



**CREATING A WINNING TALENT STRATEGY -
BUILDING A BRAND EMPLOYEES WANT TO WORK FOR**



**WE BUILD BADASS BRANDS
THAT PEOPLE WANT TO
WORK WITH AND FOR.**

WHERE IS YOUR COMPANY?

IN 2021 IS YOUR BUSINESS BETTER, THE SAME, OR WORSE?

IS YOUR WORKFORCE REMOTE, ONSITE, HYBRID?

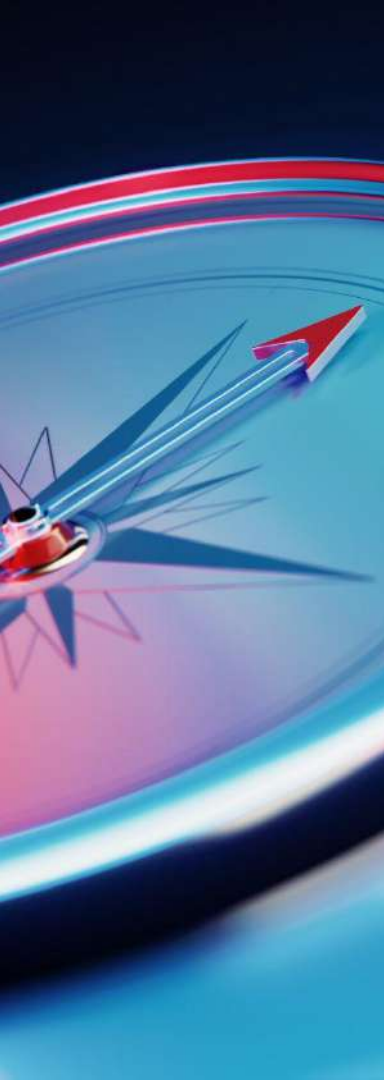
IS YOUR BUSINESS HIRING, REDUCING STAFF, ON-HOLD?



KATHY STEELE
CEO - RED CAFFEINE

AGENDA

- **WHY BUILD A BUSINESS EMPLOYEES WANT TO WORK FOR?**
- **GET IN THE GAME - CREATE YOUR EMPLOYER BRANDING STRATEGY**
- **AUTOMATE YOUR GAME - TRANSFORM YOUR HR TECH STACK**
- **ELEVATE YOUR GAME - EMPLOYER BRANDING TRENDS FOR 2022**
- **LIVE Q/A & SHARED EXPERIENCES**



EMPLOYER BRAND IS YOUR BRAND.

A TALENT STRATEGY
IS A CORE DRIVER OF
YOUR BUSINESS.

FINANCIAL

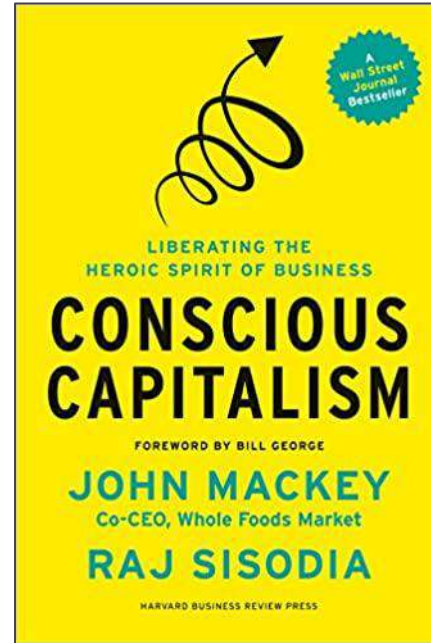
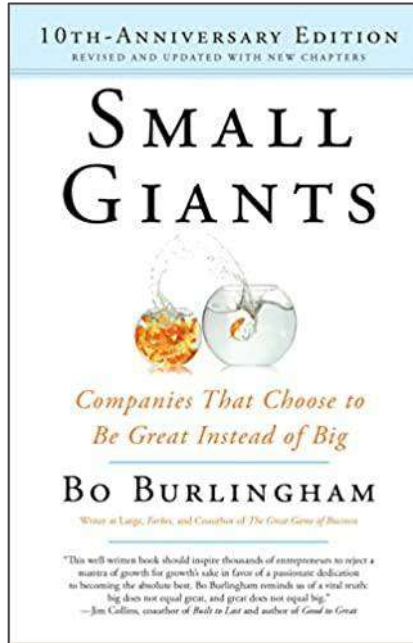
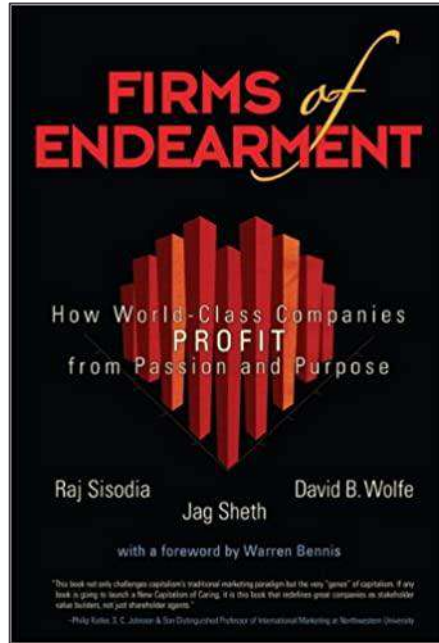


**HUMAN CAPITAL
IS ONE OF A
COMPANY'S BIGGEST
EXPENSES.**

70%

**OF OVERALL
ANNUAL BUDGET
IS SPENT ON
HUMAN CAPITAL.**

VISION, VALUES, PURPOSE & ROE



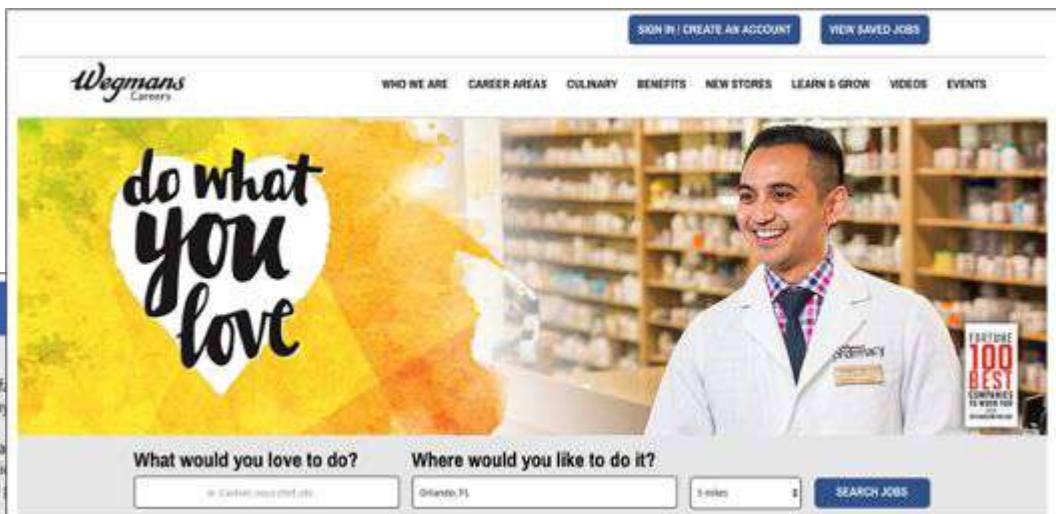
VISION, VALUES, PURPOSE & ROE

Wegmans

Financial Rewards



- At Wegmans we know that making sure our starting pay is competitive with our competitors.
- Premium pay above your base pay for working on Sunday or a recognized holiday.
- We offer regular, scheduled raises.
- To help you learn and grow, we offer development programs to build both your career and earning potential.
- A 401(k) plan that matches 50% of your contribution, on up to the first 6% of pay that you save.
- The Wegmans Retirement Plan contribution, which is unique to our industry; It is our way to reward employees for their service and help them save for retirement.
- Discounts on mobile phone service, computers, and tickets to movies and amusement parks.



