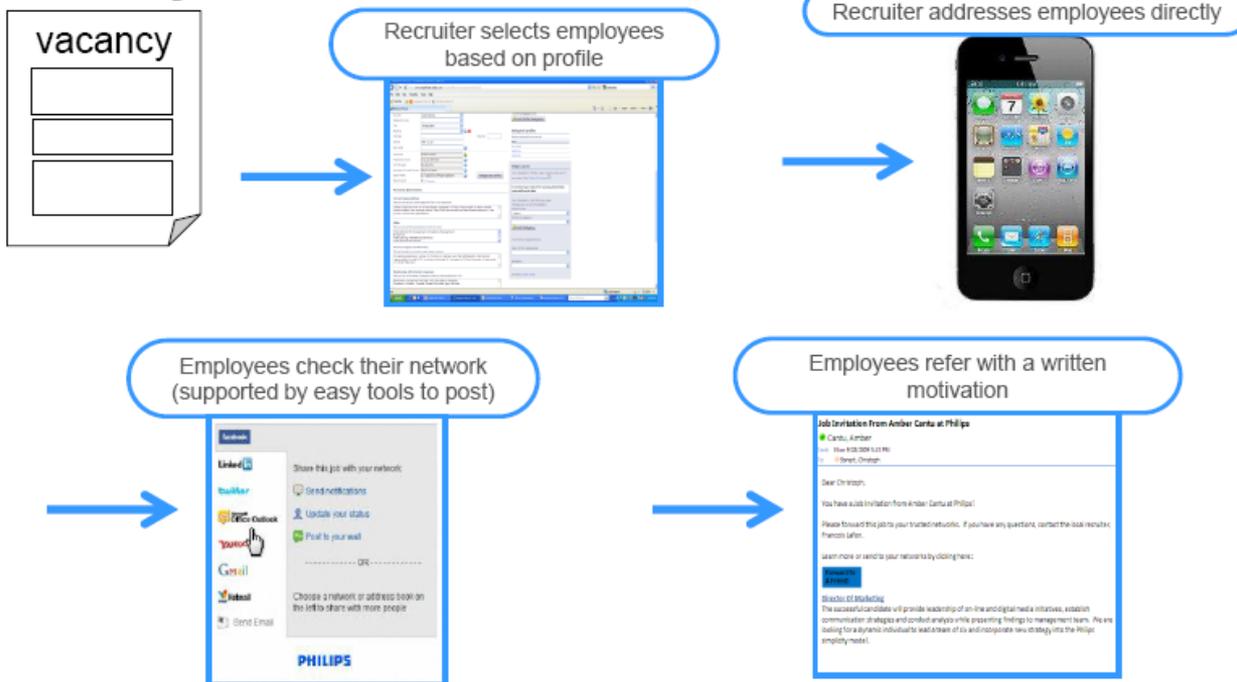
- Search and apply for jobs
- Join our talent community
- Subscribe to job alerts
- Network with us on twitter and facebook
- Learn more about us from youtube and the sodexo careers blog
- Access the mobile career site m.Sodexo.Jobs

Foster employee advocacy

PHILIPS

Employee referral targeted

Get to know your employees, select, approach directly, ask for motivation



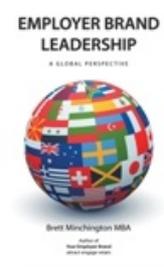


Reach talent beyond borders



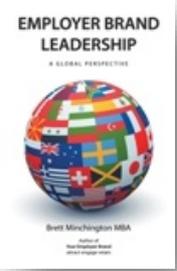
Re-think how work is done!





