

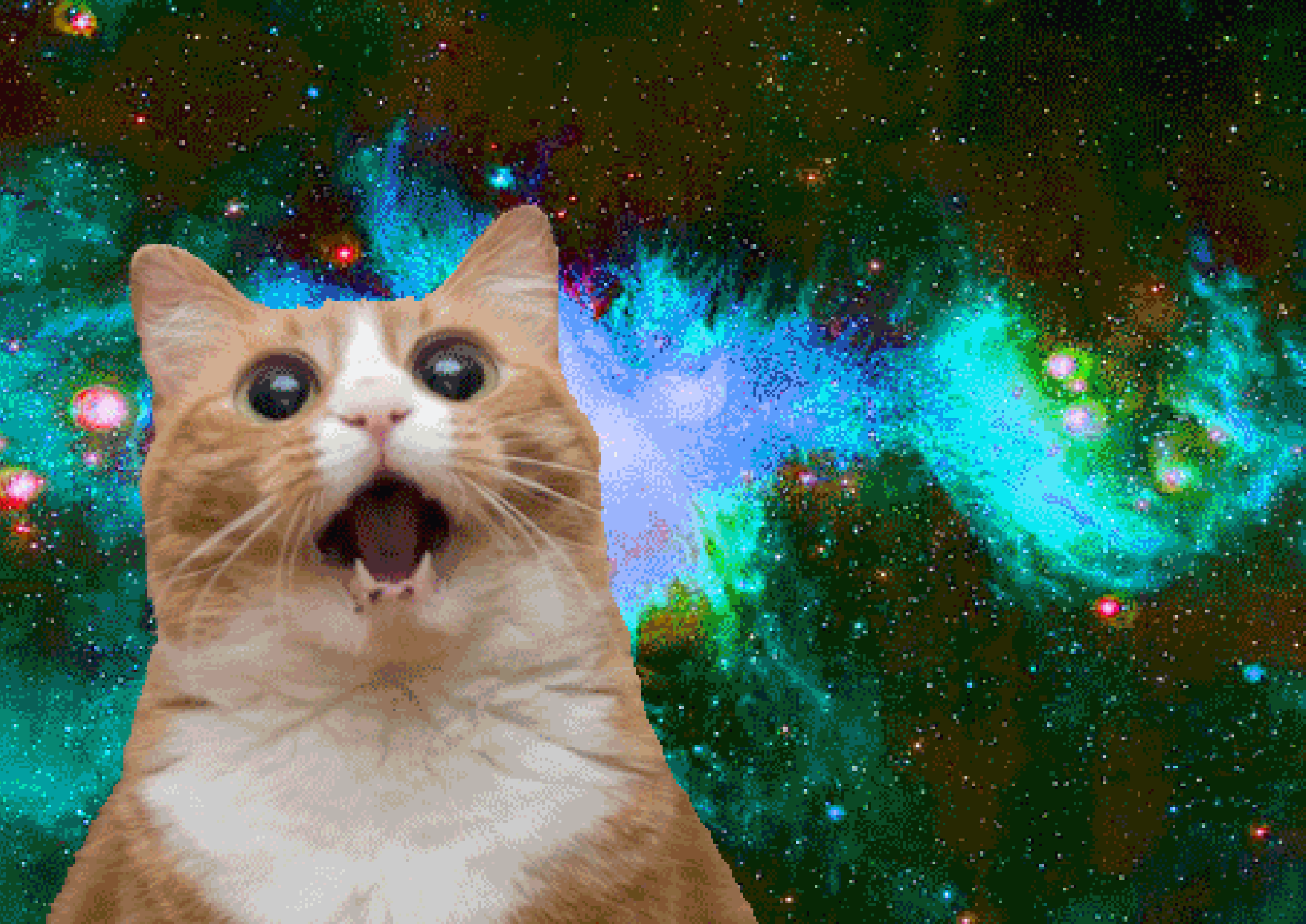
Employer Branding – *The Power of Differentiation*

Karl-Johan Hasselström - Slovenia - 2018-09-20

Živjo!!!!

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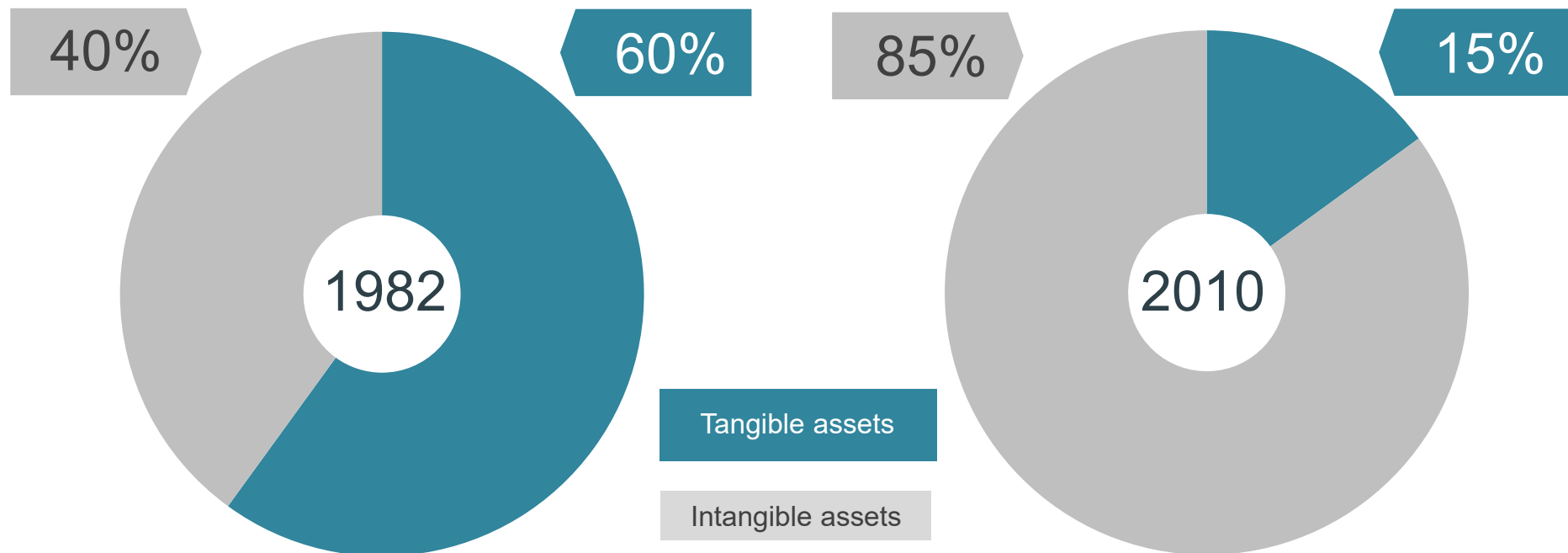
Our Approach to Strategic Employer Branding