REVENUE OPPORTUNITY LOSS



**JOB
STAYS
OPEN**

X

**DAILY REVENUE OF A
SINGLE EMPLOYEE**

**EMPLOYEE EARNING \$50,000 ANNUALLY
= REVENUE LOSS OF \$450 PER DAY***

@ 40 DAYS = REVENUE LOSS OF \$18,000

@ 6 MONTHS = REVENUE LOSS OF \$50,000

*Source: HR Industry reports project employees to generate 2-3X their salary. A calculation of 2X is used here.

RECRUITMENT IS COSTLY

AVERAGE HIRING COSTS

Cost Per Hire
\$4,000



TIME TO FILL
A POSITION



COST PER HIRES



12 EMPLOYEES
\$48,000



50 EMPLOYEES
\$200,000

PRODUCTIVITY LOSS



2 YEARS

NEW HIRE TO
REACH
PRODUCTIVITY
LEVEL EXISTING

ONBOARDING AN EMPLOYEE

\$50K PER YEAR

50%

PRODUCTIVITY COST

1 EMPLOYEE = \$25,000 YR

10 EMPLOYEES = \$250,000 YR

PLANNING QUESTIONS

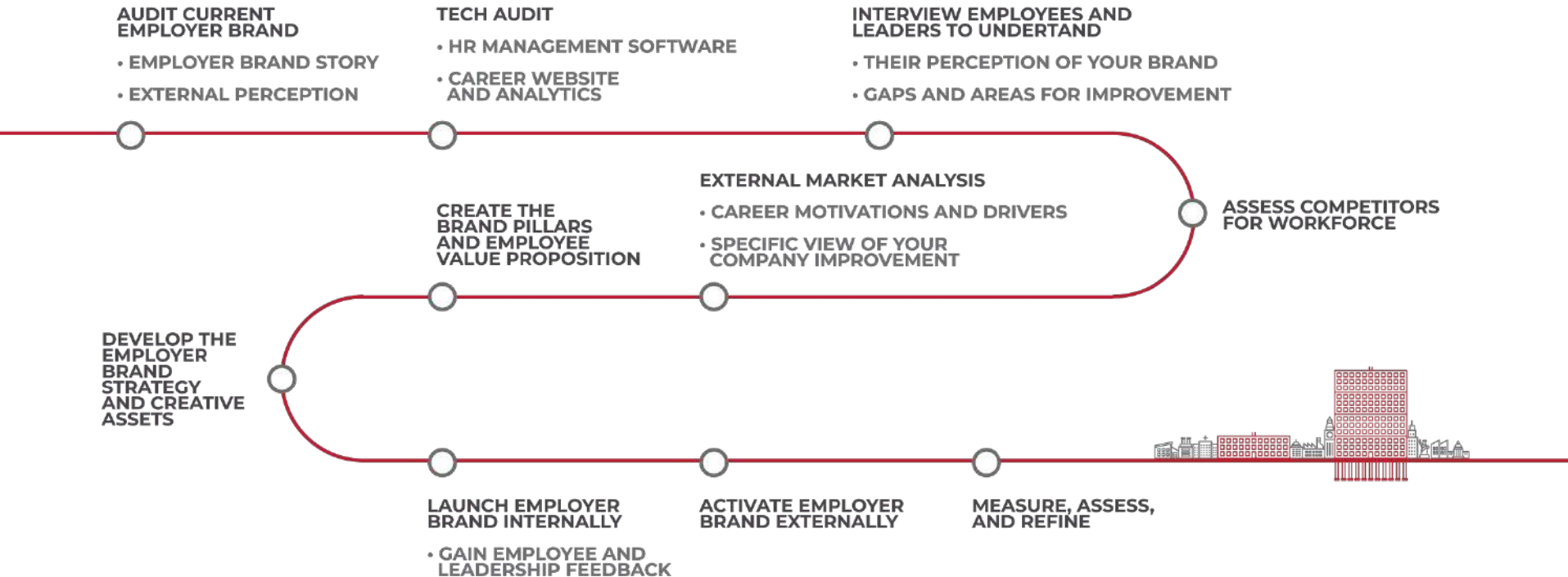
**DOES OUR COMPANY LEADERSHIP RECOGNIZE
THAT OUR TALENT STRATEGY IS A CRITICAL FINANCIAL
DRIVER FOR OUR BUSINESS?**

**IS THERE AN IMPACT ON YOUR BUSINESS IF YOU DON'T
INVEST IN YOUR BRAND/TALENT STRATEGY?**

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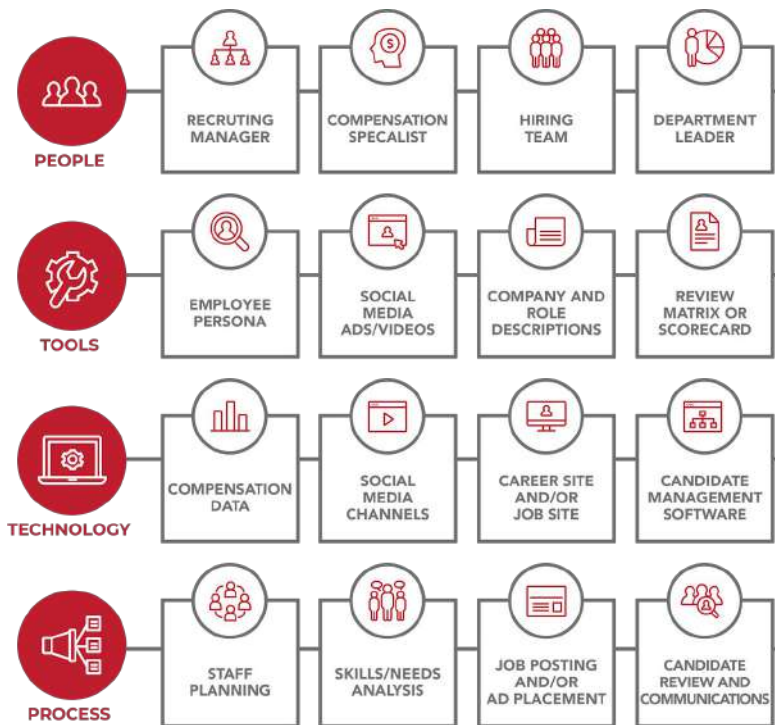
GET IN THE GAME: CREATE YOUR EMPLOYER BRANDING STRATEGY

