



**ATTRACTING, ENGAGING,
AND RETAINING TOP TALENT**



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



JANET VIANE
CSO- RED CAFFEINE

AGENDA

- **TALENT AND THE WORLD AROUND US**
- **STRATEGIES TO ATTRACT TALENT**
- **STRATEGIES TO ENGAGE TALENT**
- **STRATEGIES TO RETAIN TALENT**

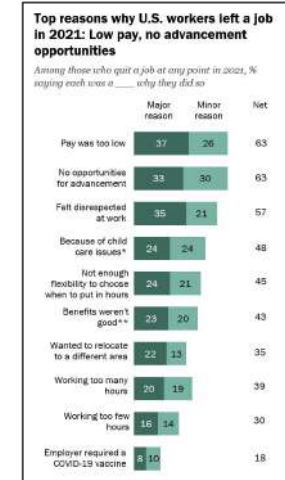
WELCOME TO THE AGE OF...

- Inflation - highest level since the 1970's - 9.1% as of this morning
- Geopolitical unrest
- Supply chain uncertainty
- Labor as cost of business easily 60%+
- Soaring energy prices
- Rising interest rates
- Consumer sentiment at record lows
- Oh.....and a pandemic

All a risk to economic growth

THEN THERE'S THE GREAT RESIGNATION

- The elevated rate at which US workers quit their jobs starting Spring 2021 amid strong labor demand and low unemployment
 - Some economists feel it won't last into the Fall - By July 2022, more than 24,000 workers in the U.S. tech sector laid off in mass job cuts
 - Some feel it's here to stay - Gartner study shows job turnover is 20% higher in new remote/hybrid world
 - Regardless, when it comes to the concept of work, people are putting themselves first