Corporate value creation has changed

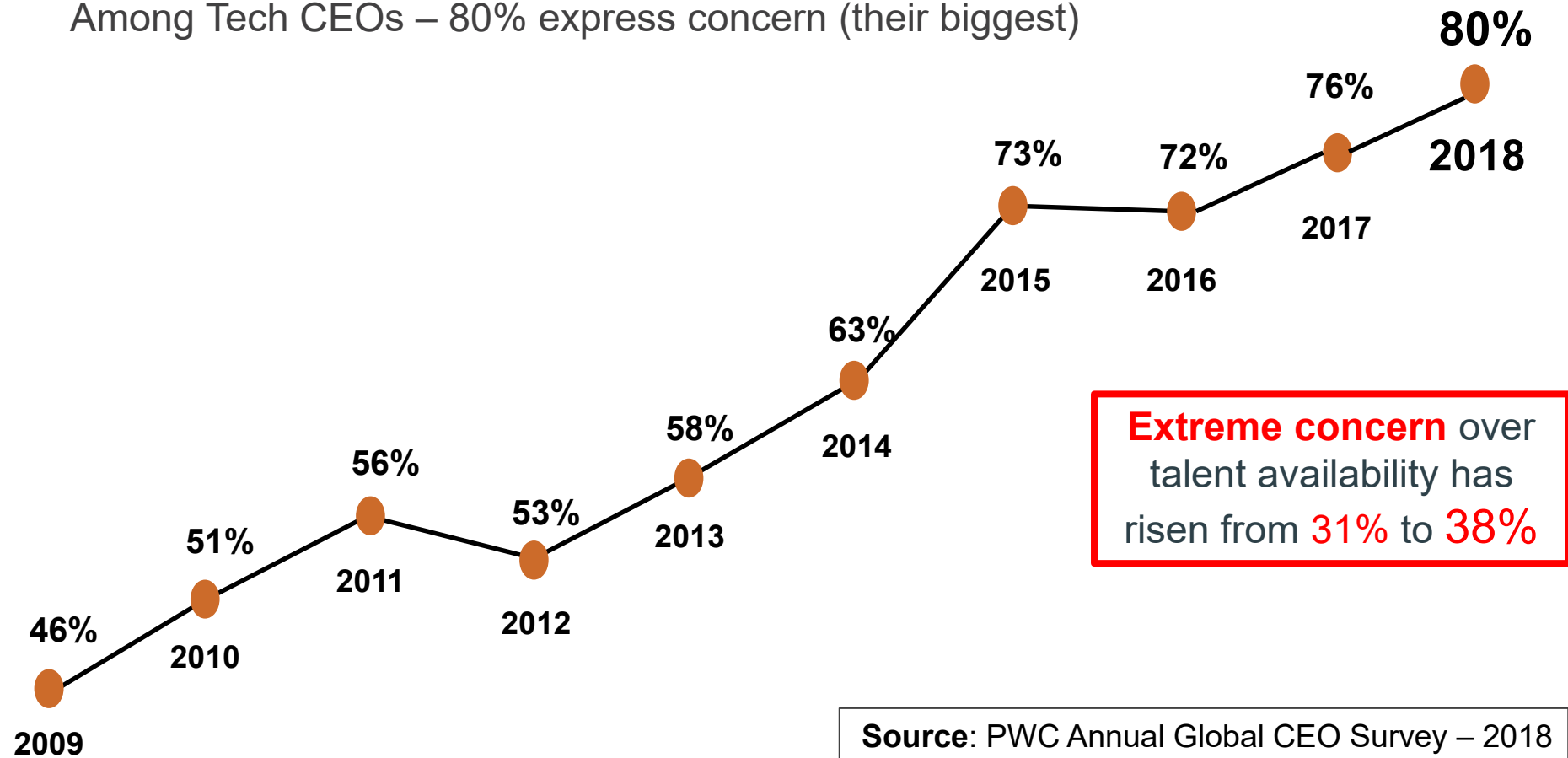
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Capturing the right talent and retaining it is the key to future growth and staying ahead of the competition!



Growing concern...

CEOs concern over the availability of key skills is at an all time high
Among Tech CEOs – 80% express concern (their biggest)



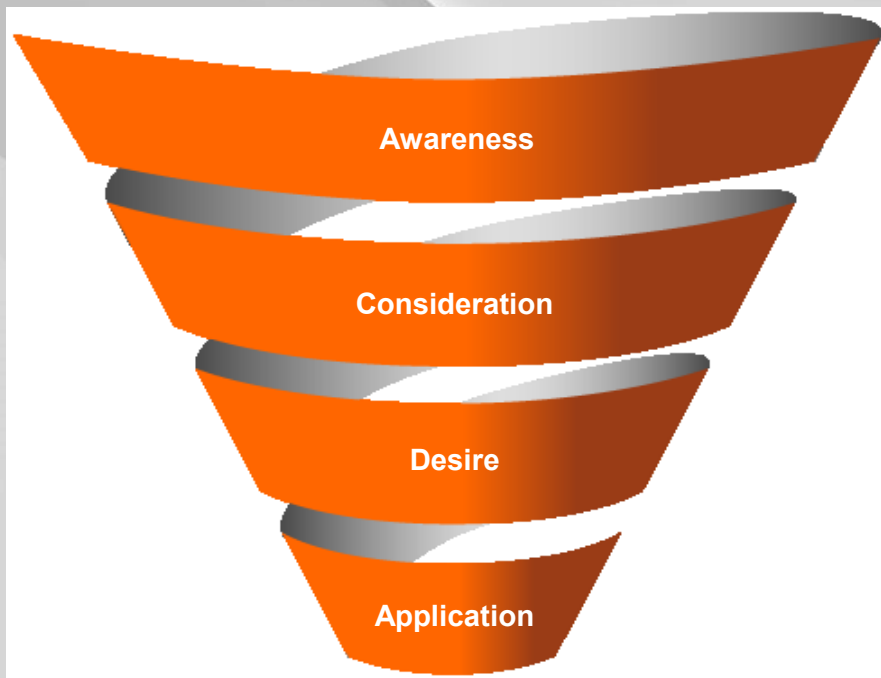
High demand for digital talent

9 of 10

CEOs have a
"pressing need"