10 STEP - EMPLOYER BRAND ROADMAP

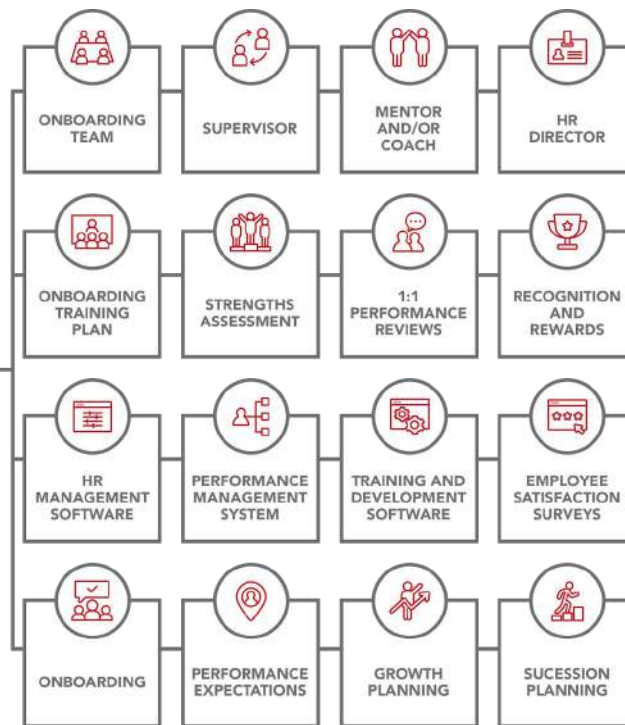


STEP 1 - SCALABLE TALENT SYSTEM

RECRUITING

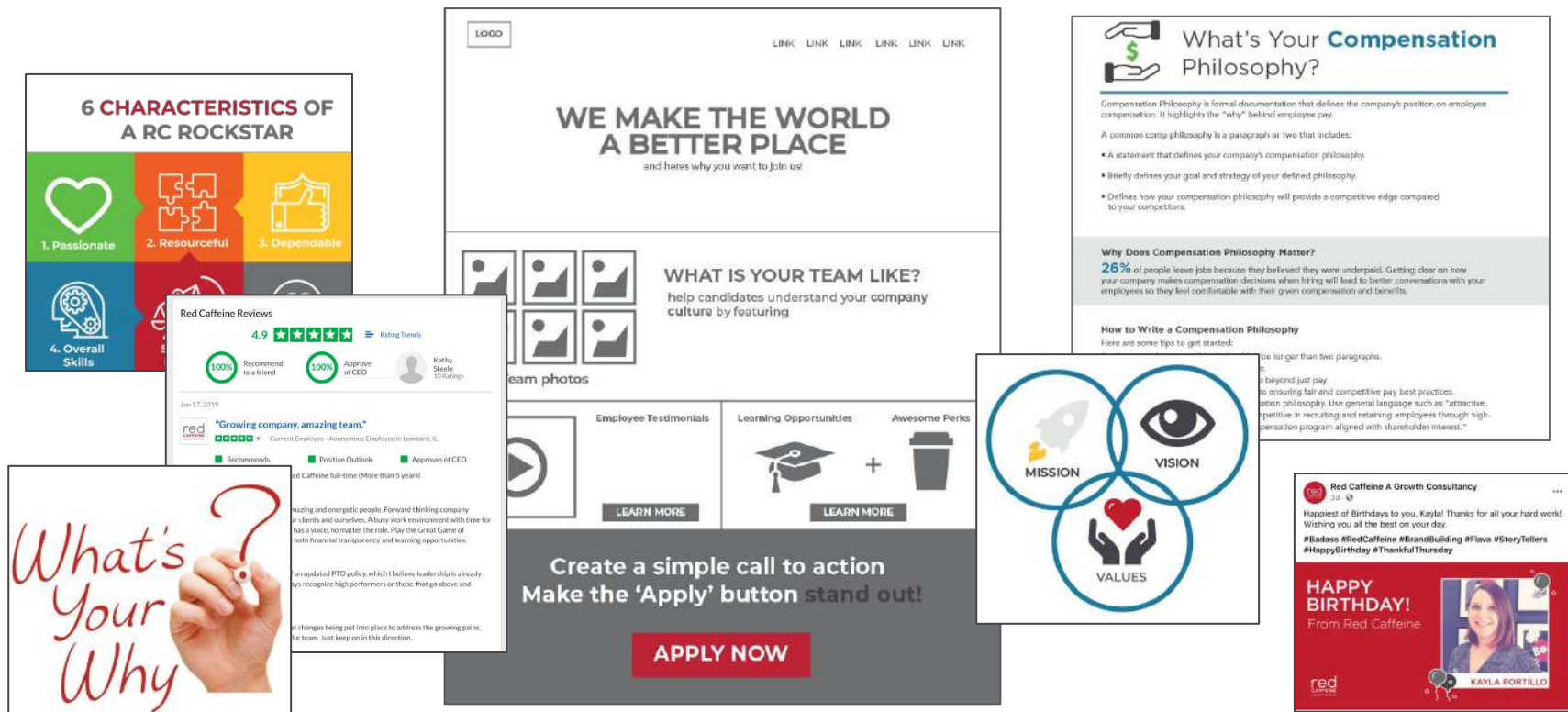


RETENTION

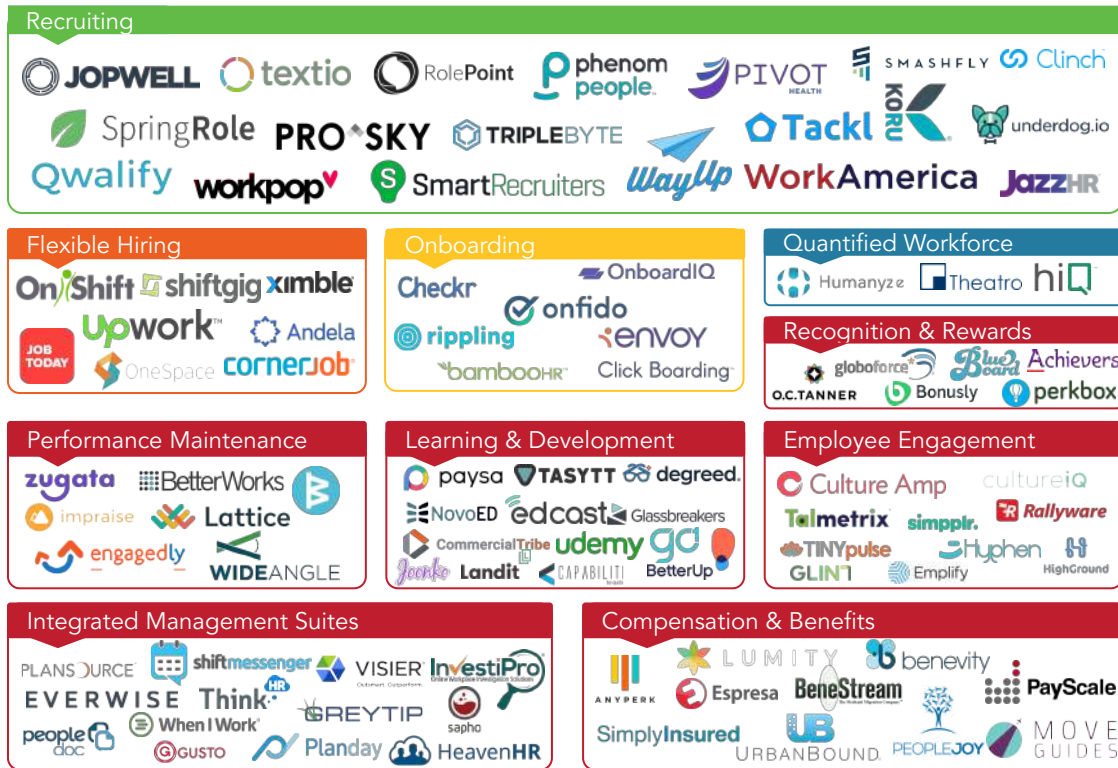


RIGHT-FIT HIRE

AUDIT YOUR BRAND EXPERIENCE



STEP 2 - TECHNOLOGY AUDIT



STEP 3 - INTERNAL INTERVIEWS



DEMOGRAPHIC INFORMATION

Candidate Persona Name:
Joe Davies

Age: 25 Gender: Male

Education: College graduate

Willingness to move: Yes

MOTIVATIONS

Work history, education, location

Work-life balance: Wants a work environment that supports growth, offers remote working options

Work Interest: Math, Economics, Physics, Statistics or related degree

Personal Interest: Sports, Fitness, Food, Craft Beer, Music

GOALS

Professional goals: Wants to improve skills but receive training options to grow leadership skills

BARRIERS

Frustrations, comp, growth path

Frustrations with Employer:
Unnecessary Meetings
Lack of Communication
Boredom

Expectations:
Clear performance and growth goals
Professional Development
Collaborative Work Environment

INFORMATION

How do you get information:
Active on social media, podcasts, industry and technology influencers

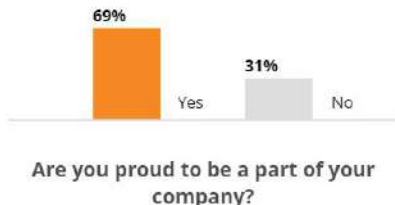
STEP 4 - COMPETITIVE ANALYSIS

Company Values at FedEx

A Company's Values are established by leadership and have a profound impact on how a company's culture is formed. Teamwork & winning are the most important values to FedEx employees and because of this 69% of employees are proud to be part of FedEx.

Transparency & Integrity	35%
Teamwork & Winning	35%
Speed & Innovation	14%