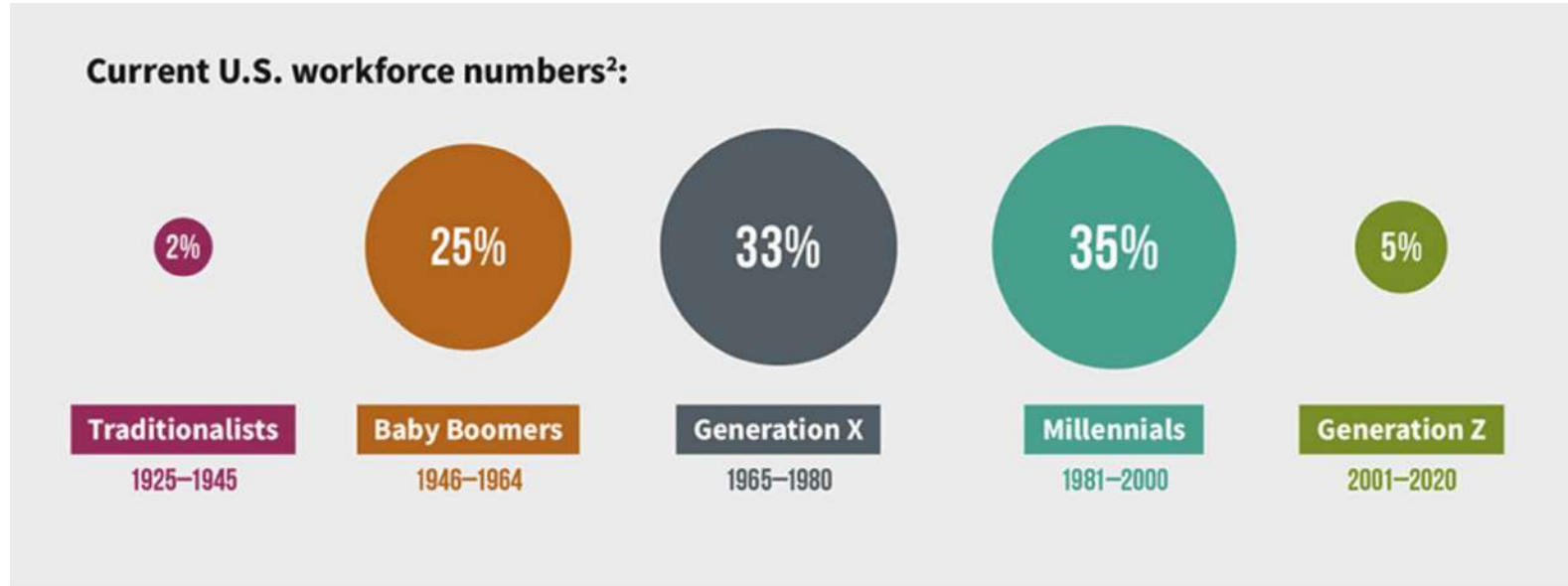


Top Reasons Why U.S. Workers Left A Job In 2021: Low Pay, No Advancement Opportunities

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TALENT

FIVE GENERATIONS IN THE WORKFORCE



<https://www.purdueglobal.edu/education-partnerships/generational-workforce-differences-infographic/#:~:text=For%20the%20first%20time%20in,Boomers%E2%80%94born%201946%20to%201964>

THINK ABOUT THEIR RECENT EXPERIENCES

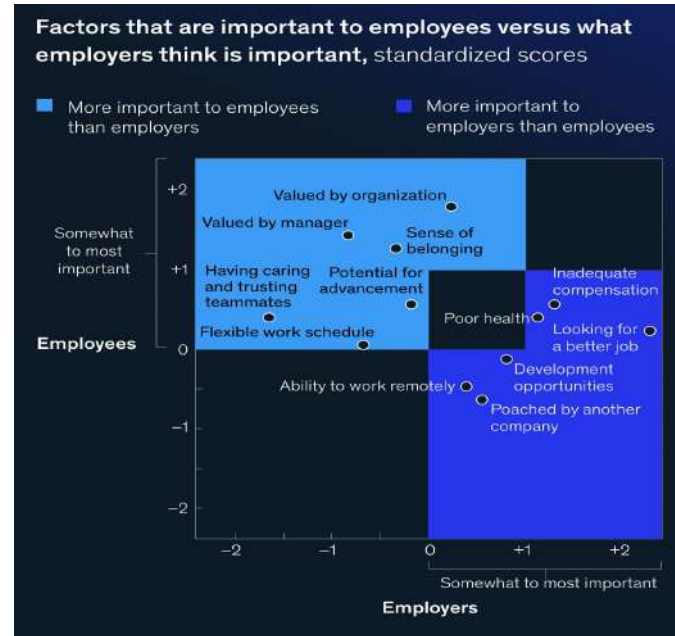
- PANDEMIC... and everything that came with it
- WAR... emotional and economic impact
- ECONOMY... fear of the future
- PANDEMIC...new variants arise

“WE ARE NOT GOING BACK TO THE WORLD OF WORK IN 2019”

- ANTHONY KLOTZ, PROFESSOR OF MANAGEMENT AT TEXAS A&M UNIVERSITY

- 63% of job seekers called work-life balance a top priority when picking a new job
- LinkedIn 2022 Global Talent Trends
- Surge in new business formation last year, with applications hitting 5.4 million
- U.S. Census Bureau.
- We're putting ourselves first!

EMPLOYERS ON DISCONNECT?



<https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/five-fifty-winning-back-your-workers>

**CAN EMPLOYERS SUCCEED
IN THIS ENVIRONMENT?**

ABSOLUTELY...
WITH KEY STRATEGIES
AND BEST (FIT) TACTICS

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ATTRACT

STRATEGY: EMPLOYER BRAND

- Employer Branding - Employer Branding: The "Secret Ingredient" in Your Talent Plan
- Diversity hiring...the development and implementation of a strategy that corrects for bias while attracting, and retaining, qualified candidates. DEI must be part of every employer brand.



