


CIRCLE
OF PEERS



Cullen Scholefield

Space to

- Share
- Formulate
- Inform
- Network



INVESTORS
IN PEOPLE

Gold

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Cullen
Scholefield

The People Consultancy

Established 1986

What is Circle of Peers?

The most important aspect is to create
SPACE for you..

To:

- Share
- Formulate
- Inform
- Network

So here goes....



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The Employer Brand:

How to become a Talent Magnet

- Looking at making the intangible more tangible
- Learning from marketing
- My six A's



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Intangible to tangible

There is a hint of a shift from:

- Seeing people costs as liabilities

To

- Valuing talent

<http://www.cipd.co.uk/hr-resources/valuing-your-talent.aspx>

In my book it is early days but this is encouraging.

Learning from marketing

- First brands - 1300 BC - Potters marks
- 1876 - Trade marks introduced
- 1930 - Proctor & Gamble
- 1950 - The Mad Men era
- 1980 - Conscience
- 2008 - Banking crisis - break down of trust
- Now - Emphasis on values

Strong brands



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Thoughts on employer brand

- Jeff Bezos of Amazon “Your brand is your reputation. It’s what people say about you when you’re not in the room”
- The world is changing
- Employer branding is more than just recruitment advertising
- Review your web and social media presence

Thoughts on employer brand

- Pressures such as increasing globalization, recession, an aging population and people demanding more
- Building talent tribes and creating an employment experience that aligns with your Employer Brand Promise is essential
- Hearing your people ask “why would I work anywhere else?” when the head hunter calls
- It is now a source of competitive advantage and business sustainability

P A S P

- **P**urpose - why you exist
- **A**mbition - what you aim to achieve
- **S**trategy - your plan to get there
- **P**roposition - how to best express it

P A S P

Purpose	Ambition	Strategy	Preposition
Why you exist	What you aim to achieve	Plan to get there	How to best express it
5 words	3 goals	3 activities	5 - 10 words
Elevator pitch			
100 words	20 - 30 words	30 - 100 words	100 words

Customer and user experience

- Where, how and when are they likely to experience the brand?
- What are they looking for, what questions will they ask and what information will they seek?
- What are you saying and how are you saying it?

Customer and user experience

- What is the sequence of events they are likely to experience? What can you do to improve this?
- What is most likely to delight them?
- What is most likely to irritate, offend or disenfranchise them?
- How easy are you making it for them?

Six A's

- **A** nalyse
- **A** ttract
- **A** ssimilate
- **A** dvise and give advice
- **A** dvance
- **A** dieu

Analyse

- Our old friend - metrics
- How engaged are your existing people?
- How can you secure a budget unless you know your metrics?
- Define your Employee Value Proposition (EVP)
- How tech savvy are you?

Attract

- Your people are your brand ambassadors
- Engaged people attract other engaged people
- How much is it currently costing you?
- Go back to marketing principles - PASP and the user experience
- What is the EVP for the vacant post?
- Re-evaluate your processes

Assimilate

- Induction, orientation, on boarding, what ever you call it - DO IT!
- Get the infrastructure sorted
- 1 day memory dump is an insult
- 90 days is planful
- Buddy schemes work
- Coaches and mentors are excellent ideas
- Poor inductions disengage

Advise and give advice

- Probationary periods are not about the employee proving they can do the job
- It is also about how you support and help them - after all you selected them!
- Feedback, feedback and more feedback
- Realistic and collaborative target setting
- Measure, review and more feedback!
- Check engagement

Advance

- Growing your own is not an option it is common sense - consider the size of the investment already
- Engaged people are committed to the brand and its values
- Make sure that your career pathways are well explained and publicised. Use:
 - Multi-skilling
 - Lateral and vertical paths
- Recognise and reward

Adieu!

- Ascertain why people leave - so create an environment where honest, frank feedback can be given
- Back to metrics again - measure
- Be sure about the way you measure
- Turnover is not always a bad thing
- Keep in touch with your talent via social media

Adieu!

- “At EY, it is important that employees feel a part of the organisation even after they have left” says Mike Cullen, Global Managing Partner - Talent
- “We want all EY employees - whether future, current or past - to feel like a lifetime member of one of the best business networks in the world.”



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Questions?



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