Fun & Passionate	10%
Diversity & Inclusion	6%

Which of the following set of Company Values is most meaningful to you?



Competitors Employee Engagement

	DHL	>
	C- Overall	
	TNT	>
	C- Overall	
	C.H. Robinson	>
	C Overall	
	UPS	>
	C Overall	
	Deutsche Post	>
	FedEx	>
	B+ Overall	



OWENS CORNING

- ✓ **Competitive Pay!**
- ✓ **Great Benefits!**
- ✓ **\$1,000 Sign On Bonus**

Hiring for:
Production Technicians &
Maintenance Technicians -- LME Required

Apply at: Jobs.OwensCorning.com



HIRING EVENT
\$3,000 SIGNING BONUS
JULY 25TH • 10AM-6PM
2408 N BIG SPRING ST., MIDLAND, TX

ONE OF OUR TEAM MEMBERS
WON THIS
BRAND NEW CHEVY CAMARO!

WIN A CAR
THE KENT COMPANIES

VISIT WWW.THEKENTCOMPANIES.COM FOR MORE INFORMATION

OLIMAKA SOTELO JUST WON A BRAND NEW CHEVY CAMARO

Logos for: Avis, Lube, Firestone, Mr. Payroll, and others.

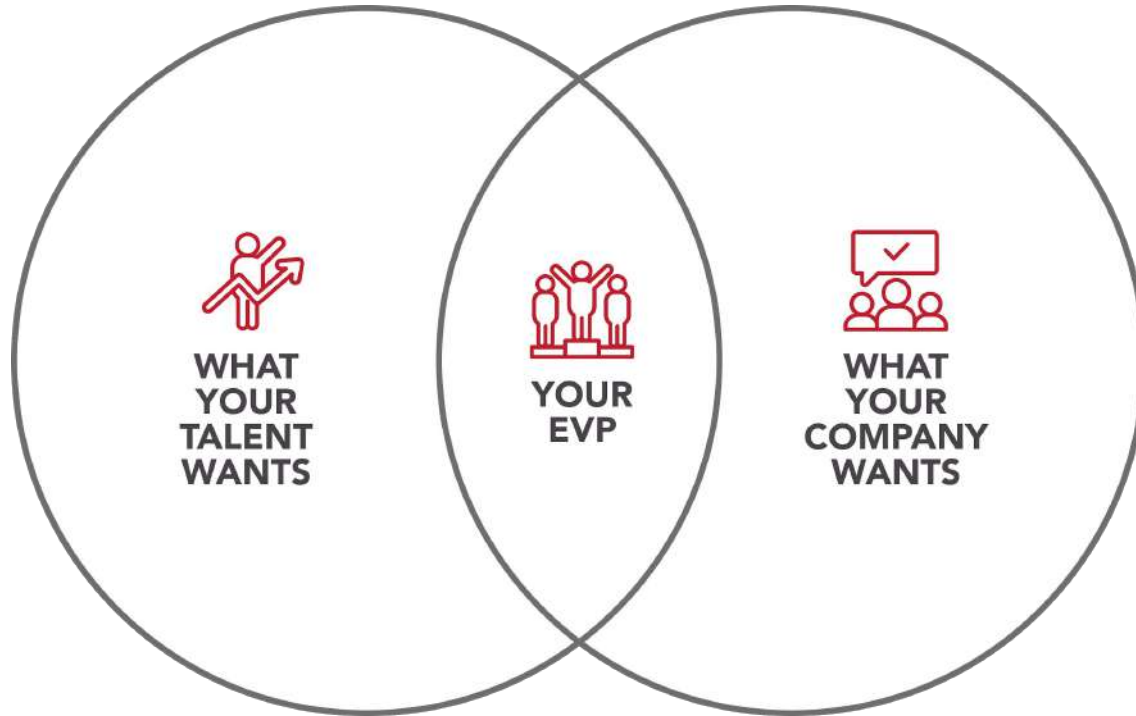
STEP 5 - WORKFORCE MARKET DATA



Source:



STEP 6 - EMPLOYEE VALUE PROPOSITION (EVP)



BRAND STORY PILLARS

#ThisIs



CURRENT EMPLOYEES: CULTURE CLUB VIP

YOU ARE LIVING OUR PURPOSE TO FUEL MEANINGFUL IMPACT FOR OUR TEAM, OUR CLIENTS AND OUR COMMUNITY.

You help set the standard for our mission: building badass brands that clients want to work with and employees want to work for.

You are passionate about being a part of an entrepreneurial environment that allows you to have a voice. You love what you're doing, where you're doing it, and who you're doing it with. You value open book transparency and fair, competitive pay practices. You have clear expectations of your performance expectation

RECRUIT: WANT TO BE A BADASS?