STRATEGY: ADMINISTRATION

- **Timeliness**

- 43 days current average selection process
(HBR/Talent Board)
 - 62% lose interest after two weeks if no engagement

- **Application Process**

- Online dating-like - swipe right!
 - Job description overhaul - Alive with short titles

- **Mobile Application**

- It's where the world lives; convenience
 - First time in 2020; 60.7% of job applications were completed on mobile devices compared to 39.3% on desktop. (AppCast).
Be optimized for mobile.

WHO WE ARE -

Red Caffeine is a Growth Consultancy that's mission is to build badass brands clients want to work with, and employees want to work for. We develop and execute Grow-to-Market™ plans for ambitious companies who want to build valuation in their business. Using a proven methodology, we create and execute strategies that focus on our client's most significant growth opportunities.

The RC service offering includes a managed service team that enables a business to scale rapidly without having to hire a wide range of full-time staff members to move a growth plan forward.

Best known for our work on:

- Brand Exposure - Grow market share, launch a product, or enter a new vertical
- Revenue Generation Systems - Developing a scalable sales process to align integrated marketing to sales goals
- Digital Transformation - Digital consulting and custom software to automate manual processes, integrate systems and innovate for market differentiation
- Employer Branding - Defining, empowering, and amplifying purpose-driven cultures with brand assets and campaigns that improve recruiting and employee engagement

RC PURPOSE - We entangle ourselves with our team, clients, and the community to fuel meaningful impact.

MISSION - To build badass brands that clients want to work with and employees want to work for.

VISION - To be a company of unquestionable authority.

CORE VALUES We embrace transparency • We hug it out • We play to win, and we win together • We are client advocates • We believe in work/life harmony • We make an impact with our flava! • We are intentional in our relationships • We give back & pay-it-forward • We own it good or bad • We uphold a culture of learning • We are passionate, energetic & fearless

We provide... Paid vacation and holidays • Medical, dental, and vision benefits • Simple IRA retirement plan matching

And Red Perks: Work from home opportunities • Transparent company financials (Great Game of Business) • RCU - Professional Growth and Mentoring Opportunities • Quarterly Team Building Events • Office dogs • Craft Coffee and Beer • Flex-Time • Complimentary beverages and snacks • Work with a group of BADASSES

Principals only. Recruiters, please do not contact us regarding this role. Due to the high volume of resumes we receive, we will not contact every applicant individually. Should we feel you are qualified, you will be contacted with the next steps in our application process.

Red Caffeine is an Equal Opportunity Employer

STRATEGY: TREATMENT OF CURRENT EMPLOYEES

- Word of Mouth
 - Digital Footprint - Glassdoor, LinkedIn
 - <https://viraltalky.com/best-sites-like-glassdoor-alternatives/>



Indeed



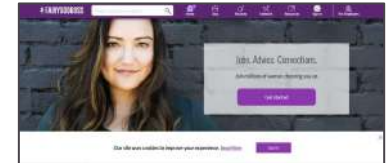
Levels.fyi



Comparably



Blind



FairyGodBoss

STRATEGY: TREATMENT OF CURRENT EMPLOYEES

- **eNPS - Employee Net Promoter Score**
 - Simple start to assessing employee sentiment
 - Fairly widely accepted/understood metric
- **Exit Interview Analysis**
 - Review quarterly
 - Enact on trends

STRATEGY: COMPENSATION AND BENEFITS

- **Compensation Planning - How Will You Respond?**
 - Inflation in June 9.1% - highest in 40 years
 - 23% companies planned mid year adjustment (Pearl Myer)
 - Salary range adjustments from 5.2% - 7.8%
 - Hourly wages rising faster than salaries
- "For the past 10 years, very low inflation has provided real wage growth for U.S. workers. Wages are up, the highest rate of change in the past decade, but inflation is the highest in 40 years." - Tom McMullen, Korn Ferry

