

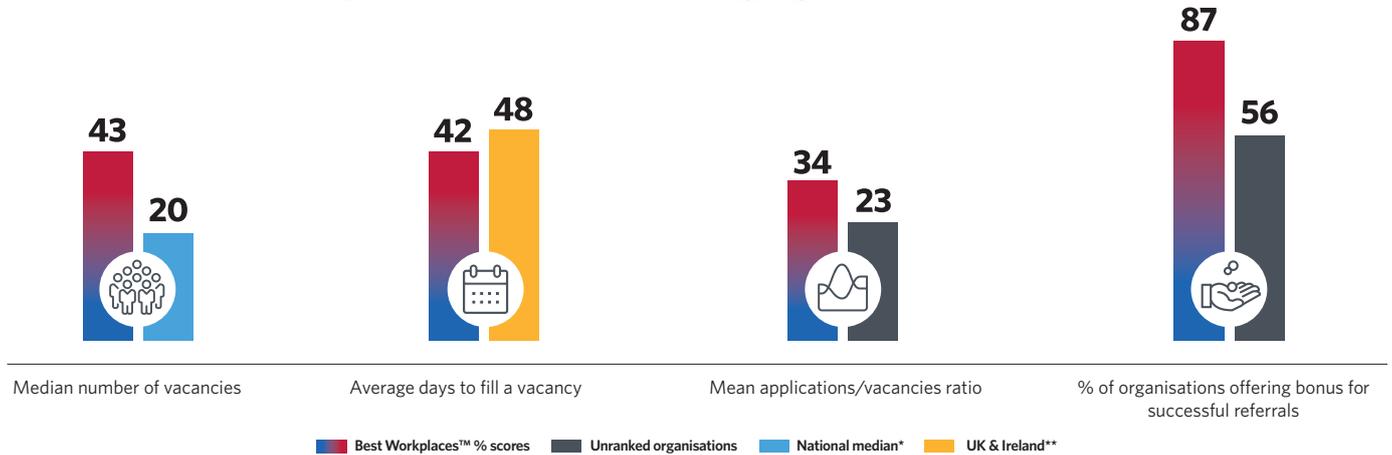


Recruitment & retention

What are the key trends in recruitment and retention, and how can Great Place to Work® help you attract and retain the best?



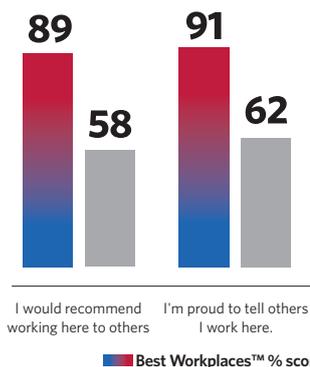
Great workplaces are leading the way in recruiting great talent



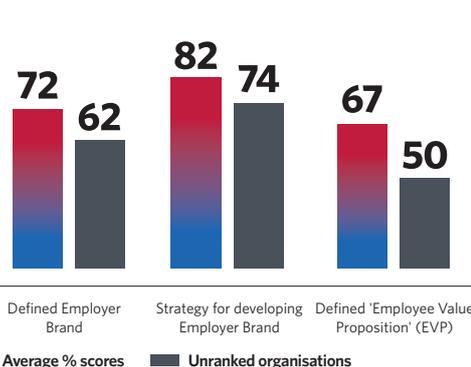
* CIPD (2017) Resourcing and Talent Planning. Available at: cipd.co.uk ** Workable (2016) Available at: resources.workable.com

- ✓ **Employer of choice** – recognition as a Best Workplace™ tells the market ‘we’re a great employer’ and is a key element of many organisations’ employer branding strategies
- ✓ **Attraction** – a strong employer brand attracts an employee who is most likely to support the organisation’s brand and values
- ✓ **Retention** – employees are more committed, less likely to leave
- ✓ **Advocacy** – employees become brand ambassadors

Are your employees brand ambassadors?



Do you have an Employer Brand?



“Great Place to Work® has given us an employer of choice accreditation which has enabled us to take proof that we are a great place to work to the external market, strengthening our employer value proposition.

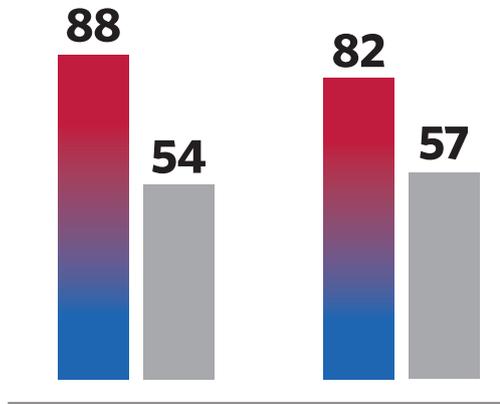
Over the last year, we have also brought a large proportion of our recruitment in-house, saving a massive £200k.

James Watt, VP of HR, KFC UK & Ireland



Great workplaces are talent retainers

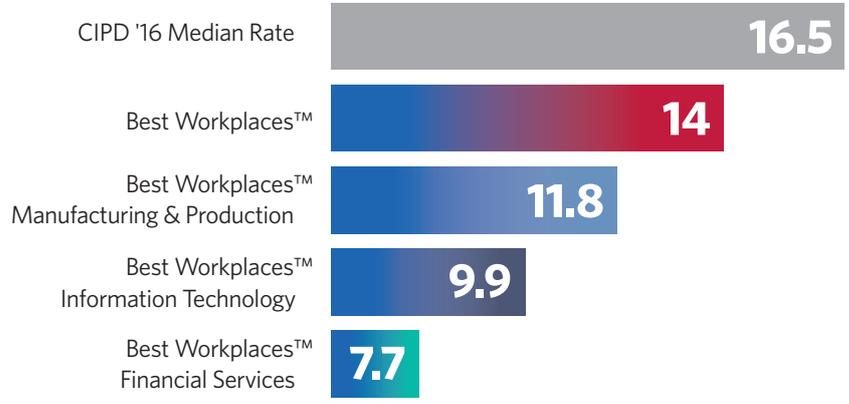
Intention to stay



Taking everything into account, I'd say this is a great place to work. I want to work here for a long time.