WE HIRE FOR CULTURE FIRST BECAUSE IT TAKES TRUST, COLLABORATION, AND INSPIRATION TO CONTINUALLY PRODUCE WORK THAT CAN MOVE THE NEEDLE OF OUR CLIENTS' BUSINESSES.

Is there a place for you on our team? You must share our core values, prove you have what it takes to fuel meaningful impact, let us know what you totally geek out on and why it moves you, and be ready to break down boundaries because we're going to push you to do your best work.

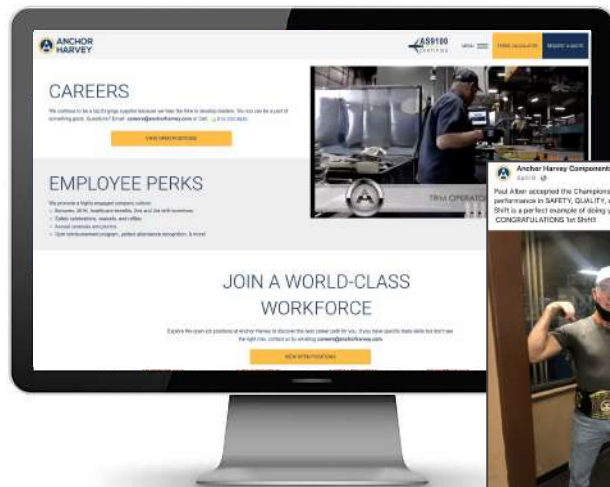
PROSPECTS/CLIENTS: WORK WITH A BADASS

WORK WITH A COMPANY THAT VALUES PROFIT BUT NOT AT THE EXPENSE OF PEOPLE.

Our purpose is to fuel meaningful impact for our team, our clients and our community. And our mission is to help build badass brands that clients want to work with and employees want to work for.

We hold ourselves to a higher standard and work hard to elevate our employee experience so we can elevate our client experience. We measure ourselves via employee and customer satisfaction surveys and Best Places to Work marketplace programs.

STEP 7 - BUILD YOUR BRAND ASSETS



BUILD YOUR BRAND ASSETS



STEP 8 - LAUNCH YOUR BRAND INTERNALLY

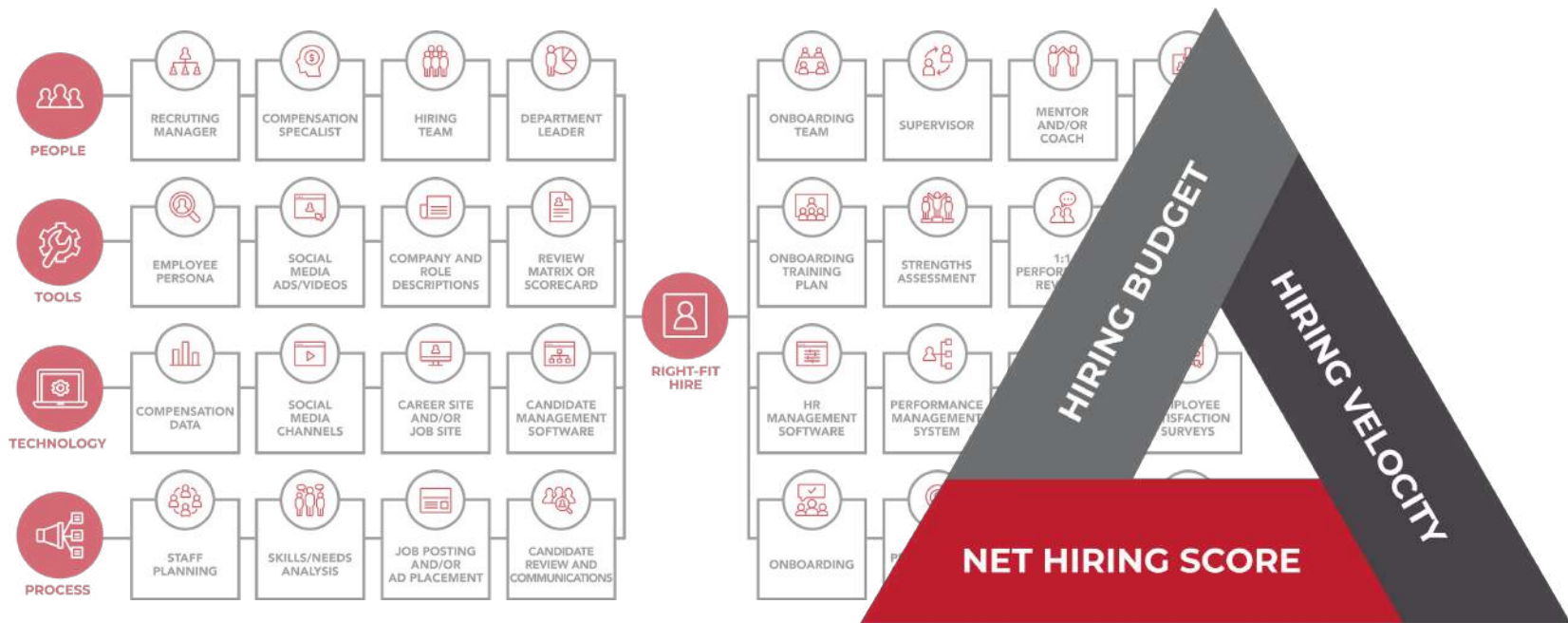


STEP 9 - ACTIVATE

The screenshot shows the Google 'How we hire' page. At the top, there's a navigation bar with links for 'Fields of work', 'Locations', 'How we hire' (selected), 'Students', and 'Jobs'. Below this is a search bar with the text 'Search jobs'. The main heading is 'How we hire', followed by a paragraph: 'There's no one kind of Google, so we're always looking for people who can bring new perspectives and experiences to our teams. If you're looking for a place that values your curiosity, passion, and desire to learn, if you're seeking colleagues who are big thinkers eager to take on fresh challenges as a team, then you're a future Google.' Below this is a section titled 'Becoming a Googler in three steps' with three numbered steps: 1. Apply, 2. Interview, and 3. Decide. Each step has a brief description and a link to 'HOW TO STAND OUT', 'GET SOME TIPS', and 'GROW WITH US' respectively. At the bottom, there's an 'FAQs' section with several questions and answers, such as 'Does Google still ask brainteasers in job interviews?' and 'What are the application deadlines?'.

The screenshot shows the Enterprise Holdings 'Career Path' page. At the top, there's a navigation bar with links for 'Our Company', 'Opportunities' (selected), 'Students', 'Military', 'Find Us', and 'Search Jobs'. Below this is a section titled 'Career Path'. The main heading is 'Career Path', followed by a paragraph: 'As a Management Trainee, you are the future of Enterprise. You'll be given real responsibility – and be expected to own it. We'll empower you to experience, explore and thrive. Our promote-from-within culture means you can have many unique careers all within one company. With support and training every step of the way. You just need to take the leap.' Below this is a diagram showing the career path for a Management Trainee. The path starts with 'Management Trainee' and goes through 8 steps: 1. Management Trainee, 2. Management Assistant, 3. Branch Manager, 4. Area Manager, 5. Group Rental Manager, 6. Regional Vice President, 7. Vice President/General Manager, and 8. Vice President/General Manager. The diagram is a vertical flowchart with boxes for each step and a central column of numbers 1 through 8.

