

HOW YOUR
CORPORATE CULTURE
IMPACTS
TALENT ATTRACTION & RETENTION
—
ARE YOU LOOKING INSIDE OUT?

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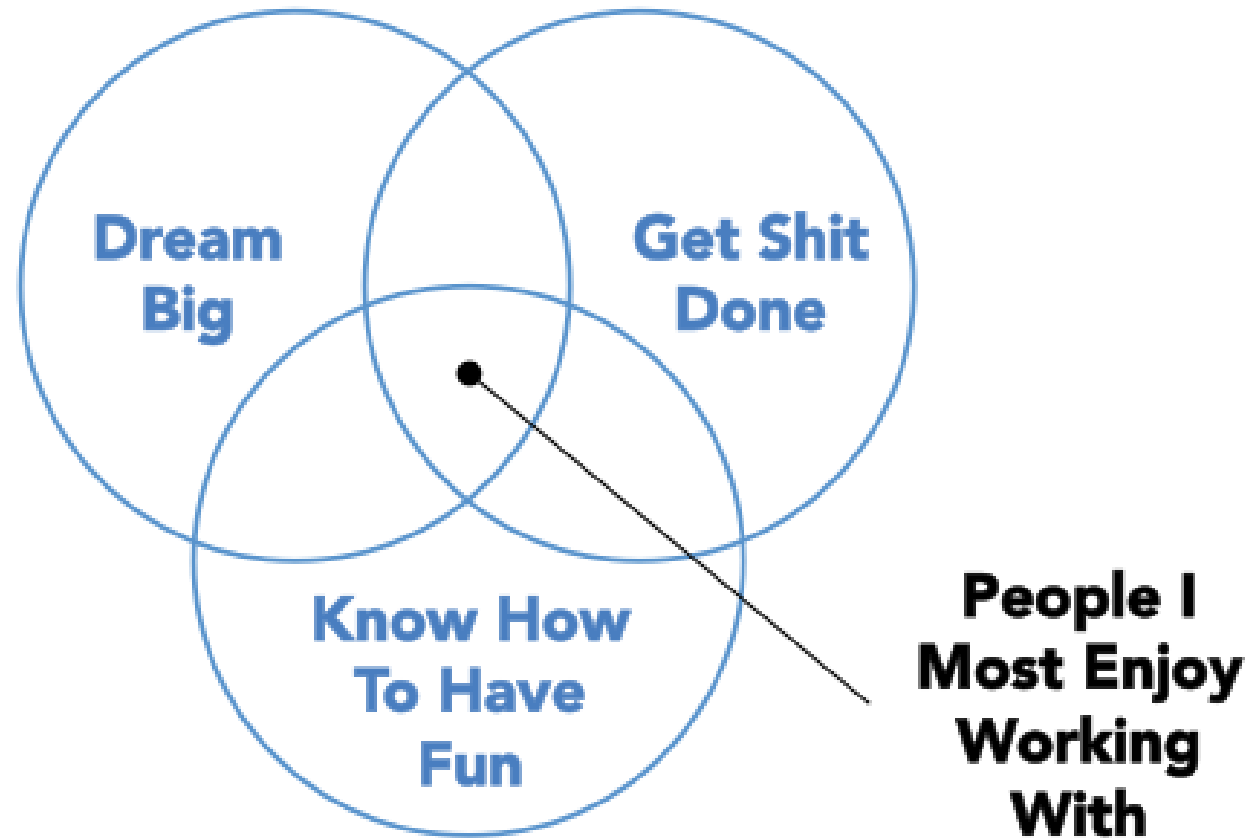
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DEFINE YOUR CORPORATE CULTURE



PCBC CORPORATE CULTURE (JEFF WEINER ON TWITTER)





TWO DEFINITIONS₅

- “Culture is the set of processes in an organization that affects the total motivation of its people”.
- “Culture is an ecosystem.”

CORPORATE CULTURE ISSUES₂

- Corporate culture may not be able to keep up in fast-changing world
- Overly deliberate corporate culture may reduce innovation
- No real enforcement measures or quantification
- Inconsistent execution across the firm
- May dilute with growth
- Not always directly linked to positive business results
- Corporate culture is difficult to own and define
- Shared mindset runs culture

SESSION DESCRIPTION

An organization and the individuals within the organization need to start **looking inside** themselves to **solve** the talent attraction and retention **puzzle**. How your organization and the people inside it **communicate, grow, lead, prioritize** shapes people coming to your organization and how long they stay.