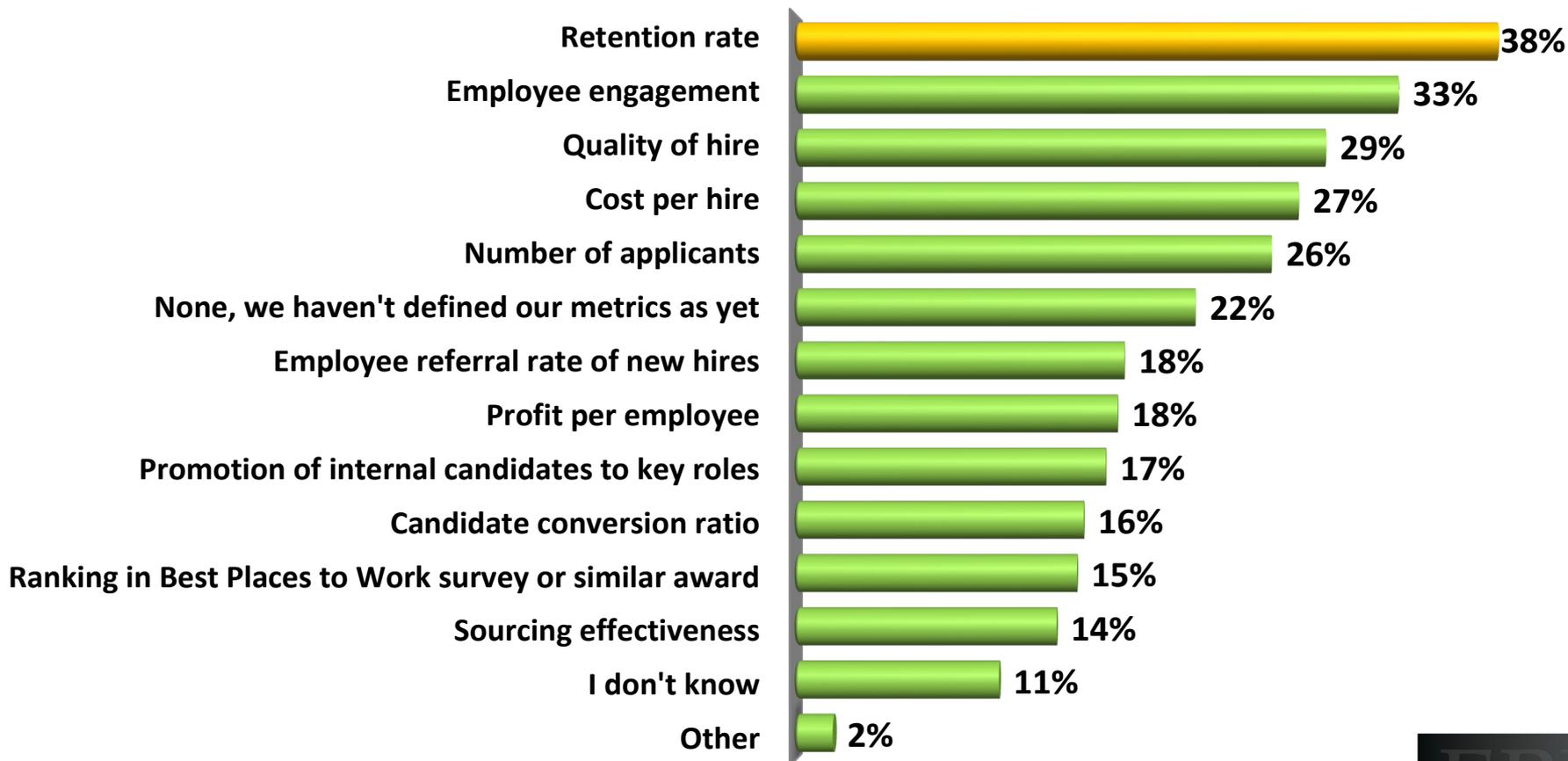
Review you candidate experience touchpoints