STEP 10 - RECRUITING SUCCESS MODEL



Source: Smart Recruiters

HIRING BUDGET



**HIRING
BUDGET**

=



**TOTAL
RECRUITING
COSTS**

/



**NEW HIRE
PAYROLL**

*SmartRecruiters

HIRING VELOCITY

FILLED ON TIME



3 MONTHS



4 MONTHS



5 MONTHS



6 MONTHS

LATE HIRES

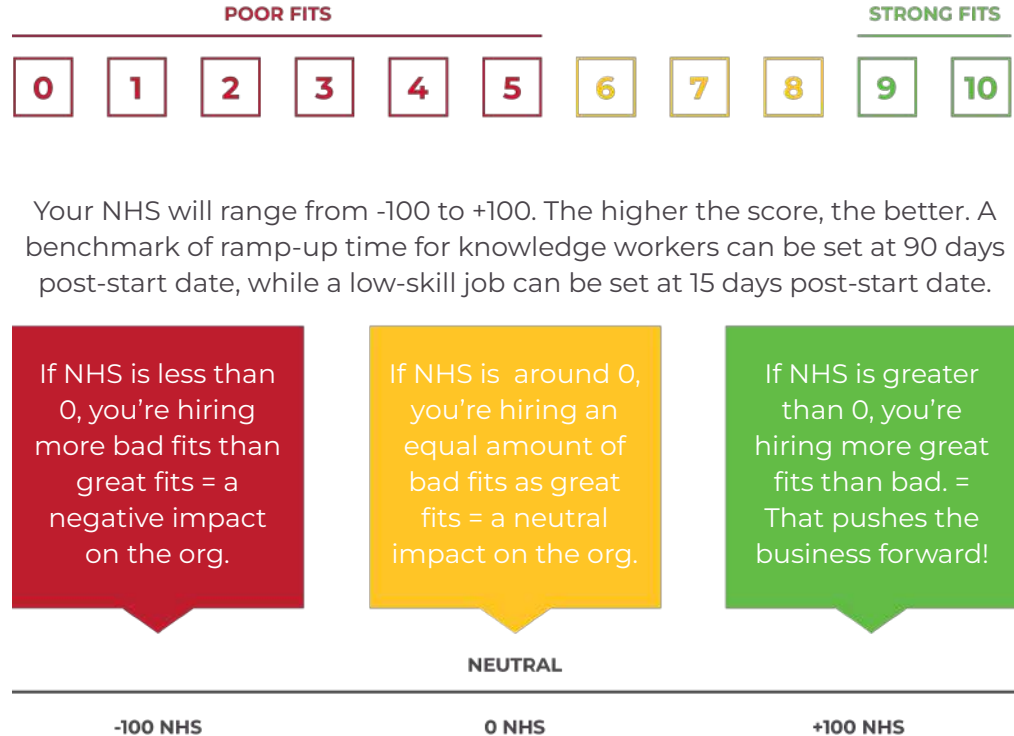


9 MONTHS



10 MONTHS

NET HIRING SCORE (NHS)



HIRING MANAGERS:

On a scale of 0-10, how much of a fit is this new hire for the job?

NEW HIRES:

On a scale of 0-10, how much of a fit is this new job for you?

Your NHS will range from -100 to +100. The higher the score, the better. A benchmark of ramp-up time for knowledge workers can be set at 90 days post-start date, while a low-skill job can be set at 15 days post-start date.

HIRING SCORECARD

COMPANY A: VOLUME

CHEAP AND FAST
BUT LOW QUALITY HIRES

5%

HIRING
BUDGET

90%

HIRING
VELOCITY

-20

NET HIRING
SCORE

COMPANY B: BALANCED

MODERATE PACE AND SPEND
GOOD QUALITY HIRES

10%

HIRING
BUDGET

85%

HIRING
VELOCITY

5

NET HIRING
SCORE

COMPANY C: SPECIALIZED

SLOW AND HIGHER INVESTMENT
CHERRY PICKING QUALITY HIRES

12%

HIRING
BUDGET

40%

HIRING
VELOCITY

35

NET HIRING
SCORE

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**AUTOMATE YOUR
GAME: TRANSFORM
YOUR HR TECH STACK**

HR MANAGEMENT PLATFORMS

HRIS: HUMAN RESOURCES INFORMATION SYSTEM

Applicant Tracking Systems
PTO Management
Training and Development
Employee Self-Service (ESS)
Benefits Administration
Compensation Management

HCM: HUMAN CAPITAL MANAGEMENT

HRIS+ Features
Automated Onboarding
Performance and Goals Management
Succession Planning