Why



InsideOut

CHRISTIAN SIMPSON

Your **inner** world determines
your **outer** world.










Your psychology, the **quality of
your thinking**

and the behavior it sponsors, is
**the cause of the effects you
know as your results.**



CURIOUS BREAK...

NUMBER OF YEARS IT TOOK FOR EACH PRODUCT TO GAIN 50 MILLION USERS:

Airlines	Automobiles	Telephone	Electricity	Credit Card	Television	ATM	
							
68yrs	62yrs	50yrs	46yrs	28yrs	22yrs	18yrs	
Computer	Cell Phone	Internet	iPods	Youtube	Facebook	Twitter	Pokémon Go
							
14yrs	12yrs	7yrs	4yrs	4yrs	3yrs	2yrs	19 days

WHERE WE ARE GOING?

- Pre-Engagement
- On-Engagement
- In-Engagement
- Re-Engagement
- Self-Engagement



PRE-ENGAGEMENT (BEFORE THEY'RE HIRED)

- What are you doing to recruit talent?
- Millennials (b. 1980-95) want to be lead and not managed—their parents managed them.
- Gen Z (b. post 1985) have different needs than millennials—career growth, fulfilling work, workplace stability
- How are you rejecting candidates?

WHAT'S THE PROOF?

- 92% of job descriptions are not aligned with the necessary behavior skills (e.g. conflict resolution, communication) needed to do that job well₃
- According to an icims report, 62% of Millennials visit a company's social media site to acquire information about jobs₁₂
- 60% of Millennials surveyed said they chose their current employer in part because of the organization's sense of purpose₁₂

PRE-ENGAGEMENT STRATEGIES

- www.everythingpointshere.com
- Service Cold Storage—visitor gift strategy
- Relationship building begins now
- Social Media & Digital Marketing—geofencing, track effectiveness, A/B Testing, retargeting, mobile friendly, email marketing₁₃
- State and federal law compliance
- Job description and interview questions relate to position and functions
- Health, dental, life, STD, LTD, retirement, PTO/vacation/sick
- Telecommuting, flex-time, “workday”
- 40 for 30
- Shiny coins-NEWaukee Bubbler Award Winners

LEADERSHIP FOR MILLENNIALS₃

- Show them respect—be a COACH not a manager
- Tell them why—they want to make a difference
- Let them taste success—recognize them regularly
- Talk to them face-to-face
- Understand the team
- Adopt a conversational style
- Be decisive and strategic

ON-ENGAGEMENT ("PROBATIONARY")

What does on-engagement do?_

- Attract and retain top talent
- Engage employees immediately
- Boost business growth
- Build trust and alignment
- Forge connections with employees
- Encourage open communication
- Decrease attrition



What are you doing with new employees when they are hired AND first arrive?

WHAT'S THE PROOF?

- 51% of participants said they wanted personalized information and advice,
- 76% of new hires think socialization is the most important aspect of onboarding
- Engaged employees are 87% less likely to leave an organization,
- Study by The Center for Creative Leadership suggests that 40% of executives hired at the senior level are pushed out, fail or quit within the first 90 days

SURVEYING EMPLOYEES

- Pre-survey Question Satisfaction₁
 - Compensation practices
 - Hiring/employee development practices
 - Diversity and inclusion practices
 - Social good initiatives
 - Employee protection/fairness initiatives
 - Internal socialization initiatives
 - Company culture

Often the employer perceptions vary widely from the actual employee satisfaction

ON-ENGAGEMENT STRATEGIES

1. Educate the team about the employee, beyond degree and address—get a short bio early
2. Does paperwork drive first impression?
3. Work area set up in advance
4. Get them engaged in the company
5. Physical tour including fire/tornado/emergency
6. Assign an internal or external mentor
7. Learn informal rules
8. Offer new employees opportunities to ask—that means YOU listen
9. Regular/weekly “check-ins”—NOT evaluations
10. Parking, entry to building
11. Dress code-”Dress Appropriately”
12. Set up calendar, email, technology access
13. Swag/Bling
14. Employee Handbook-cultural or legal?