The competition gets tougher and tougher

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2008

2018

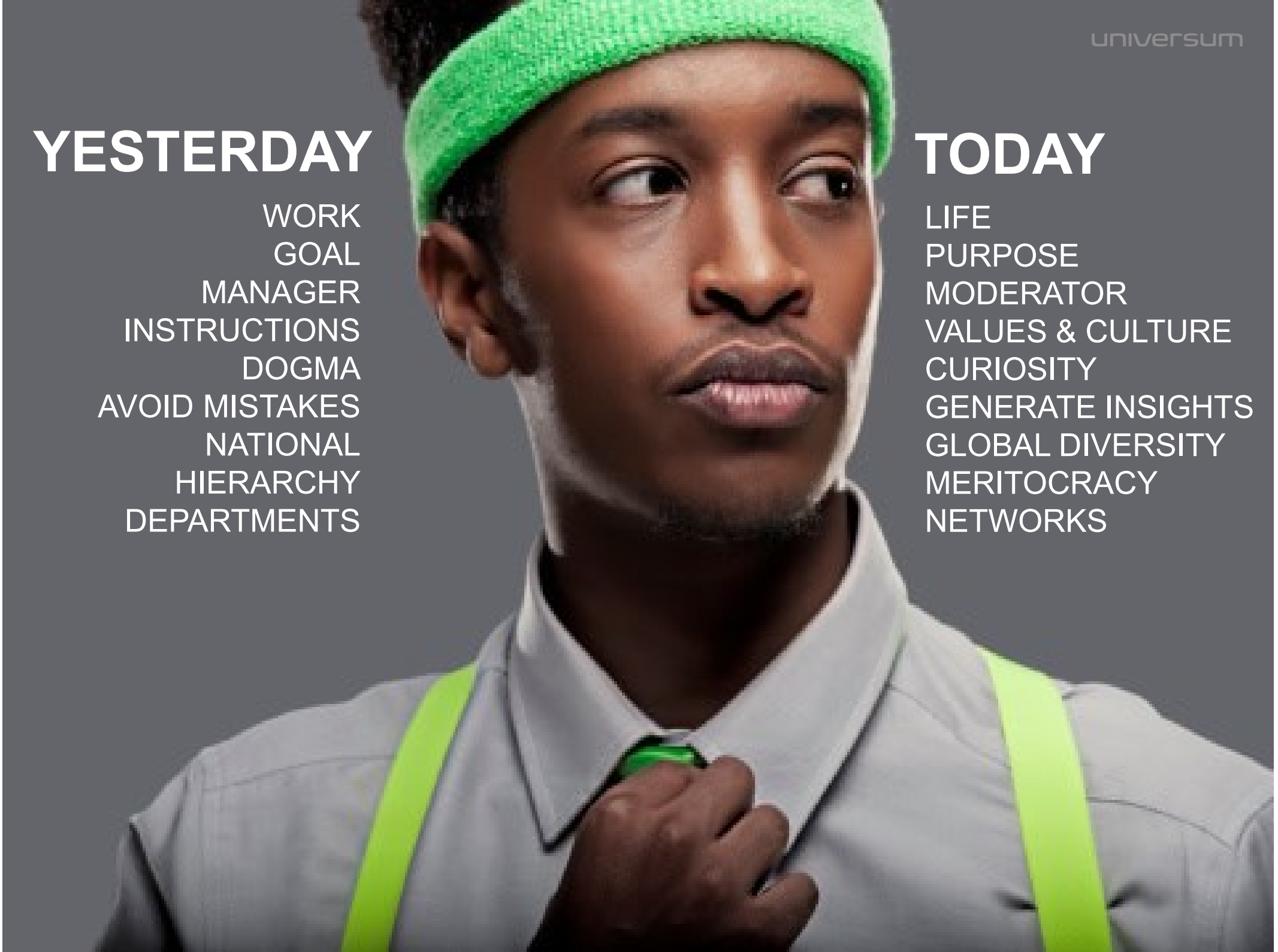
12 20

YESTERDAY

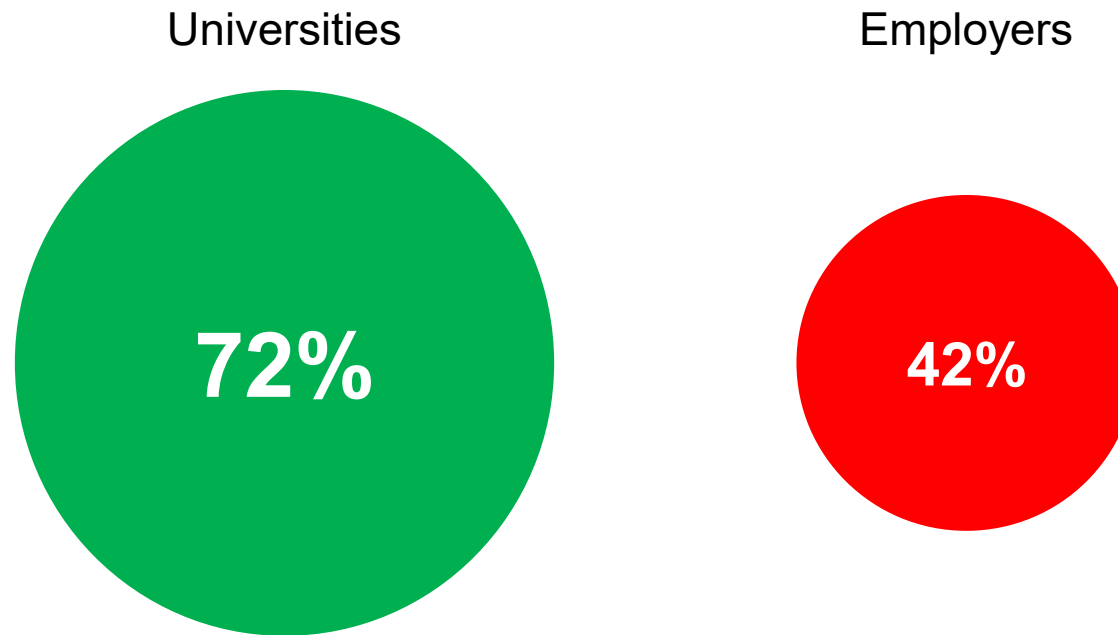
WORK
GOAL
MANAGER
INSTRUCTIONS
DOGMA
AVOID MISTAKES
NATIONAL
HIERARCHY
DEPARTMENTS

TODAY

LIFE
PURPOSE
MODERATOR
VALUES & CULTURE
CURIOSITY
GENERATE INSIGHTS
GLOBAL DIVERSITY
MERITOCRACY
NETWORKS



Are graduates well prepared for a professional life?



Breaking the education mold

- Student loans are increasingly unsustainable and many schools do not accelerate earnings enough to offset the costs
- Gen Z values experience over tangible possessions, so the salary argument for a degree has less weight
- Employers are looking more for skillsets or learning capacity, reducing the importance of a name brand school on a resume
- Growth of alternative education and online learning tools

Contrary to their parents, who prioritized a college education, almost

59% of Gen Z

is interested in finding out more about how companies **offer education to people who have no university degree**

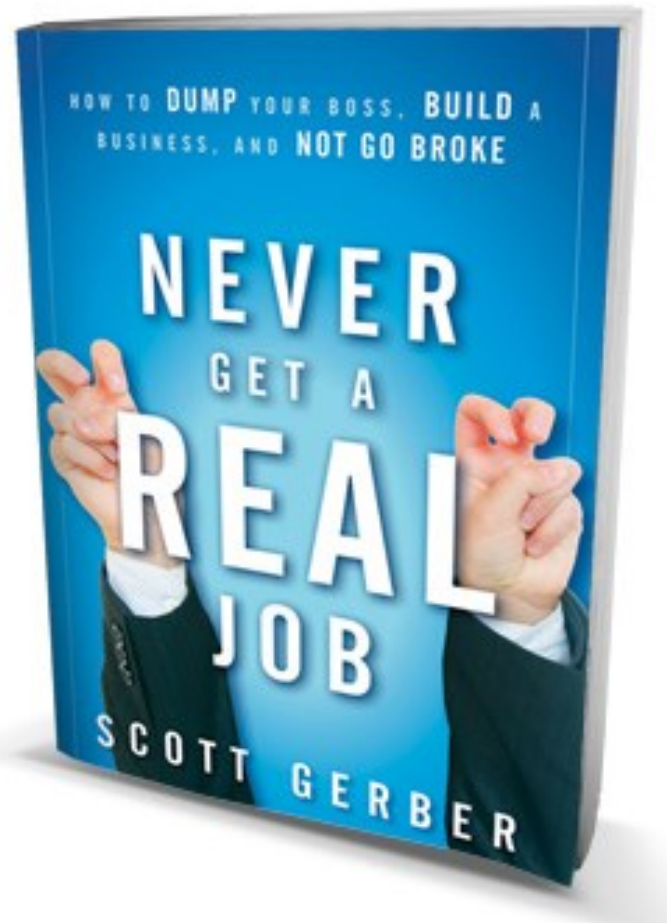
"My dream is not that of working for a corporation and having a corporate career, I want to start my own business and hopefully make enough money so I can retire at the age of 40...now that's a dream job!"