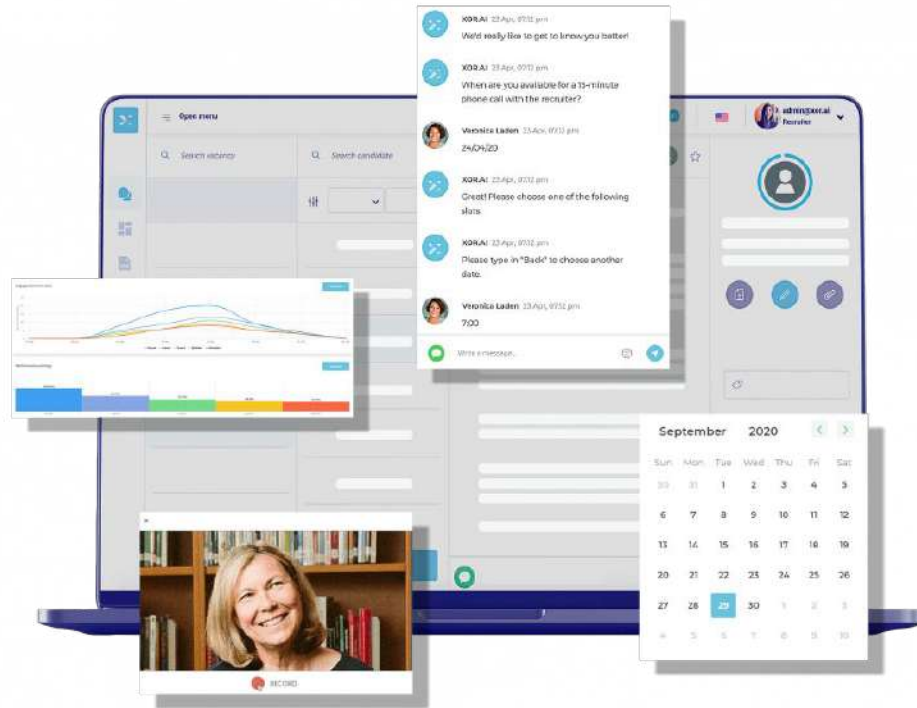
HRMS: HUMAN RESOURCES MANAGEMENT SYSTEM

HRIS+HCM Features
Time & Labor Management
Payroll

HOW TO SELECT THE RIGHT SOFTWARE

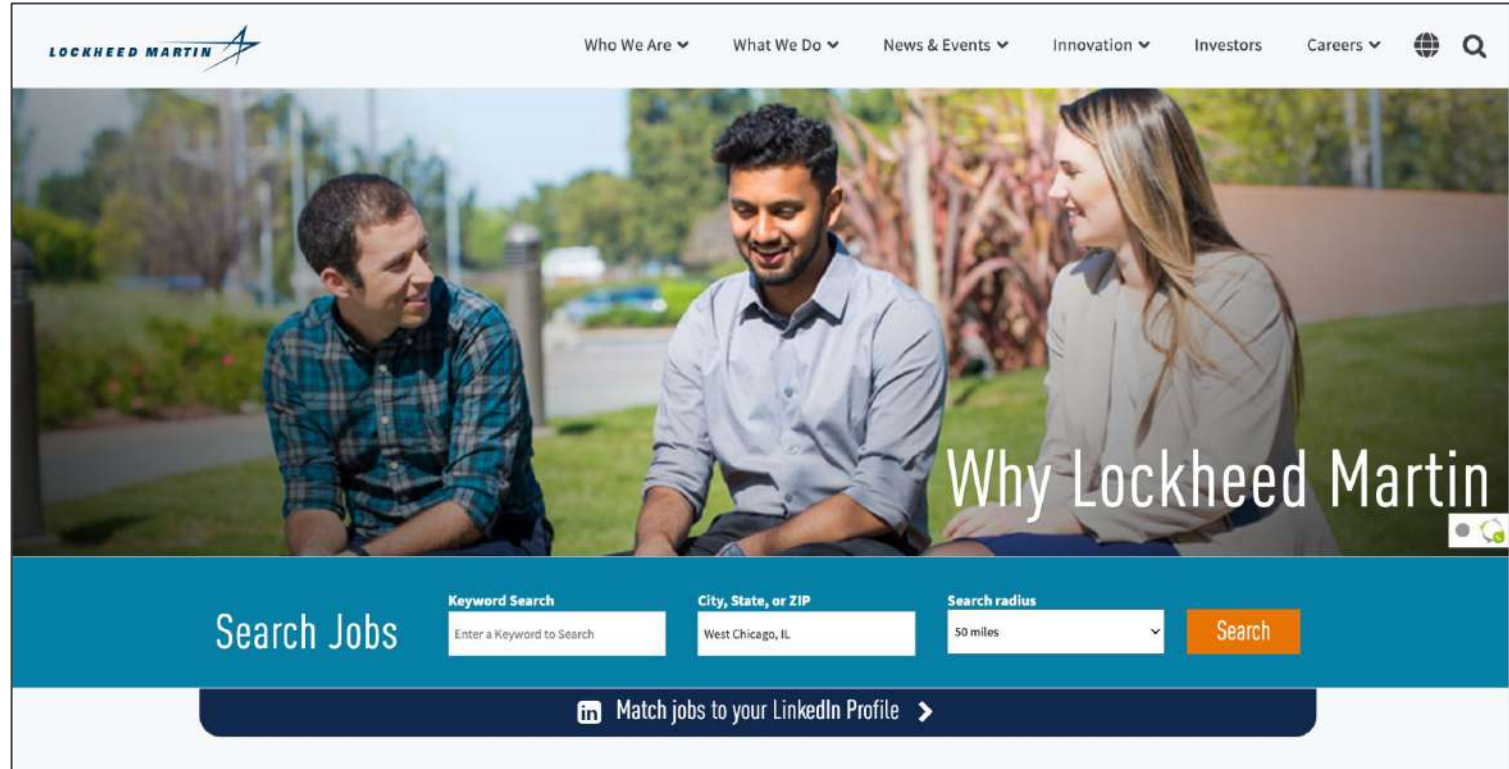
- ❑ Job Site Integrations
- ❑ Automated Employee Onboarding
- ❑ Candidate Applicant Tracking Systems
- ❑ Career Pathing
- ❑ Compensation and Benefits Management
- ❑ Employee Self-Service
- ❑ Payroll
- ❑ Performance / Goals Management
- ❑ PTO Management
- ❑ Recognition and Rewards
- ❑ Succession Planning
- ❑ Time and Labor Management
- ❑ Training and Development
- ❑ Employee Satisfaction
- ❑ Other

ARTIFICIAL INTELLIGENCE



- AI Sourcing
- Text Recruiting
- Live Chat
- Virtual Career Fairs
- WhatsApp Campaigns
- On-demand Video Interviews
- API Integrations

STREAMLINE THE APPLICANT EXPERIENCE



The screenshot displays the Lockheed Martin careers website. At the top, the Lockheed Martin logo is on the left, and a navigation menu with links like 'Who We Are', 'What We Do', 'News & Events', 'Innovation', 'Investors', and 'Careers' is on the right. Below the navigation is a large hero image of three people sitting outdoors, with the text 'Why Lockheed Martin' overlaid. At the bottom, there is a blue search bar with the text 'Search Jobs' on the left. The search bar contains three input fields: 'Keyword Search' with a placeholder 'Enter a Keyword to Search', 'City, State, or ZIP' with 'West Chicago, IL', and 'Search radius' with a dropdown menu showing '50 miles'. An orange 'Search' button is to the right of the search bar. Below the search bar is a dark blue button with the LinkedIn logo and the text 'Match jobs to your LinkedIn Profile' followed by a right arrow.