IN-ENGAGEMENT (ONGOING RETENTION)

What are you doing with your current and long-term employees?

Are your current employees in the right positions? (right seat on the bus)

Why should someone stay?



WHAT'S THE PROOF?

- 51% of businesses say the most expensive thing about millennials is training and development₃
- 64% of workers would like to occasionally work from home, while 66% would like to adjust their work hours₃
- According to the World Economic Forum, 70% of employees consider themselves to be disengaged at work.
- According to the Deloitte Millennial Study, 87% of companies report it costs between \$15-25,000 to replace each millennial employee they lose
- According to a recent Gallup poll, 79% of people who have had a bad customer service experience tell others, 55% will recommend a brand
- According to the Federal Reserve Bank of Atlanta, job-switchers saw roughly 30% larger annual pay raises than those who stayed put over 12 months
- According to an icims study, 41% of Baby Boomers think workers should stay with an employer for at least five years; only 13% of Millennials agree

IN-ENGAGEMENT STRATEGIES

- Growth can negatively impact culture
- Quality of life can be as important as paycheck (or is it the other way)
- “Safe-To-Try” strategies—inaction more harmful than perfection, decisions never definite (analysis/paralysis), course correct on real-life feedback, use small dose decisions₄
- Create a company culture committee-cross representation, clear purpose, leadership buy-in, commitment, fresh & current₈
- Flexible scheduling, easier commutes, sunshine, TVs in common areas₉
- Campaigns fade (weight loss/health)—sustained loyalty, engage employees in a purpose₁₀
- Flexible PTO, catered meals, stocked kitchens, nap space₁₀
- Work for 30, grow for 10
- Loyalty, interaction, long-term engagement
- Open floor plans-increase space available, interruption (86 minutes a day) vs. interaction₁₄
- 70% of all offices now have an open floor plan—the question is why?₁₄



RE-ENGAGEMENT (BRING 'EM BACK)

What are you doing when employees leave your organization?

How competitive are your wages?

Are you looking at the whole person—emotional, spiritual, intellectual, social, physical, occupational?



WHAT'S THE PROOF?

- Millennials are willing to give up \$7600 to work for an employee with a good company culture-CultureCon 6/5/18 press release
- 76% of HR professionals say they are more likely to hire “boomerang employees” now than in the past₁₁

RE-ENGAGEMENT STRATEGIES

- Treat former employees as alumni from your college or university
- Regular communication from a variety of “channels”
- Social media sharing the fun and energy
- Measure the success—exit “conversation”
- Are they brand ambassadors?
- Job transitioning services

IS IT REALLY ABOUT THE FOOSBALL TABLE?

“After all economists and workforce experts say, a community can do all the placemaking and quality of life enhancements it wants; companies can add flexibility into the schedule and decent vacations. But at the end of the day, bills need to be paid, and you need money to enjoy all that stuff.

Sure, maybe your community is busy making itself the coolest place around where potential employees want to live, but so is just about every other community. Wages matter.”¹⁵