Undergrads

9%

High schoolers

41%





A video frame showing a view of Earth from space. The Earth is partially visible, showing blue oceans and brown landmasses, set against a black background filled with stars. A white rectangular box is centered over the Earth, containing the text "THIS IS A GENERIC BRAND VIDEO" in white, uppercase, sans-serif font.

THIS IS A
GENERIC
BRAND
VIDEO

What is the
difference between
an EVP and an
Employer Brand?



Influence Your Employer Brand in the Right Direction

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ALL EMPLOYERS HAVE AN EMPLOYER BRAND

Even if employers don't actively manage the brand, it exists and it influences whether or not students and young professionals choose the employer.



THE CORE OF THE BRAND IS THE EVP

To influence how talent perceives and experiences the employer brand, organizations need an Employer Value Proposition (EVP).



THERE IS AN INTERNAL AND AN EXTERNAL PERSPECTIVE

A strong employer brand is as relevant to employee loyalty, engagement and retention as it is to attracting external talent.



AN EFFECTIVE STRATEGY NEEDS A SOLID FOUNDATION

It is important that the EVP is developed using in-depth research about current employees, management and external talent groups, in order to create a compelling and sustainable, and effective brand.

Phase 1 Understand

Current Employer
Branding Strategy

Management's
vision & goals

RESEARCH
Internal/External

Corporate
Branding Strategy

Competitors'
positioning

Phase 2 Decide

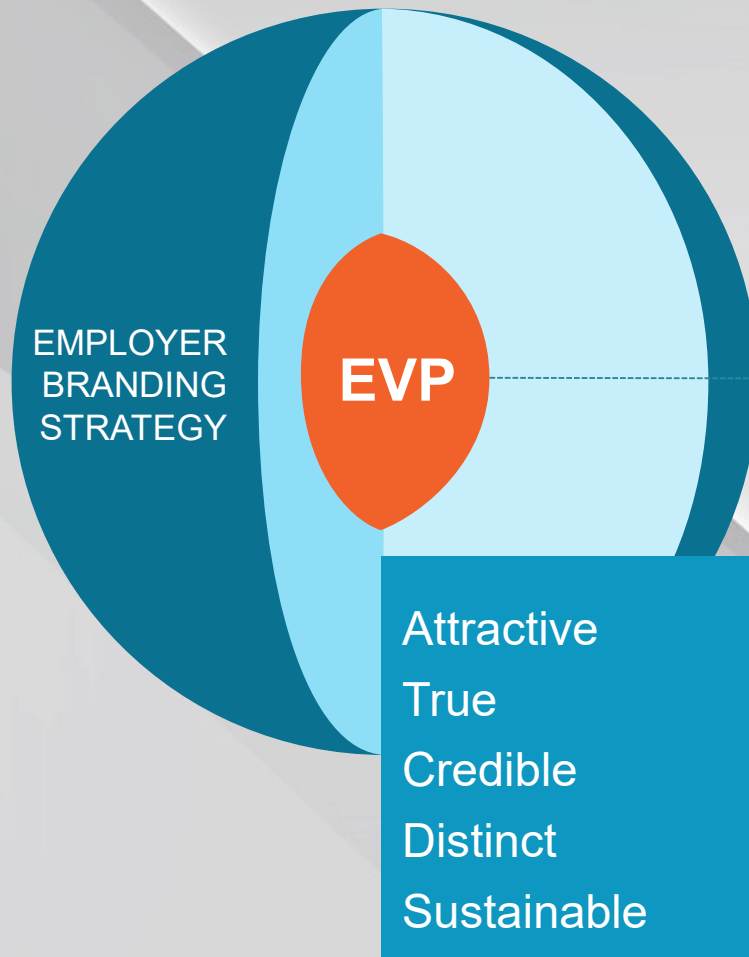
EVP
EMPLOYER
VALUE
PROPOSITION

- Attractive
- True
- Credible
- Distinct
- Sustainable

Phase 3 Global & Local Expression

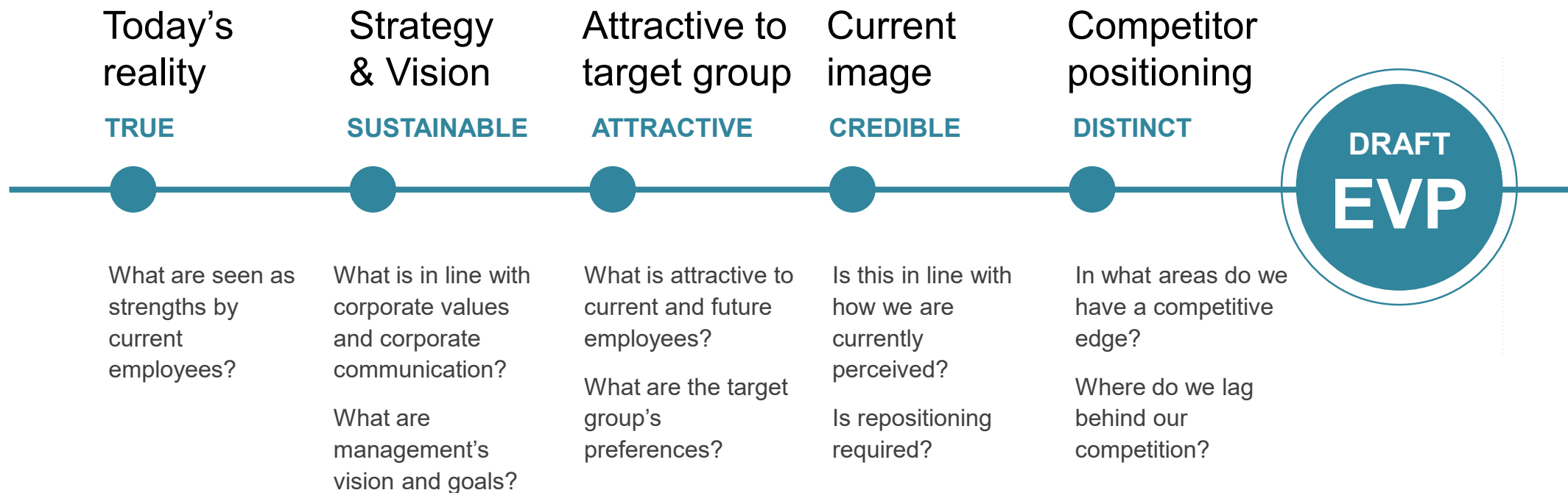


- Global brand identity
- Messaging platform
- Local expression



- Degree of change?
(Current strengths vs. Future aspirational stretch)
- Degree of consistency?
(Global consistency vs. Local adaptation)
- Degree of differentiation?
(Competitive parity vs. Competitive differentiation)
- Balance of expectation?
(What you give employees vs. What you expect in return)

We analyze the data through different lenses to define potential content for the EVP



We facilitate the EVP development workshop to present key findings and to discuss priorities



Research Findings

- Presentation of external and internal research
- Discussion of findings
- Highlighting any critical differences between key markets or target groups (as needed)



Prioritization & Selection

- Review potential content for the EVP based on the presented data
- Discussion and group exercises to set priorities
- Agree on direction and focus of the EVP



Proof Points & Next Steps

- Discussion and group exercises to collect the 'reasons to believe' or proof points
- Discuss today's strengths versus aspirational topics
- Discuss next steps

Recommended Workshop Setup



Duration 4 to 6 hours recommended

Participants Usually between 10 and 15

Audience Key stakeholders, decision makers, mix of Marketing & HR recommended



Final deliverable is the Employer Brand Guidebook that serves as training and briefing document

