



# Engaging Young People

Monday 22<sup>nd</sup> February 2016

# Current Environment

## Low Engagement

The UK ranks **18th** for Employee Engagement! against other GDP countries

## Low Productivity

We produce on average **30%** less per hour than workers in Germany, the US and France

## Low Unemployment

Lots of people entering the job market!

## High Competition

The market place is more competitive than ever!

Competition for:

- Customers
- Talent
- Resource

## Fast Paced

Technology  
Communication  
Change

# VUCA

## *Volatility*

- unexpected
- unstable
- of unknown duration

## *Uncertainty*

- cause is unknown
- outcome is unknown
- impact is unknown

## *Complexity*

- many interconnected components
- volume of information overwhelming

## *Ambiguity*

- little or no information
- unclear relationships

# Companies need to be...

- More agile
- Harness different capabilities
- Experts in Change Management
- Customer focused
- Have skills in digital technology, information management
- Innovative
- Diverse



# Multi generational workforce

## Move Over, Millennials, Here Comes Generation Z

Gen Z, Gen Y, baby boomers – a guide to all those complex generational labels. Do you know who you are?  
As a new report says Generation Z are smarter and more productive than Millennials, here's a guide to all those complex generational labels. Do you know who you are?  
Baby Boomers from your Millennials?

Global

By 2020, Millennials Will Comprise Half the Global Workforce<sup>4</sup>

BUSINESS JOURNAL AUGUST 6, 2013

PRINT

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## There's a Generation Gap in Your Workplace

### Generation Z: Who are they and what do they want?

FEB 16, 2016 @ 12:30 PM 1,417 VIEWS

## Retailers Think Millennials Are Tough? Wait Until Gen Z Joins The Workforce

## Digital Natives

Grown up in world of smart phones, social media – They are completely at home with Technology!



## Liberal (& Opinionated)

Social media has facilitated sharing opinions and news on much wider scale



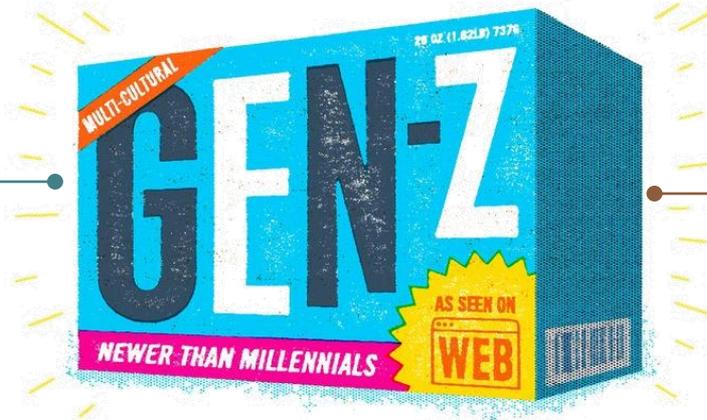
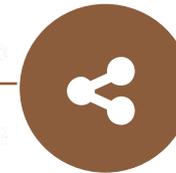
## Connected

Accustomed to constant access to information but not necessarily retention



## Brave new world...

Grown up in world of 9/11, recession, war – actually draw parallels with “Silent Generation”



## Entrepreneurs

Grown up with role models like Steve Jobs, Mark Zuckerberg etc. Tech gives ability to run start ups, to be an online blogger...



## Online Shoppers

Less brand loyal – demand high capabilities of finding info and shopping online.



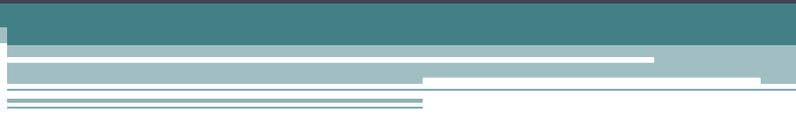




Discussion

# Employer Branding

Should you brand differently?

A series of horizontal lines of varying lengths and colors (teal, light blue, white) extending from the right side of the slide.







# Why is it important?

- **Aids the attraction and recruitment of best candidates in competitive market**
  - Only **28%** of talent pool (CEB 2014) is considered high quality
  - Companies who build a strong employer brand have **54%** increase in applicant quality e.g. Apple, Google, JLP
  - **80%** of an applicant's decision to apply to a company is based on sources such as peer feedback and online reviews
  - **53%** of candidates not accept a job from a company with a poor employer brand (Linked – In 2015)
- **58% of UK candidates would no longer purchase from a brand if they have a poor candidate experience. With 1 in 3 telling friends, 1 in 5 stop purchasing & 1 in 8 using social media to share negative experience**



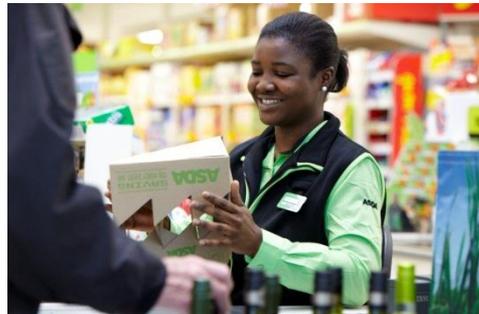
# Employer Value Proposition (EVP)