Best Workplaces™ % scores UK Average % scores

Median employee turnover rate



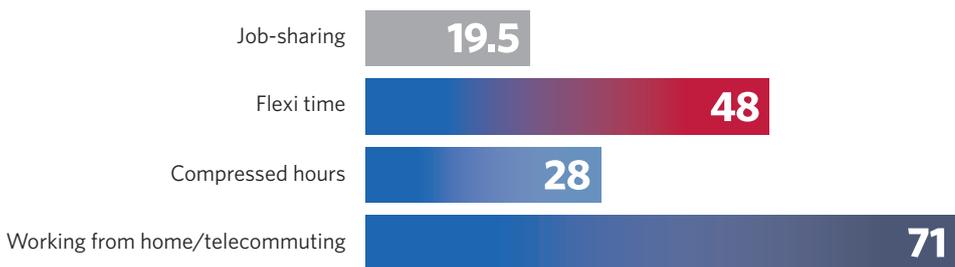
In 2016, more than 80% of UK organisations had challenges retaining one or more workforce groups.

One of the best ways of reducing voluntary staff turnover – and the costs associated with it – is to focus on developing a high trust culture. Why trust? Because trust is a key driver of engagement.

Culture is an organisation's strongest competitive advantage. Organisations which build trust and engagement create workplace cultures that deliver outstanding business performance.

Who wants to leave an organisation with a great culture and reputation?

Percentage of Best Workplaces™ offering flexible working



*39% of employees would be more loyal to a business if they offered flexible working**

Employees who have training opportunities tend to be more competitive, more engaged and adapt better to organisational changes. According to CIPD, the most popular strategy in 2017 for improving staff retention was through increasing learning and development opportunities (57%).

Annual training spending per employee (Median in £)



Hours of training per employee (Median)



* Censuswide/Unify (2015) Newsroom: 'More than a third of Brits claim their companies still do not offer flexible working despite the UK's new Flexible

** CIPD (2015) Learning and Development. Available at: cipd.co.uk



Recruitment in action

INNOVATIVE TALENT RECRUITMENT AT BLOCKET

Best Workplace™ Blocket felt that traditional methods of recruiting the developers they needed were insufficient. So they came up with the idea of hiding “Easter Eggs” – hidden codes – on their website. These “Easter Eggs” could only be understood and resolved by skilled developers. Through a media campaign and on their website Blocket communicated that those who managed to solve the codes would get a recruiting call. The campaign was a success, both in terms of recruitment and media attention. Out of the 25 people who were called for interview, five were hired instantly.



EARLY INVOLVEMENT AT CISCO

Cisco recognise that tomorrow's innovators are today's top students. They hire 104 interns and graduates each year. Cisco's corporate culture is founded in education and they are proud of the breadth and diversity of their University Connection programmes. Their sales graduate scheme has been in place for many years and is highly regarded amongst the universities they partner with and their students. Cisco's apprenticeship programme has been running for 6 years and they currently have 58 apprentices. 100% of their apprentices from previous years have been offered roles in Cisco at the end of the programme.



TALENT PIPELINE AT SAS

SAS CEO and founder Dr. Goodnight is passionate about attracting and retaining talent. SAS have a long history of taking raw graduate talent and turning it into leaders and exemplary engineers. Two Directors of Research and Development, the Principal Software Developer and a Senior Software Development Manager have been recruited this way. They and many other graduates have been mentored and developed into consummate software professionals who are today considered to be SAS' top talent and are in high demand.



Retention in action

STRONG MANAGEMENT

Managers create a workplace where employees thrive and stay

Danone's 'Advanced Coaching Expertise' is a programme for managers and leaders which involves cross-functional, peer and team coaching sessions with colleagues.

The sessions give the senior leadership team the time to develop skills by gaining hands-on experience. This gives managers the tools to have better conversations with employees, providing support and facilitating key decisions on personal growth and development. In order to maintain their accreditation, coaches must coach at least two people per year as well as those within their teams.



WELLBEING

The employee feel-good factor

Financial wellness programmes are one of the most innovative employee benefits. Issues related to personal finances (e.g. money worries/debt, unexpected expenses, mortgage increases, retirement plans, etc) cause stress, lack of concentration and absenteeism, and eventually impact on work performance.

Hyatt offers one-on-one financial/retirement planning for colleagues. Services range from assistance with budgeting to information on how to invest. Financial education representatives visit the hotels and hold educational meetings with colleagues which are free of charge.



PERSONAL GROWTH OPPORTUNITIES

Effective career-pathing boosts retention

Salesforce is growing fast around the world and as their teams and products expand, so do their career opportunities. Salesforce encourage their people to grow and develop within the company; employees are encouraged to job shadow or find mentors through their internal app and can access internal positions across departments on their internal job board listings. They know that their people are talented so they do everything to make their career dreams a reality within the company. And if a desired role doesn't exist yet? Employees have the opportunity to create their next dream job. By welcoming out-of-the-box career thinking, they encourage employees to learn, grow and develop in innovative new ways, all within the Salesforce ecosystem.



Want to know more? Get in touch today for a no-obligation chat.

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