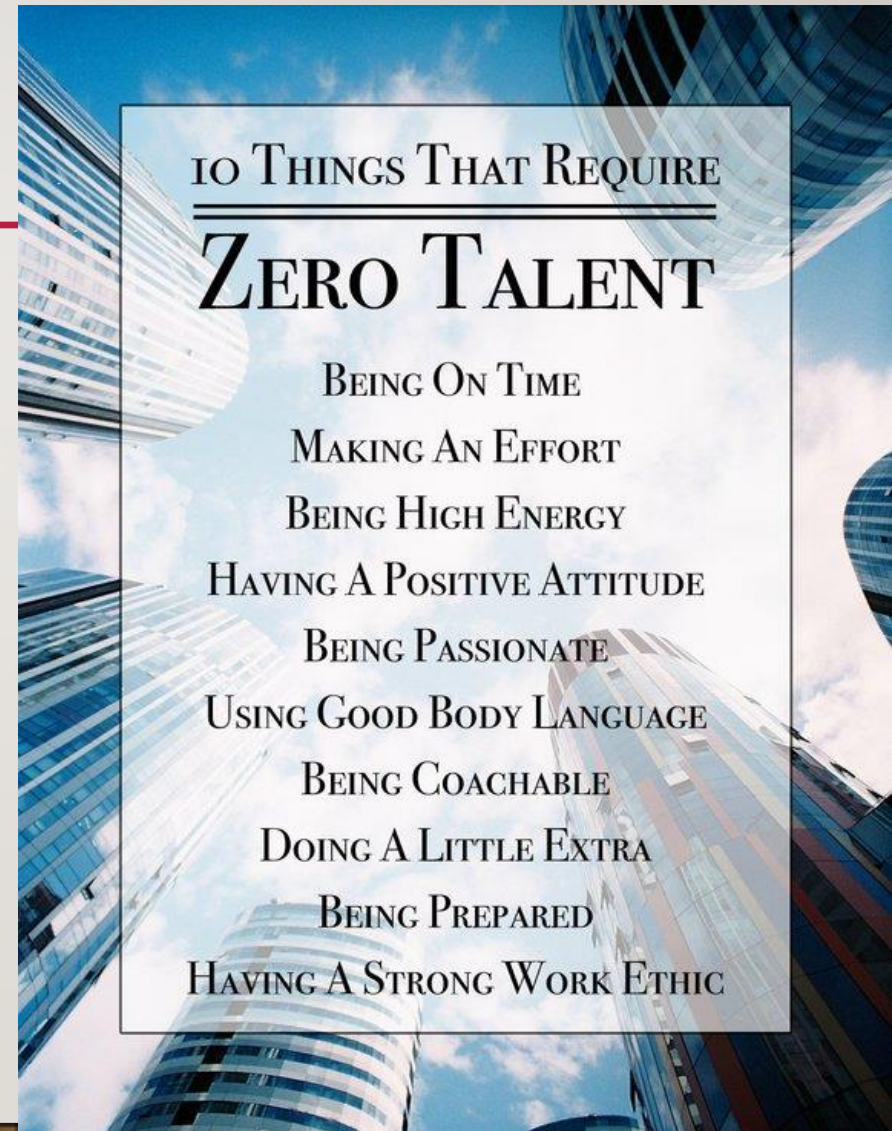
SELF-ENGAGEMENT

What are you doing for yourself?

Spending time to think?

Intentional reading?

How are you growing?



WHAT'S THE PROOF?

- 69% of millennials aspire to be leaders in the next five years₆
- 60% of millennials want leadership skills training from their employer—career planning is 34%₆
- John Maxwell-Employees don't leave jobs—they leave MANAGERS.

THE 5 LEVELS OF LEADERSHIP

5 PINNACLE

Respect

People follow because of who you are and what you represent.



4 PEOPLE DEVELOPMENT

Reproduction

People follow because of what you have done for them.



3 PRODUCTION

Results

People follow because of what you have done for the organization.



2 PERMISSION

Relationships

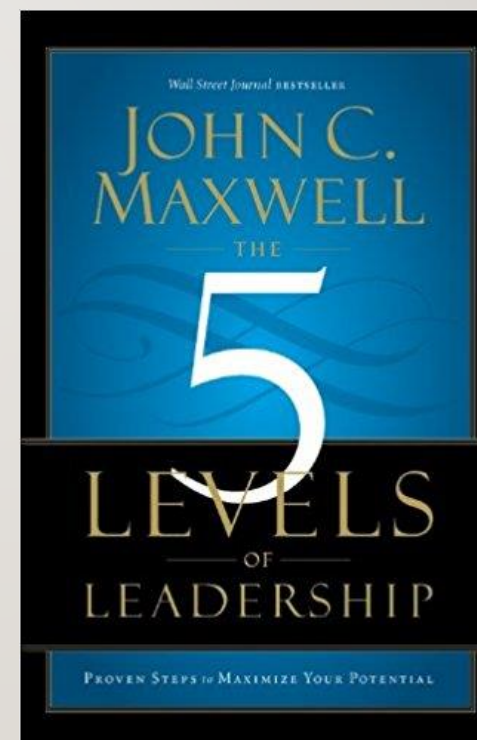
People follow because they want to.



1 POSITION

Rights

People follow because they have to.



SELF- ENGAGEMENT STRATEGIES

WHAT ABOUT YOU & YOUR STAFF?



PERSONAL
GROWTH



LEADERSHIP



COMMUNICATION



PRIORITIZATION



FAILURE, WINNING
& LEARNING



DISC



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