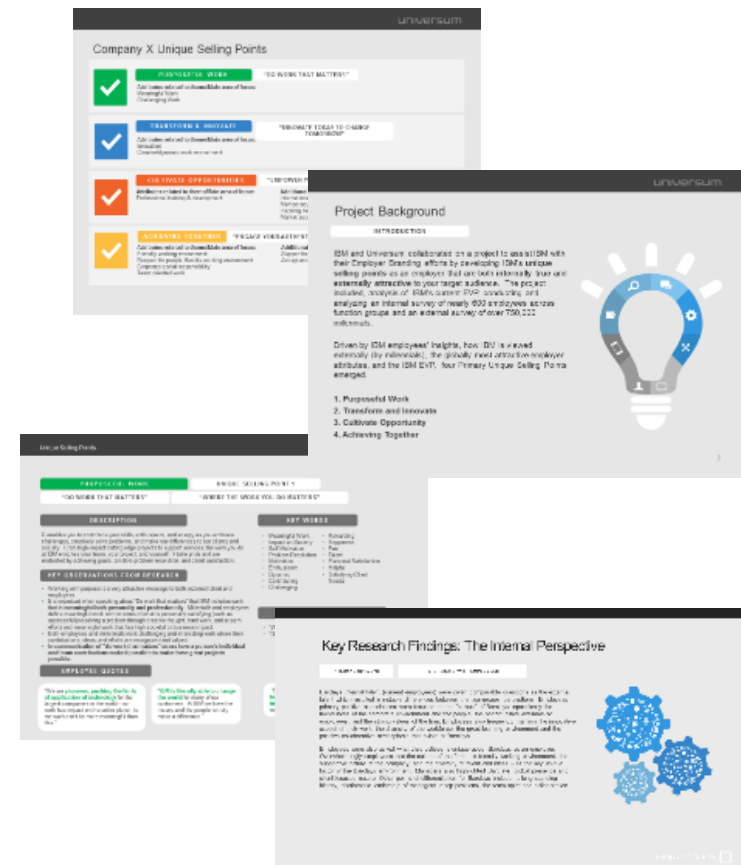
The guidebook will highlight key findings from the research. It will explain the EVP development process. The core of the guidebook, of course, will be the detailed explanation of the EVP themes.

Our clients use the guidebook to educate recruiters or hiring managers and brief their marketing team or creative agency.

Topics typically included in the Employer Brand Guidebook

- ✓ Introduction to Employer Branding and the EVP
- ✓ Presentation of the EVP
- ✓ EVP themes, narrative and reasons to believe
- ✓ Key insights about target groups and preferences
- ✓ Recommended next steps to bring to life

In addition to the Employer Brand Guidebook, the detailed **research report** used for the EVP development workshop will be provided as final deliverable.



EVP example 1: What does it look like?

**INNOVATIVE AND ATTRACTIVE
PRODUCTS**

**DYNAMIC, RESPECTFUL AND
FRIENDLY**

INTERNATIONAL

TRAINING AND DEVELOPMENT

EVP example 1: Innovative and attractive products



Description of the theme

Company X offers the opportunity to work with luxury cars that understand people. The passion for cars unites many of the employees and also attract many talents from the outside. People are always in the core reflecting the brand essence 'Y'. This means that at Company X you will constantly be challenged to be innovative and come up with new solutions that will make lives easier for our customers. Examples include auto driving and new safety solutions. Innovation also means working together in a team to accomplish great things. Company X also needs to be innovative to lead the way towards new sustainable thinking. This means you can get the opportunity to work with X and hybrid cars to mention a few examples.

Internally employees both with an engineering and business background consider it interesting and fun to work with a product that is engaging and that many people have opinions about. This is also true for employees within production that enjoy working with a product they like and can be proud of.

EVP example 1: Innovative and attractive products

Global vs. local EVP

Environmental sustainability is somewhat regarded as more important by the X audience. More emphasis should be given to X and X etc. when communicating in X and the western society compared to X.

Business vs. Engineering vs. Production



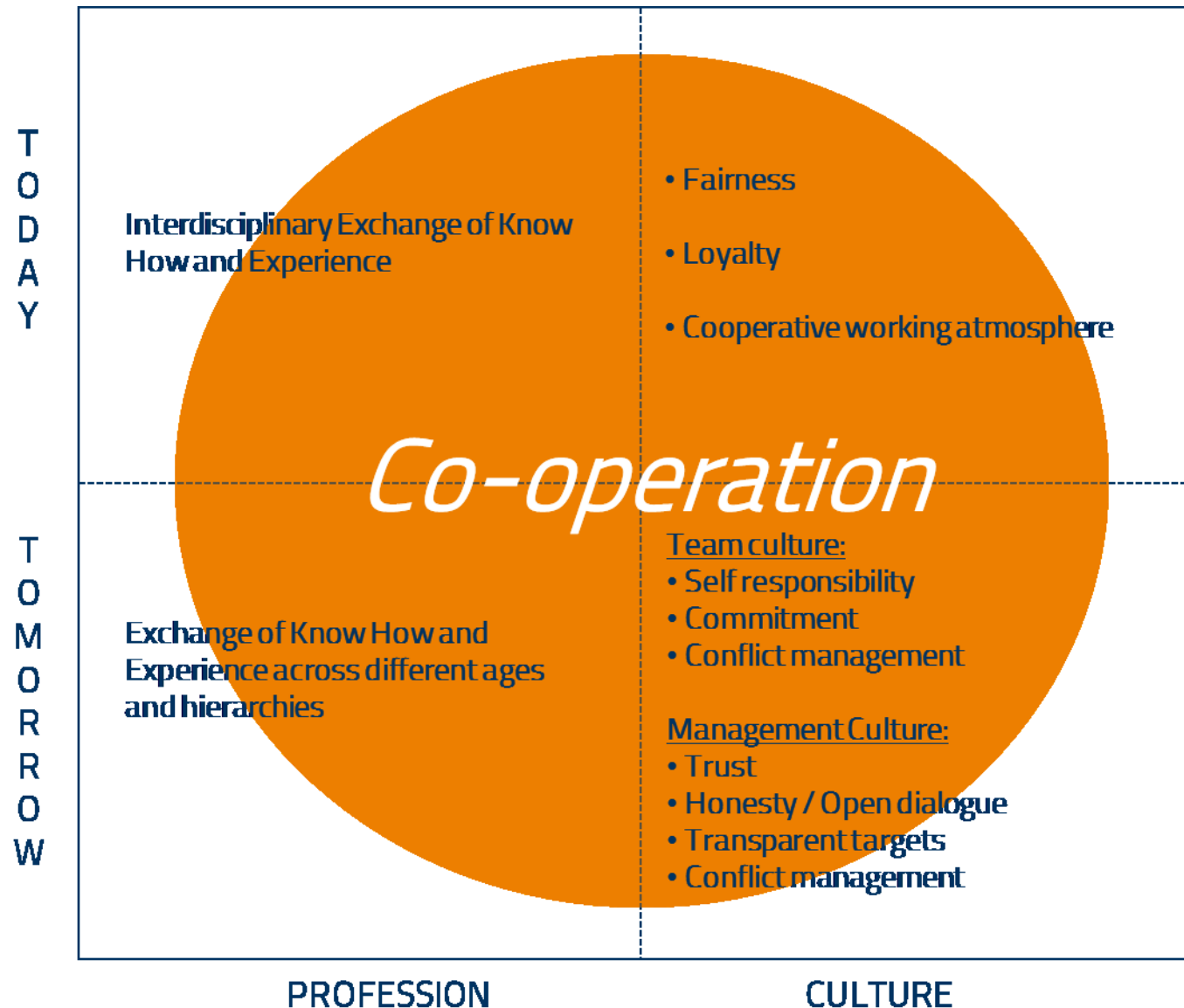
Attractive products are important to all target groups. However, technology and innovations should be more emphasized when addressing engineers and production. They are attracted by the opportunity to work with innovative solutions, to improve current solutions and to create or build something outstanding. When addressing the business population more emphasis should be around the brand, and the fact that you will work for a really strong X brand. The focus should rather be around the brand and the people than on the technical innovations.

