

AEB HR Conference

EMPLOYER BRANDING
May 16, 2008



*connectedthinking

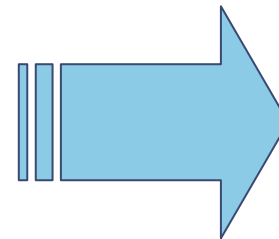
PRICEWATERHOUSECOOPERS 

Agenda

1. Introduction
2. What is employer branding?
3. Why have employer branding?
4. When is the time to develop your employer brand?
5. Who is responsible for employer branding?
6. Questions

Key trends in Russian labour market

- Demographic situation
- Generation Y
- Dearth of deep functional expertise + experience
- Changing loyalty standards
- Escalating salary + status expectations
- High employee turnover
- War for talent
- Return on workforce investment



employer
branding

Demographic forecast 2010-2013 of graduate recruitment in Russia

By 2013 a drop in the population by age groups will be:

15-19 year-olds by 46%

17 year-olds by 45%

20-24 year-olds 21%

By 2013 number of 23 year olds after a slight growth will decrease by 14%

Employer Branding as a key enabler of Recruitment and Retention

‘Tomorrow’s CEOs will spend more time on their organisation’s reputation as an employer than with the investment community (and fund managers will worry if they don’t).’
- Simon Barrow, Chairman, People in Business

Why Employer Branding?

It's what attracts and retains people

It's your company's uniqueness, your proposition to potential employees

"Top 10 Clues that the Best Employees are Leaving"

- They start dressing better
- They take lunches at different times
- Their production drops off
- They seem "quiet" or "down"
- They request vacation one day at a time
- They are "sick" more often
- They stop championing their positions
- They stop volunteering
- They get more incoming phone calls than usual
- And they ask you for a reference

Employee perspective

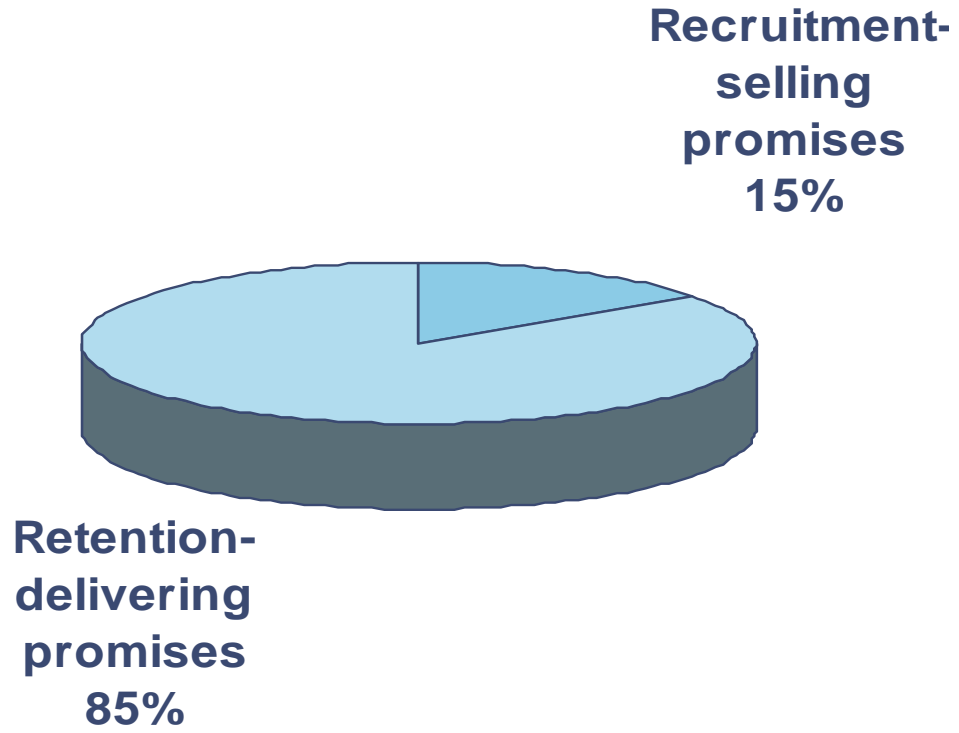
3 top reasons why employees begin searching for a new job:

- 53 percent seek better compensation and benefits
- 35 percent cited dissatisfaction with potential career development
- 32 percent said they were ready for a new experience

But is it really so?

So what is Employer Branding?

Employees join organizations specifically for the rewards and opportunities and stay for the people and the organization



EVP
**Company Brand / Employer Brand-
People Strategy**



**Differentiation in
the labour market**

The employer brand provides an opportunity to create + maintain a bond with the 'right' people – those who will feel an affinity with the organisation and who will thrive and perform to their fullest potential in its culture.

Who is responsible for employer branding?



HR's impact on the employer brand



PwC's HR impact on PwC employer brand



Examples of measuring our employer brand effectiveness

Internal

- Global People Survey
- Recruitment process review

External

- Employer Brand of the Year 2006 and 2007
- Exit interviews

How is your employer brand?

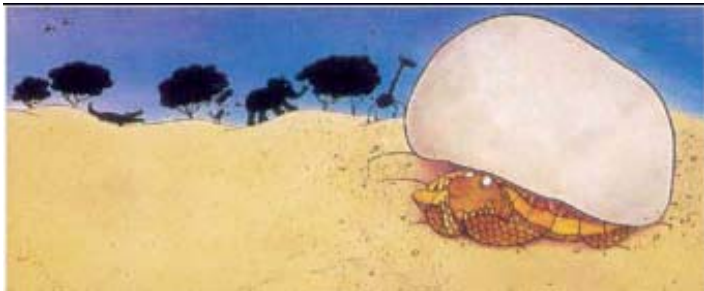
Every picture tells a story



- Staff and management seen as locked in confrontation



- Dictatorial/hierarchical management approach



- The service is seen as avoiding issues – people expect support from management, but feel they don't get it

And how would you like it to be?

Questions?