BLS, Aon, Federal Reserve of Atlanta

STRATEGY: COMPENSATION AND BENEFITS

- **Benefits That Matter To Employees - Importance To Their Life (Aside From Healthcare)**
 - Generous Paid Time Off
 - Remote And Flexible Work Options
 - Paid Family Leave
 - Mental Health Coverage/Options eg. Pinsideout@Pinterest
 - Newer categories like Wellness, Fitness, Technology
- It's about time and flexibility

Workers in the US are feeling the pressure

% of full-time workers in each country who say the following

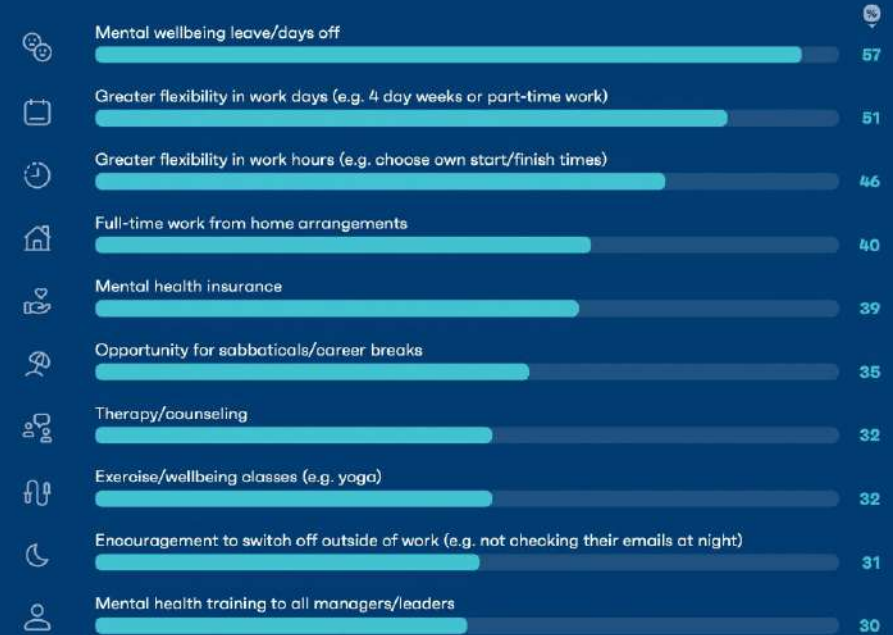


GWJ Zeitgeist April 2022 7,192 full-time workers in 9 markets aged 16-64

US mental health

Workers want tangible mental health benefits first and foremost

% of US full-time workers who would like their employers to offer the following



GWJ Zeitgeist April 2022 1,112 full-time workers in the US aged 16-64

STRATEGY: COMPENSATION AND BENEFITS

Flexibility in choices - offer options/budget

- Medical Coverage
- Dental Insurance
- Vision Insurance
- Life Insurance Policies
- Prescription And Pharmacy Benefits
- Specialist Services
- Mental Health Coverage
- Retirement Planning
- Paid Time Off
- Paid Vacation Time
- Paid Sick Leave
- Extended Leave
- Family Leave
- Disability Benefits
- Workers' Compensation
- Living Stipends
- Student Loan Repayments
- College Grants And Scholarships
- Paid Training And Development
- Digital Coaching
- Continuing Education
- Travel And Spending Expenses
- Company Equipment
- Company Transportation
- Remote Work Flexibility
- Gym Reimbursement
- Investment Opportunities
- Ask Them!!!
- Creative Choice
<https://Blog.Gympass.Com/En/101-Unique-Employee-Benefit-Ideas/>

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ENGAGE

STRATEGY: PARTICIPATION

- **Work Opportunities**
 - Small Assignments
 - Jump Ins Or Fix It Projects
 - Brainstorms
 - Training Or Orientation
- **Pay It Forward Opportunities**
 - Volunteer Day
 - Lead Internal Non-Profit Activities
 - Serve In Company Sponsored Community Role
- **Perks Programs**
 - Discounts - Travel, Entertainment, Services, Restaurants