How is this differentiating?

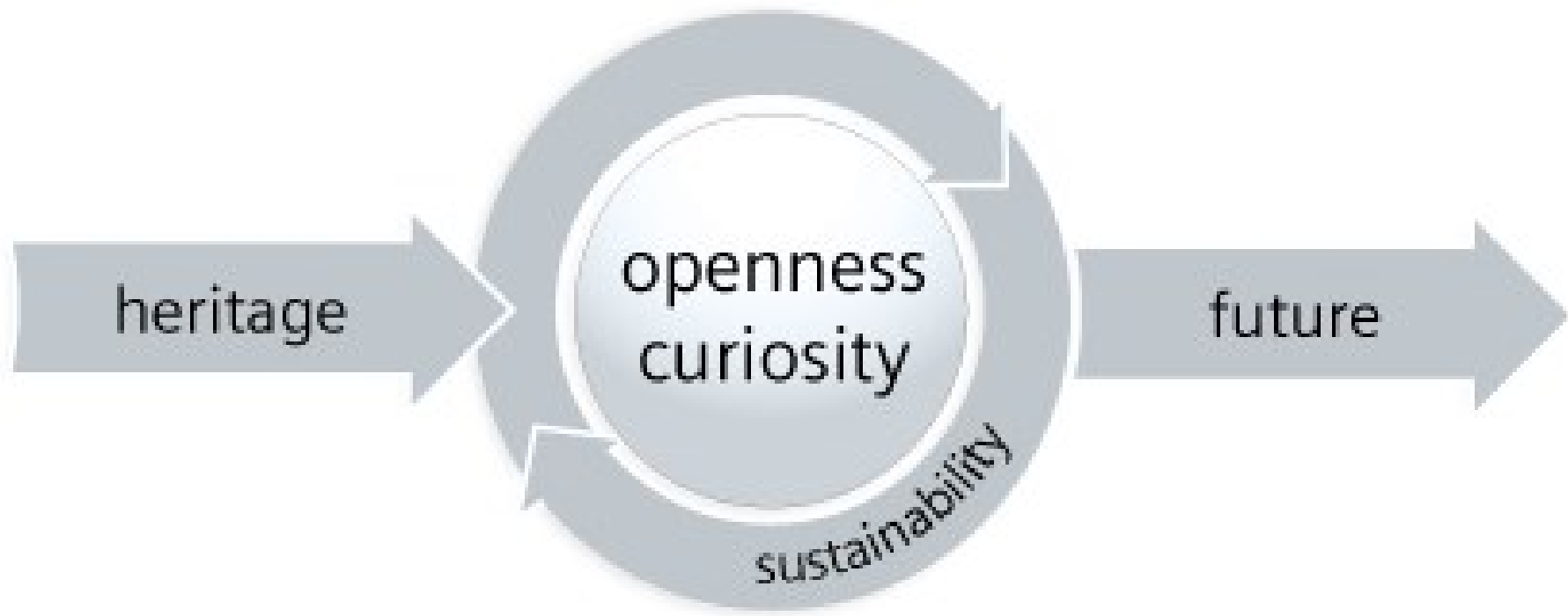


- Work with X design, a X brand
- Product developments (unique Company X examples)
- Opportunity to work for an employer that is trying to reposition its brand

EVP example 2



EVP example 3





JAPAN



INDIA



UNITED KINGDOM



EGYPT



TURKEY



TIBET



CHINA



USA



MORROCO

One size does not fit all



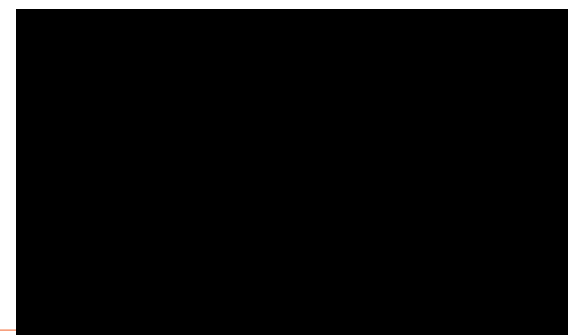
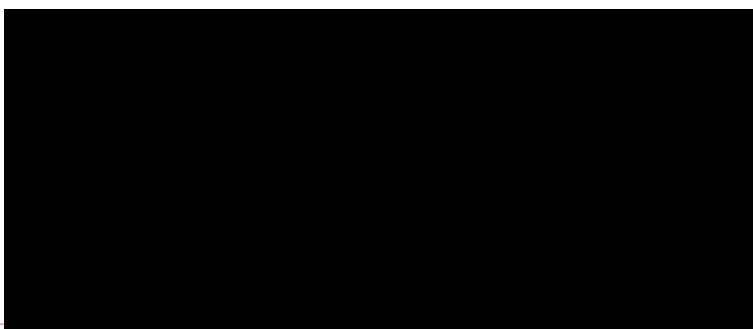
1. Secure employment
2. Innovation
3. A creative and dynamic work environment