ROI and speaking the C-Suite language

Employer branding metrics

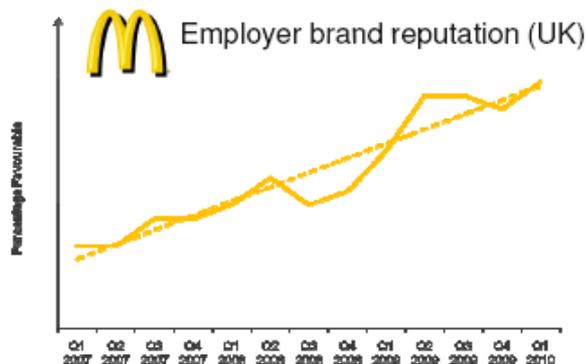


The link between customer and employee engagement

Engagement and Net Promoter Scores

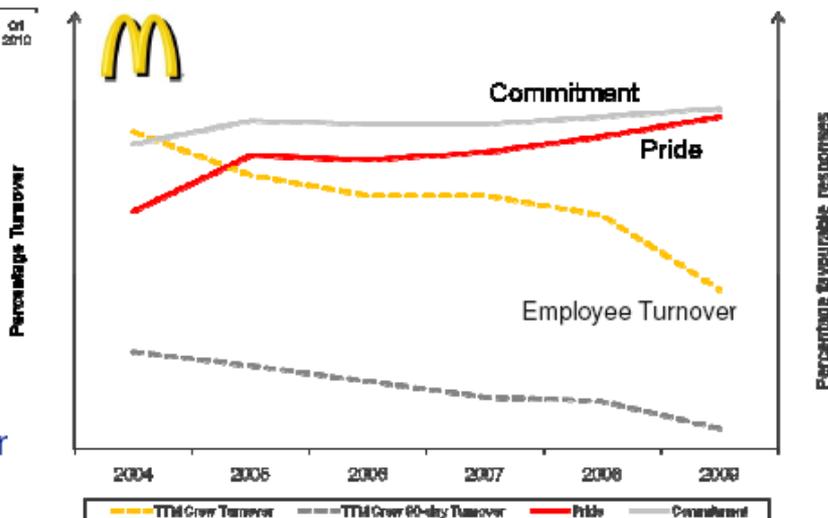


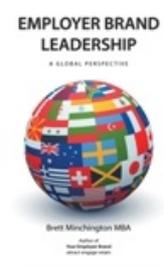
Employer brand metrics



- Key external measures:
 - Employer image
 - Application / Vacancy ratio (now 14:1)
 - New joiner (expectation vs. reality)

- Key internal measures:
 - Pride
 - Commitment
 - Employee turnover
 - Engagement / Customer Satisfaction linkage





Integration-@ behavioural level

YOUR IMPACT > EVER
ALIGN YOUR WORK. LIVE THE BRAND. DRIVE RESULTS.

> THERE'S SOMETHING GREATER AT WORK HERE™ UnitedHealth Group

Home Submit Nomination Reports Manage Training



WELCOME HEATHER

Profile | Logout | Contact Support

Your Approvals

	You	Company
One Star	100%	46%
Two Stars	0%	53%
Three Stars	0%	0%

Messages

DATE	MESSAGE
6/25/2010	Nomination for Jared was approved!
6/24/2010	Nomination for Stephen was approved!

Nominations to review: 0
Returned nominations: 0

Recent Nominations

Top Rated | My Team | My Nominations

Supporting Role Toot! Thanks Lorriane for your supporting role in our very first Finance New Hire Networking Event! The event came off ...
Kellianne Williamson nominates Lorraine Quintanar on 9/16/2010 • Print

Our Next Generation of Finance Leaders: Peter, Karin, and Barb did a fantastic job envisioning, planning and executing our very first Finance New Hire Networking Event. ...
Kellianne Williamson nominates Peter Peterson, Karin Lacanne and Barbara Siani on 9/16/2010 • Print

Gunsmoke: a NEW "doc" in town: Announcement: Gunsmoke is being revived!!!

WELCOME TO THE GREAT TO GREATER THAN PROGRAM

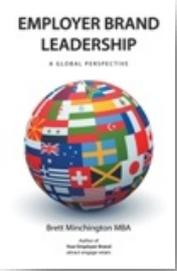
-  [View Trainings](#)
-  [Change Your Password](#)
-  [Submit a Nomination](#)
-  [Submit a Self Nomination](#)

Brand Behaviors

- Employee & Team Engagement
- Diversity Awareness & Social Responsibility
- UHG Mission, Culture & Employee Value Proposition
- New Tools, Technology, & Internal Processes