STRATEGY: RECOGNITION

- **From Leadership**
 - Spot
 - Formal
- **From Peers**
 - Shout Outs
 - Online
- **Milestones**
 - Personal - Marriage, Baby
 - Anniversary - Work Related
 - Project Completion
 - Sales

STRATEGY: RECOGNITION

- **Monetary**

- Bonus
- Spot Award
- Increase
- Project Bonus
- Profit Share
- Retention Bonus/Plan
- Education Bonus

- **Non-Monetary**

- Acknowledgment
- Title
- Promotion
- Stock Award
- New Assignment
- Points - Recognition Software Programs (Bucketlist, Awardco, Bonusly)

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RETAIN

STRATEGY: CAREER DEVELOPMENT



Tuition
Reimbursement



Employee
Growth Plan



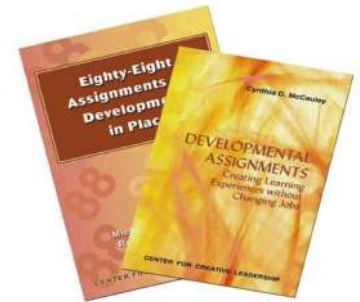
Career
Development
Training



Personal
Development
Training

STRATEGY: CAREER DEVELOPMENT

- **Win-Win Philosophy -**
Linkedin 2022 Workplace Learning Report
 - Companies that excel at internal mobility keep employees 5.4 years
 - That's double those companies who don't develop employees
 - Over 90% of employees would stay longer if developed
- **Development = Regular Thing**
Center For Creative Leadership (CCL)
 - World-wide gold standard in development
 - TOOL: <https://shop.ccl.org/usa/developmental-assignments-package.html>



STRATEGY: COMPETITIVE COMPENSATION/BENEFITS

- **Go Back To Attract - Now Think With A Competitive Edge**
 - Assess Annually Against Local/Industry Competition
 - Assess Based Upon Aspirant Employer
 - Ask Employees What Matters Most
 - Announce Change Every Year
 - Create An Annual Report Showing Total Value



Total Reward Statement Excel Template

Employee Compensation

Your Total Compensation Statement

Prepared exclusively for
Employee Name Here

As an employee of (your organization name), you are eligible for a variety of benefits and compensation for the services you provide. This personalized total compensation statement is intended to give you a summary of the benefits you receive and their value. **Thank you for your service.**

Employee ID	2
Name	Employee Name Here
Job Title	Customer Service Rep

Department	HR
Manager Name	Kelly

Total Cash Compensation:	\$44,500
Base Pay	\$34,000
Overtime	\$5,000
Total Bonuses	\$5,500

Total Bonuses Includes:

Variable Compensation	\$5,000
Christmas Bonus	\$500

Paid Time Off:		\$1,784
Already included in your cash compensation!		
Type	Hours	Value
Vacation	80	1,345
Sick Pay	10	168
Jury Duty	16	269

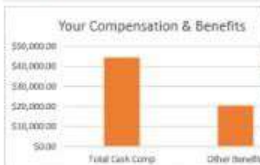
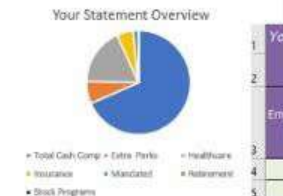
Extra Perks:	\$4,500
Tuition Reimbursement	\$2,000
Education/ Training	\$1,000
Company Picnic	\$200
Annual Holiday Party	\$300
Relocation Expenses	\$1,000

Total Healthcare / Company Contribution:	\$11,600
Medical	\$10,000
Dental	\$1,000
Vision	\$600
Flexible Spending - Healthcare	\$0
Flexible Spending - Dependent Care	\$0