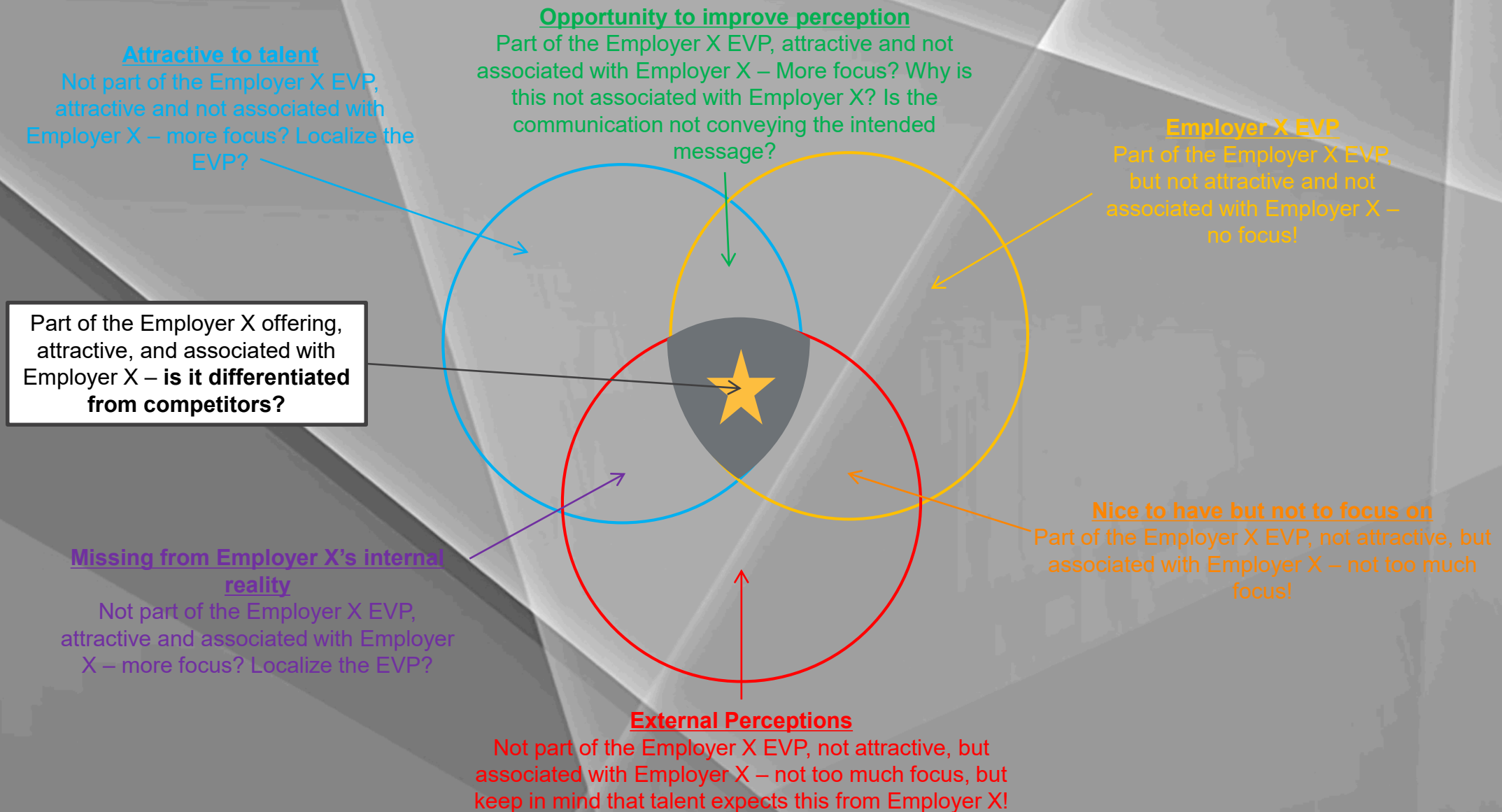
1. Professional training and development
2. Challenging work
3. A creative and dynamic work environment



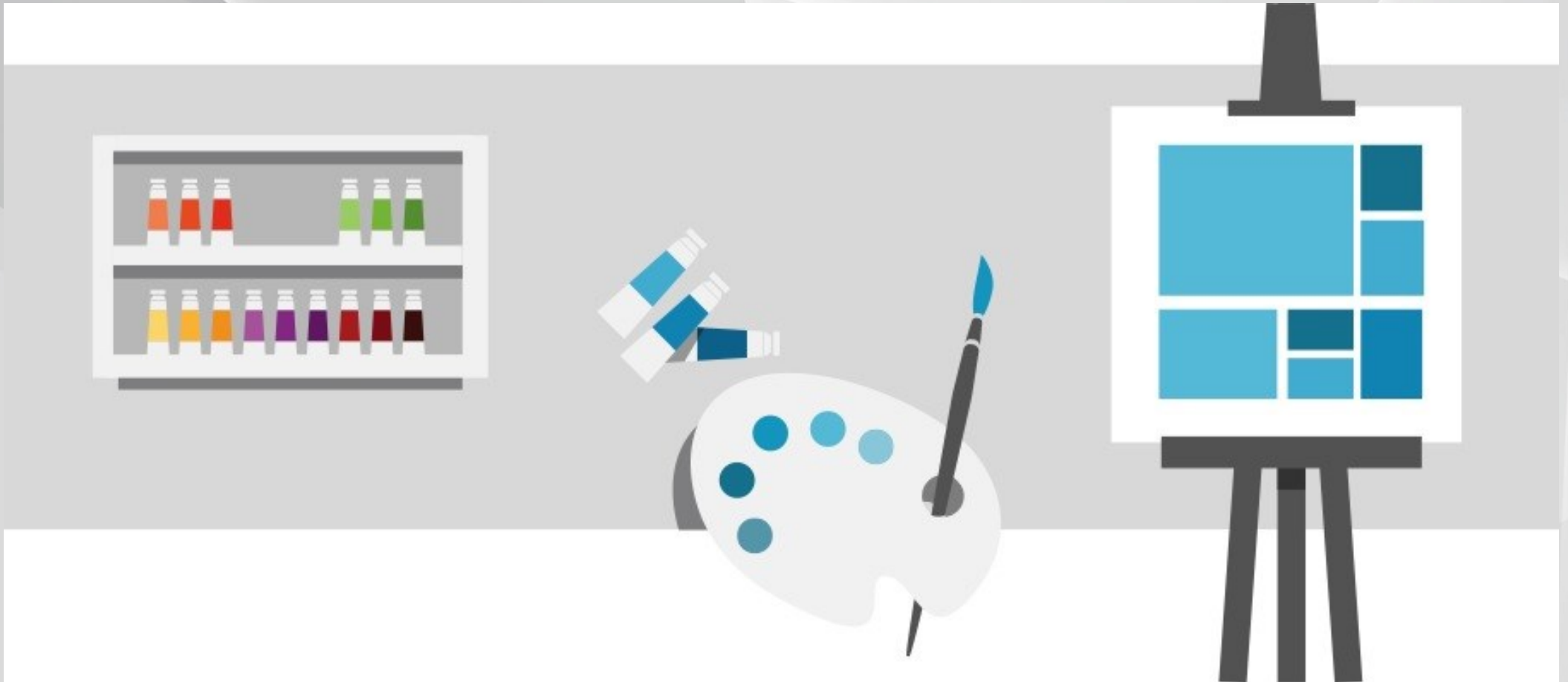
1. High future earnings
2. Professional training and development
3. Competitive base salary



The localization of the EVP



One pallet, many paintings





Be data-led, human and purposeful.







The biggest challenge?

58%

of surveyed HR Leaders believe that **differentiation** is the biggest challenge in their talent attraction work

The Differentiation Challenge

Goldman
Sachs

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A WORLD OF OPPORTUNITIES

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Opportunity



World of opportunities



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WHY GOLDMAN SACHS?

MAKE AN IMPACT AT GOLDMAN
SACHS







As social media gets more crowded, the need to differentiate becomes more important





WHY SO SERIOUS?









SIEMENS*Ingenuity for life*

Employer Brand is NOT:

Top down

Broadcast

Ad campaign

Polished

Scripted

Corporate



Employer Brand is:

Bottom up

Employee-driven

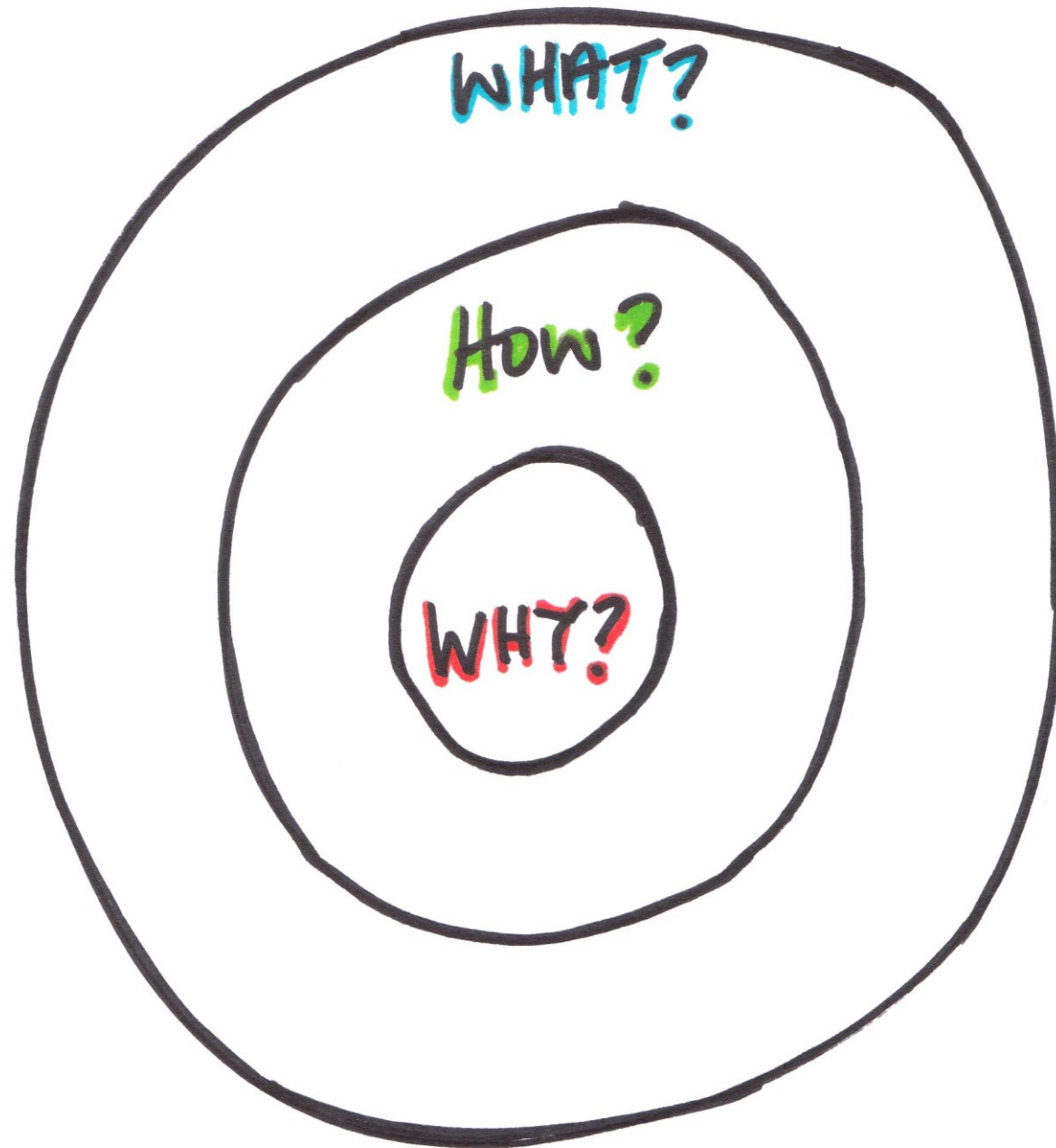
Behind the scenes

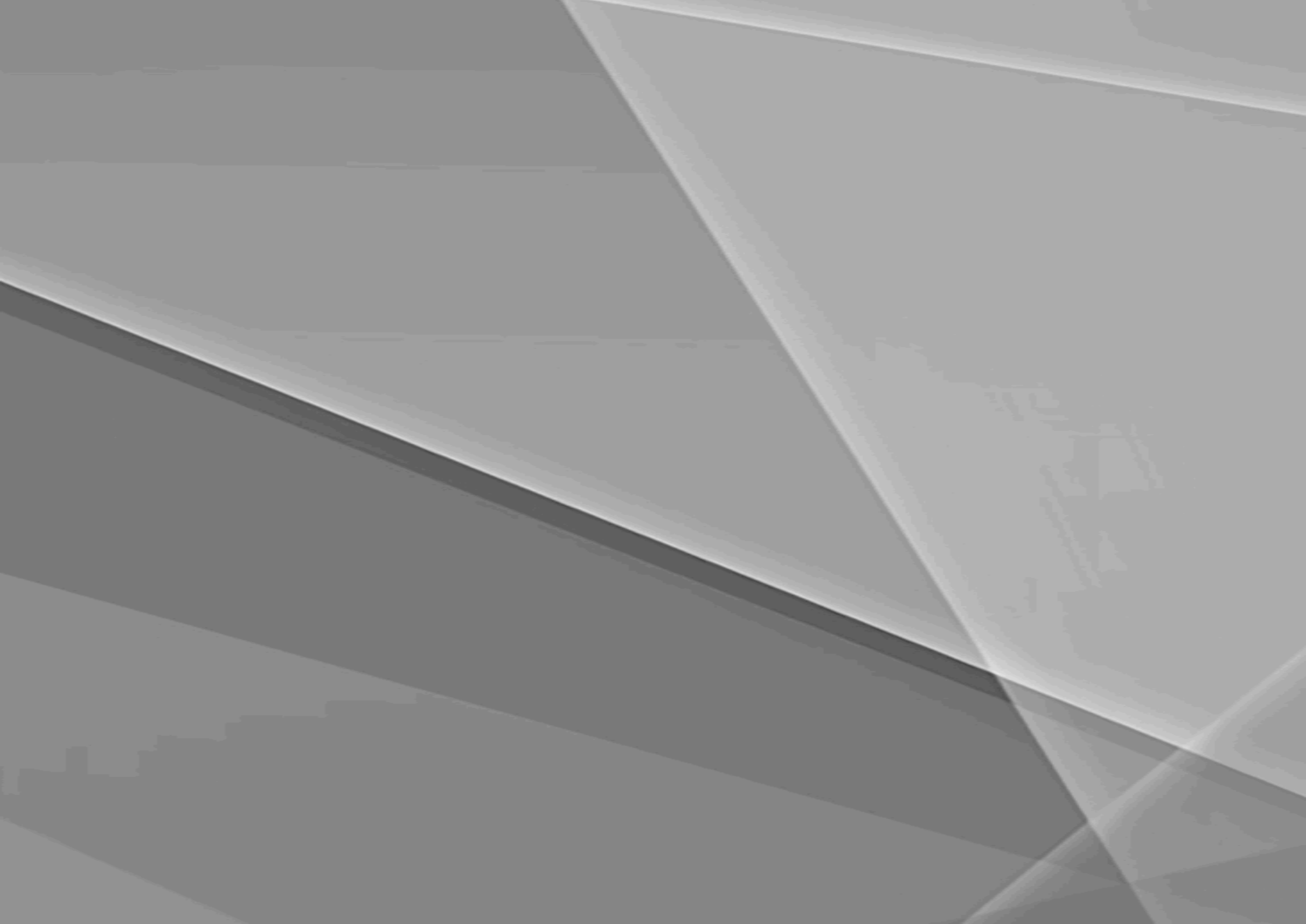
Documentary reportage

Real life

People







They want to hear from employers!

CONTACT ME

83% of young students are open to the idea of being contacted on social media by a future employer regarding work opportunities.



9

1. Define your purpose

2. Have a clear EVP – that is attractive, credible, true, distinct and sustainable

3. Do not only base your strategy on internal findings

4. Have management involvement

5. Localize/adapt – one size does not fit all

6. Dare to be different and clear in your messaging (and have fun!)

7. Always be data-driven, human and purposeful in your communication

8. Leverage and master Social Media

9. Track the success/development – what gets measured gets done!



That's all Folks!



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V

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◆ Bold

N

Want to discuss???

...don't be a stranger



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