**Our Purpose**

**“Save Money, Live Better”**

**Our Beliefs**

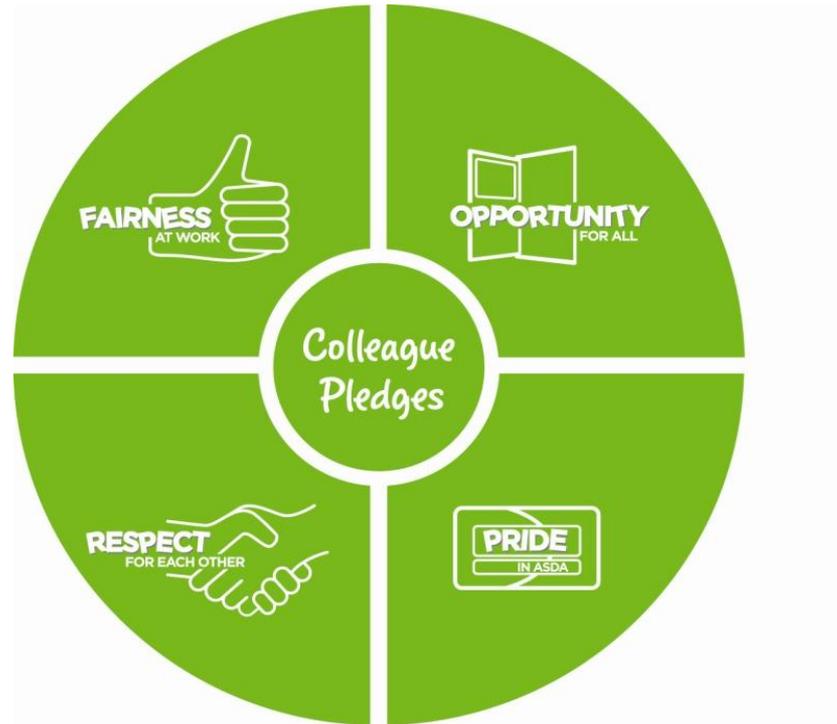
**Service to our Customers  
Respect for the Individual  
Strive for Excellence  
Act with Integrity**





# Employer Value Proposition (EVP)

## Our Colleague Pledges







# Employer Value Proposition (EVP)



Customer Proposition

Employer Proposition

You're better  
We're better  
They're better  
Everyone's better

**Live better with Asda.**

Our EVP translates our colleague pledges to discover a single, straightforward thought that sums up what it's like to work for Asda, and our purpose to help people **Save money. Live better.**

This is the message that will be used in every piece of material that we produce to excite, recruit and keep people. So when we create any recruitment marketing or advertising, we must always be thinking about this message. How a career at Asda, through benefits, experiences, development, opportunities, friends, family, customers and everything else, will help our audience **live better**. It makes Asda the first place people will go to get their food, clothes. And careers.



Leeds City Council  
Engaging young  
people through  
Branding

# Corporate Branding

- Leeds City Council
  - The Service
  - The City
  - The Employer



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## Events

**18** **Funny Faces Crafts**  
Leeds City Museum  
18 February 2016 - 10:00am

**18** **Yeadon Storytime**  
Yeadon library  
18 February 2016 - 10:00am

**18** **Chapel Allerton Storytime**  
Chapel Allerton library  
18 February 2016 - 10:30am

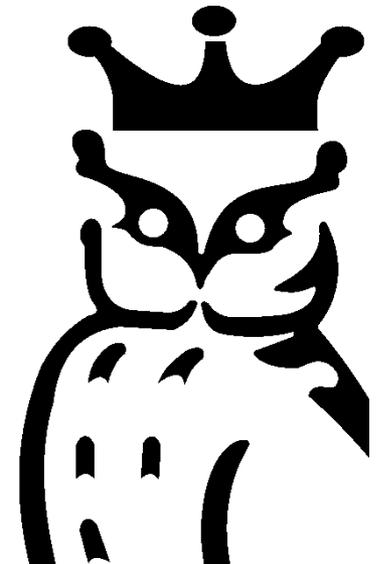
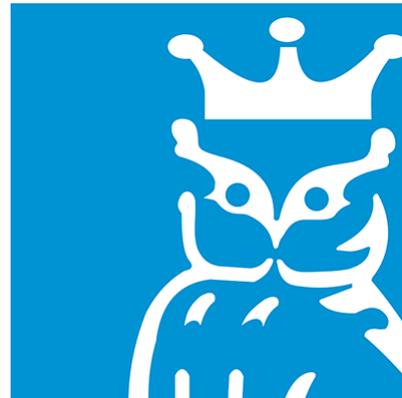
[All events](#) 

# Leeds Images

**Leeds<sup>®</sup>**  
**Live it**  
**Love it**



**Leeds**  
CITY COUNCIL



# Best City



**MY CITY**  
**MY WORK**  
**MY FUTURE**



# Breakouts