Total Insurance Benefits/ Company Contribution:	\$3,300
Short Term Disability	\$1,000
Long Term Disability	\$1,100
Life Insurance	\$1,200

Mandated Benefits:	\$1,101
Federal Unemployment	\$900
State Unemployment	\$100
Workers Compensation	\$101

Stock Programs Total Value:	\$4,000
Stock Options	\$1,500
Restricted Stock	\$2,500



Total Retirement / Company Contribution:	\$1,901
401k Matching	\$800
Pension	\$900
Social Security	\$100
Medicare	\$101

Your Business / Organizations Name and/or Logo:

Employee ID	Employee Name	Job Title	Department	Manager	Salary or Hourly?	Name of Extra Perk	Amount of Extra Perk	Name of Perk #2
2	Employee Name Here	Customer Service Rep	HR	Kelly	Salaried	Tuition Reimbursement	2,000.00	Education/ Training
3						Tuition Reimbursement		
4						Tuition Reimbursement		
5						Tuition Reimbursement		
6						Tuition Reimbursement		
7						Tuition Reimbursement		

Your Business / Organizations Name

		Benefits - List Company Contributions					Insurance Benefits				
Employee ID	Employee Name	Medical	Dental	Vision	Flexible Spending - Healthcare Account	Flexible Spending - Dependent Care	Short Term Disability	Long Term Disability	Life Insurance	Name of Plan 1	Value of Plan 1
2		10,000.00	1,000.00	600.00			1,000.00	1,300.00	1,200.00	401k Matching	800.00
3		12,000.00	1,000.00								
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21											

Please note that this personalized statement is not a legal document. All benefits are governed by the actual benefit plans, which have precedence over the info reported in this statement. (Your Organization name) reserves the right to change, suspend, or cancel it's benefit policies or practices with or without notice.

STRATEGY: FLEXIBILITY

- Work Location Options - Remote/Hybrid
- Hours - Core Hours/Flex Hours
- Benefits/Perks - Ante In The Game
- Training And Development - Options With Guidance
- Input/Feedback -Ask At Least Annually

STRATEGY: RECOGNITION

- **Go Back To Engage... Plus**
 - According to the Human Resource Executive - The best rewards reflect the values of the organization
 - Recognition has to be timely
 - Consistency is key to any programmatic effort
- **Don't:**
 - Recognize every little thing
 - Identify caveats
 - Applaud the leader and not the team
 - Forget to make the recognition meaningful to them
 - Rely only on numbers for objectivity; identify behaviors too
 - Recognize in a sloppy way
 - Read from a script



SUMMARY

YOU CAN ABSOLUTELY WIN IF YOU...

1

Remember the demographics
won't get better

2

Meet them where they're at
- FLEXIBILITY

3

Think creatively (strategies) and
challenge the "existing" (tactics)

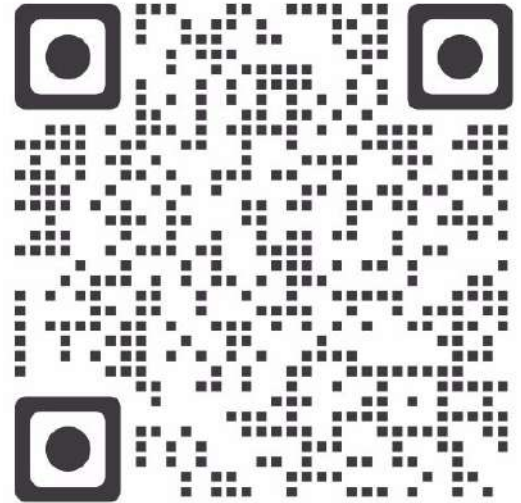
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Think about what it
takes to put you first!

NEED HELP?

**Bring Us Your Biggest
Employer Branding Challenge**

**Enter to win a 2-Hour Talent
System Strategy Session**





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**LET'S GET
GROWING!**

JANET@REDCAFFEINE.COM