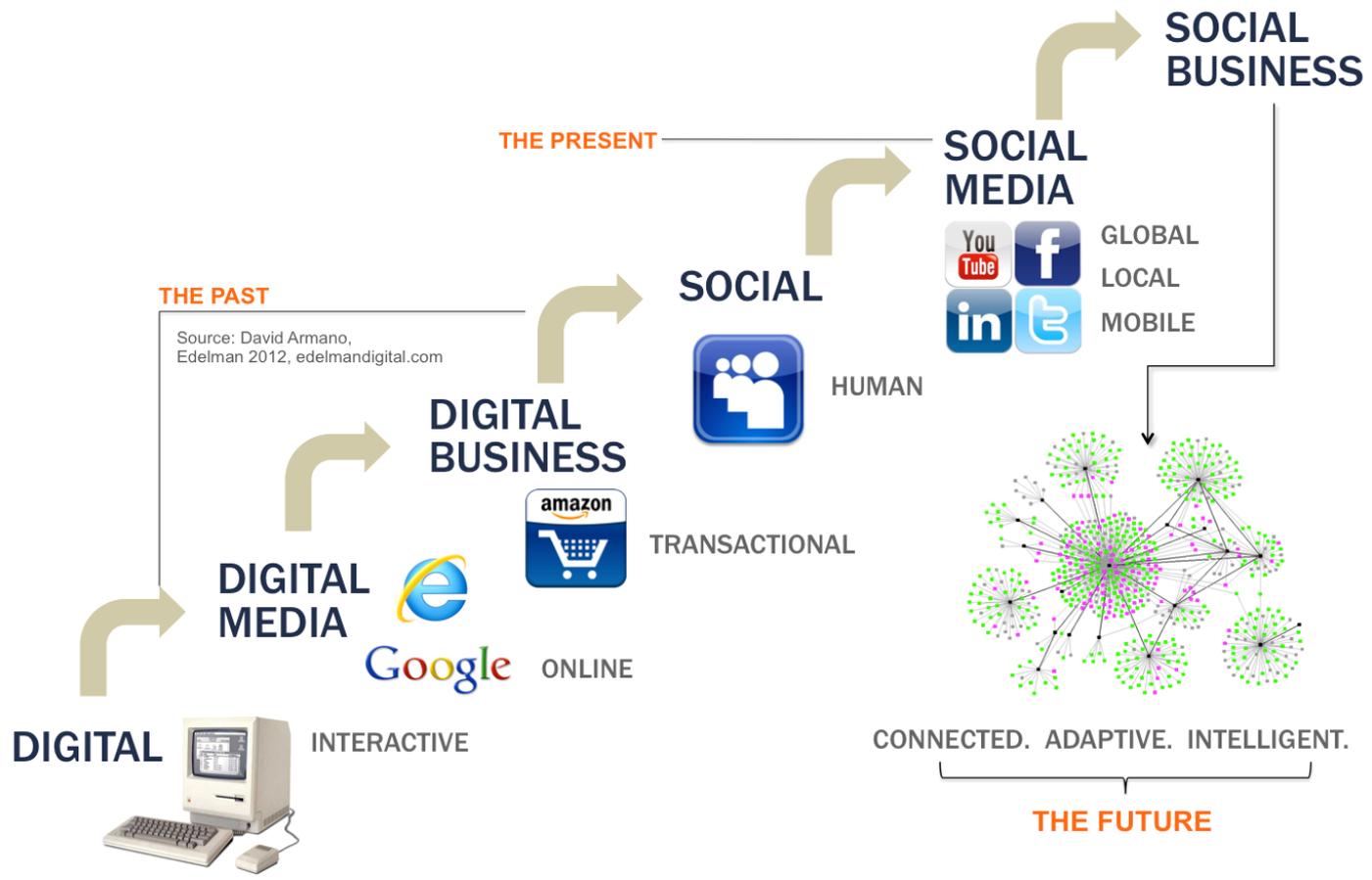
69% participation in 4 months!





Future trends in employer branding

Where is social headed?



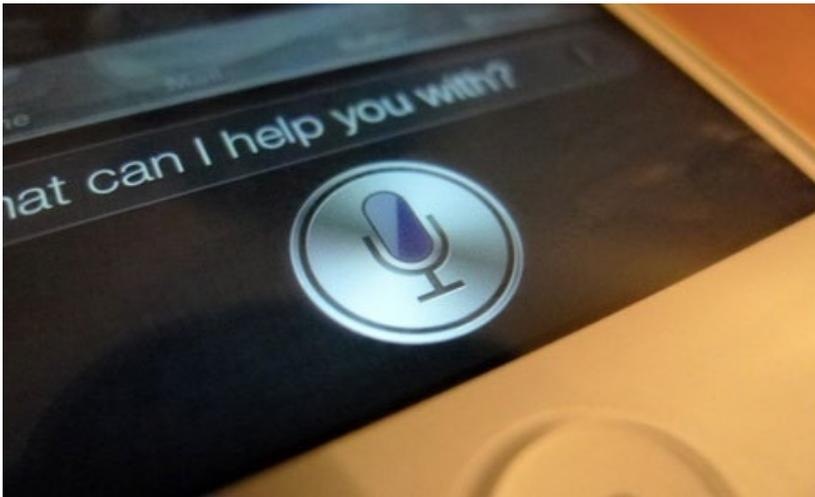
Source: Elderman



Understanding the data



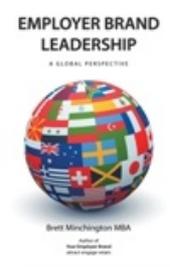
Personalisation and banking time





Employer branding 3.0





Key take-aways

- Adopt a systems perspective
- Define and communicate your distinctive assets
- Build market reach
- Align policies, processes and systems with your value proposition(s)
- Find your passion!



Brett Minchington MBA

Author of
Your Employer Brand
attracts & engages talent



www.twitter.com/brettminch



www.facebook.com/brett.minchington



www.linkedin.com/in/minchington



brett@employerbrandinternational.com