LOCKHEED MARTIN

Who We Are ▾ What We Do ▾ News & Events ▾ Innovation ▾ Investors Careers ▾

Why Lockheed Martin

Search Jobs

Keyword Search
Enter a Keyword to Search

City, State, or ZIP
West Chicago, IL

Search radius
50 miles ▾

Search

Match jobs to your LinkedIn Profile >

REACH AND NURTURE CANDIDATES



**Text/Mobile
Enabled**



**Drip
Campaigns**



**Bulk
Communications**

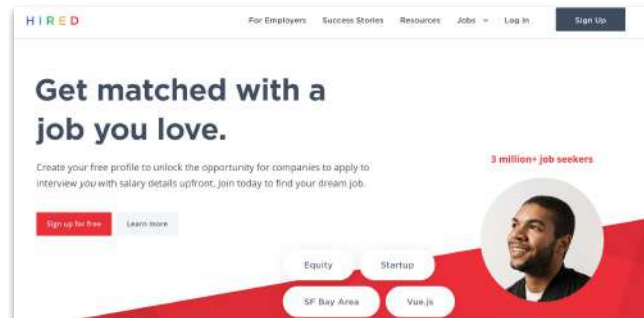
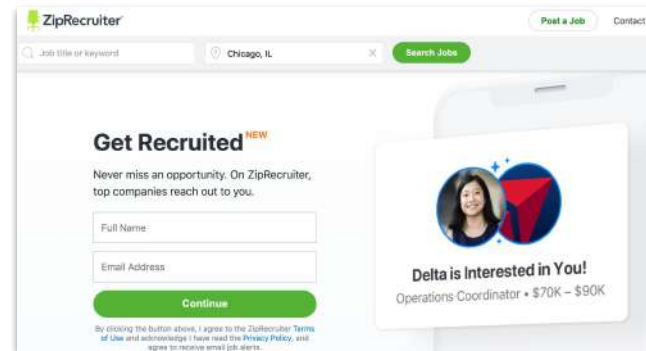
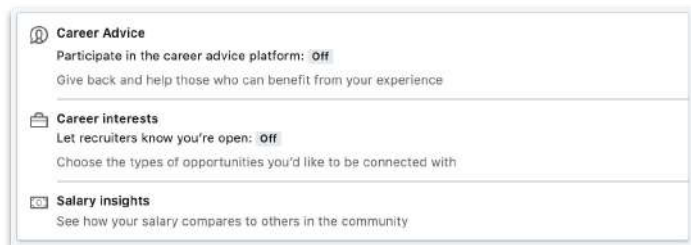
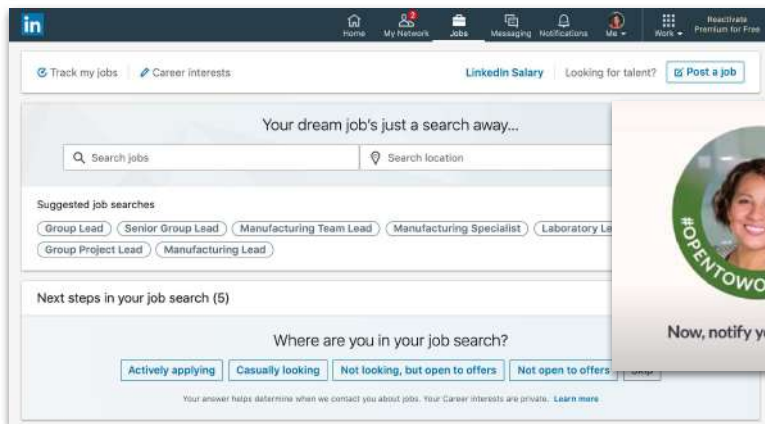


**Browser
Extensions**

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ELEVATE YOUR GAME: EMPLOYER BRANDING TRENDS FOR 2022

THE GREAT RESIGNATION



PROACTIVE PIPELINE



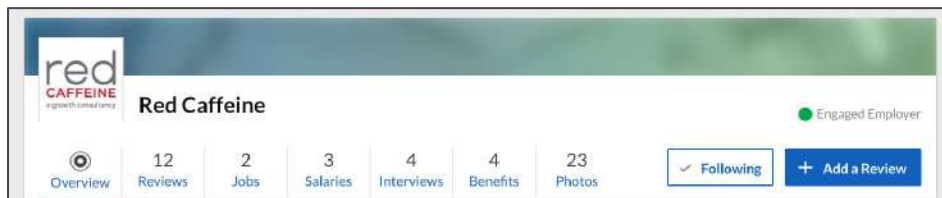
- Full-funnel Marketing Campaigns
- Build Candidate Experiences Like Customer Experiences
- Experiment
- Champion Employee Advocacy
- Measure and Refine

LEARN A NEW LANGUAGE



- Connection in a Hybrid World
- Digital Natives vs. Digital Adapters
- Collaborate Better:
Ages / Working Styles
- Get More From:
Emails, Text, Chat, Phone, Video, Live Meetings

REPUTATION MATTERS



Red Caffeine Engaged Employer

Overview | 12 Reviews | 2 Jobs | 3 Salaries | 4 Interviews | 4 Benefits | 23 Photos

[Following](#) [Add a Review](#)

Red Caffeine Overview

Website	www.redcaffeine.com	Headquarters	Lombard, IL
Size	1 to 50 employees	Founded	2013
Type	Company - Private	Industry	Advertising & Marketing
Revenue	\$1 to \$5 million (USD) per year	Competitors	Unknown

Red Caffeine is a Growth Consultancy that builds badass brands people want to work with and for.

As Growth Consultants, we assess a business using external perspective and marketplace experience. We provide strategic insights, recommendations, and a ... [Read more](#)

Mission: +mission-Build a badass organization that clients want to work with and employees want to work for
+vision-Badass: To be a company
+purpose-To entangle ourselves ... [Read more](#)

[Work in HR or Marketing?](#)
Get a free employer account

Replace all your team's tools with one.

[Get Started](#)



[monday.com](#)

Day Like

Brand-wide employee NPS

Measure your brand's performance and gather impactful employee feedback to gauge Promoters, Passives and Detractors, and leverage that internal feedback to create a more engaged workplace.

From: Justin White

Subject: We want your feedback

How likely are you to recommend working here to a friend?

1 2 3 4 5 6 7 8 9 10

Not likely

Extremely likely

Red Caffeine Reviews

4.9 [Rating Trends](#)



Recommend to a friend



Approve of CEO

Kathy Steele
10 Ratings

Jun 17, 2019



"Growing company, amazing team."

5.0 [Rating Trends](#)

Current Employee - Anonymous Employee in Lombard, IL

[Recommend](#)

[Positive Outlook](#)

[Approves of CEO](#)

(I have been working at Red Caffeine full-time (More than 5 years))

www.redcaffeine.com

Red Caffeine Marketing + Technology - B2B Marketing ...

Red Caffeine Marketing + Technology is a growth consultancy that uses strategy, branding, technology, and marketing to fuel meaningful impact for start-ups, ...

You've visited this page many times. Last visit: 6/9/20

Careers

WILL WORK FOR BEER. Or is it, we work better with beer? We ...

About

Red Caffeine is a growth consultancy that uses strategy ...

Contact

CONTACT US. READY TO MAKE A CHANGE? HIT SUBMIT ...

[More results from redcaffeine.com](#)

Kathy Steele

Kathy Steele is passionate about people, serious about business ...

Our Work

Our mid-market focus is in manufacturing, civic, and ...

Red Talks

See what our Content Director took from her afternoon at a TED ...

www.glassdoor.com Overview Working at Red Ca

Working at Red Caffeine | Glassdoor

See what employees say it's like to work at Red Caffeine: Salaries, reviews, and more - all posted by employees working at Red Caffeine.

You've visited this page 3 times. Last visit: 7/13/20

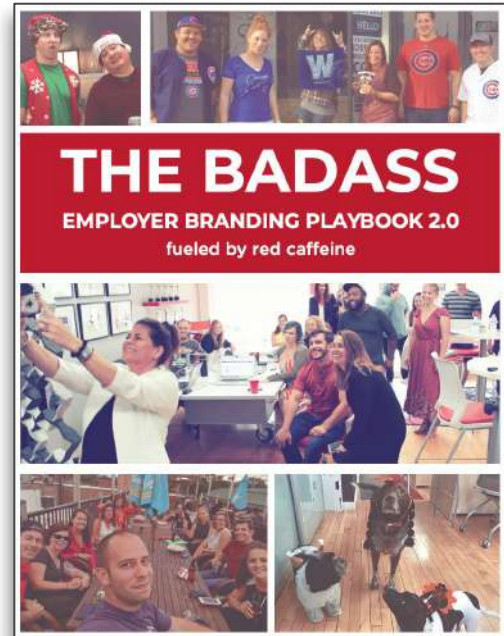
reviewtrackers

EMBRACE AN AGILE & DIVERSE WORKFORCE



QUESTIONS?

LET'S TALK!



COMING SOON 3.0

www.redcaffeine.com/business-tools-insights/



red
CAFFEINE
a growth consultancy

**LET'S GET
GROWING!**

KATHY@REDCAFFEINE.COM • (630) 785-6903