

CHRO Today Executive Network



Content Presentation

The Role of Culture in Employer Brand

Discussion facilitated by
Andrew Wilkinson, Executive
Leader, Group Managing Director
of EMEA & APAC
awilkinson@PeopleScout.com



June 10, 2020

Welcome and Member Updates

Share one thing personal and professional



Roger Gaston (C-TEN chairman)
CHRO, Gates Corporation
Roger.Gaston@gates.com



Jacqueline Welch, SVP HR, Diversity & Inclusion & Chief Diversity Officer, Freddie Mac
Jacqueline_m_welch@freddiemac.com



Linda Nedelcoff, EVP, Chief Strategy & Human Resources Officer, CUNA Mutual
Linda.Nedelcoff@cunamutual.com



Ginny Angiello, Senior Vice President, Chief Human Resources Officer, Covanta Holding Corporation
GAngiello@covanta.com



Debbie Kemp, CHRO, MediaCom
debbie.kemp@mediacom.com



Max Langenkamp, Vice President HR, Cintas Corporation
langenkampm@cintas.com



Welcome and Member Updates

Share one thing personal and professional



Maria Smedley, Vice President
Human Resources & Strategy,
Arkansas Electric Cooperative
maria.smedley@aecc.com



Sue Wall, VP, Human Resources, Chapters
Health System
Walls@chaptershealth.org



Jennifer F. Terry, Executive Vice
President, Chief Human Resources
Officer, The Bancorp
jterry@thebancorp.com



Steve Antonoff, Vice President, HR,
CalPortland
santonoff@calportland.com



Carl Peers, Senior Vice President of
Human Resources and Training,
OneBlood, Inc.
carl.peers@oneblood.org



Cindy Fiedelman, CHRO, Digital Realty
cfiedelman@digitalrealty.com

Welcome and Member Updates

Share one thing personal and professional



Steven Eller, Chief Human Resource Officer at Beacon Health System
seller2@beaconhealthsystem.org



Elliot Clark, Chief Executive Officer
Elliot.clark@sharedxpertise.com



Kelley Boucher, CHRO, Alnylam Pharmaceuticals
kboucher@alnylam.com



Renee Preston, Senior Vice President, Membership Services
renee.preston@sharedxpertise.com



Dana Rapier, Senior Vice President, CHRO, Jackson National Life Insurance Company
dana.rapier@jackson.com



Zachary Misko, Global Executive Director, Emeritus
zachary.misko@sharedxpertise.com



CHRO Today Executive Network



Content Presentation

The Role of Culture in Employer Brand

Discussion facilitated by
Andrew Wilkinson, Executive
Leader, Group Managing Director
of EMEA & APAC
awilkinson@PeopleScout.com



June 10, 2020

PEOPLESCOUT

YOUR TALENT PARTNER FROM NOW TO NEXT



 peoplescout™
A TRUEBLUE COMPANY



“Across the globe the importance of the Employer Brand is achieving an ever growing profile. Organisations know that in the battle to hire and retain great talent that the ability to differentiate themselves in the market is what will allow them to succeed in their talent strategy. As people discuss their Employer Brand the topic of culture often comes into the conversation, is it the same as the Employer Brand? If it isn't how does it sit comfortably alongside the brand? As a basis for the discussion we will be having I have shared some definitions that I have found. They are not mine but I believe that they may be a useful start point for our discussions!”



Overview



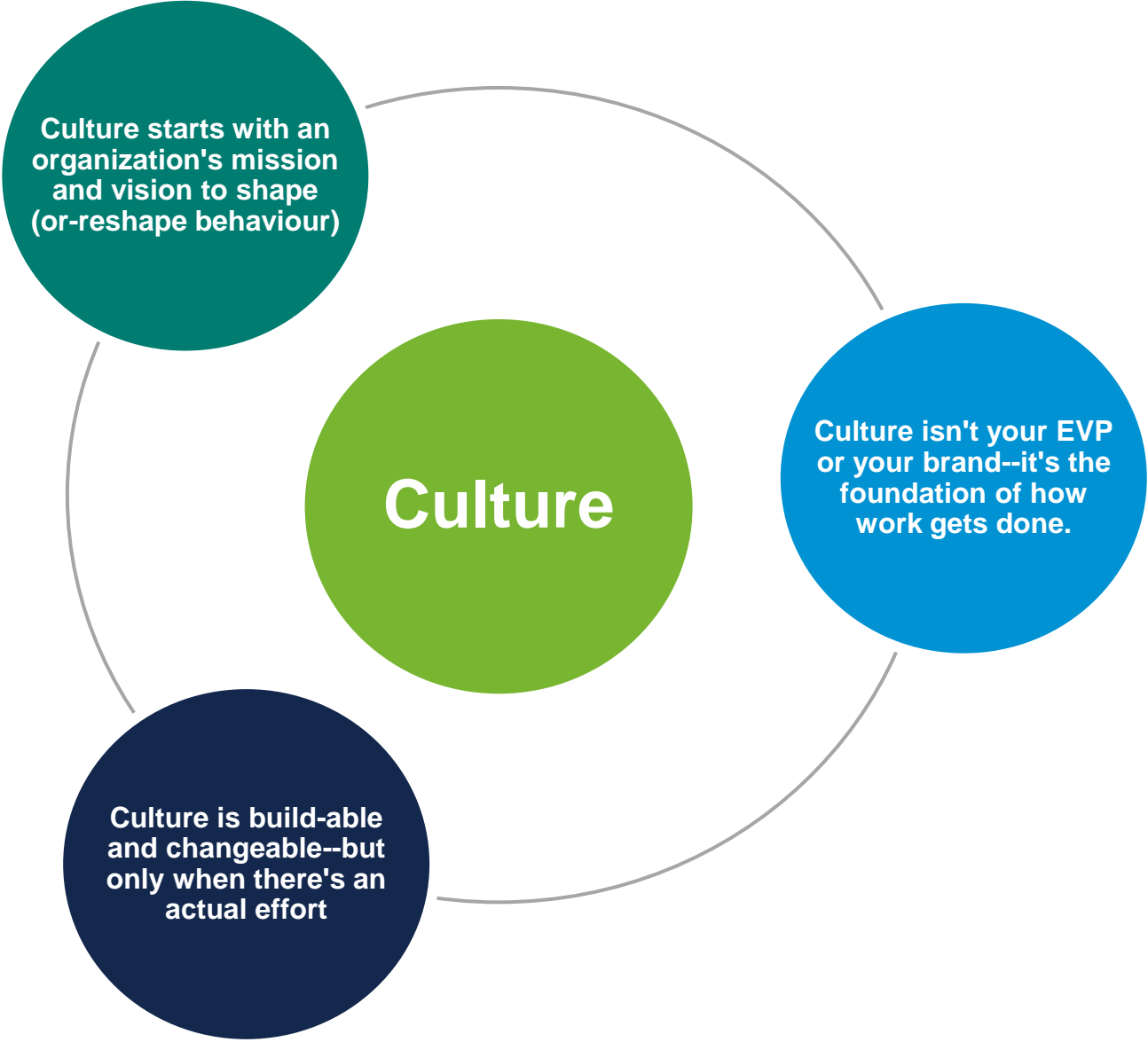
Workplace Culture
The way people work
and behave in an
organization



Employer Branding
How an organization
brands and markets
itself as an employer to
attract and retain best-
fit talent

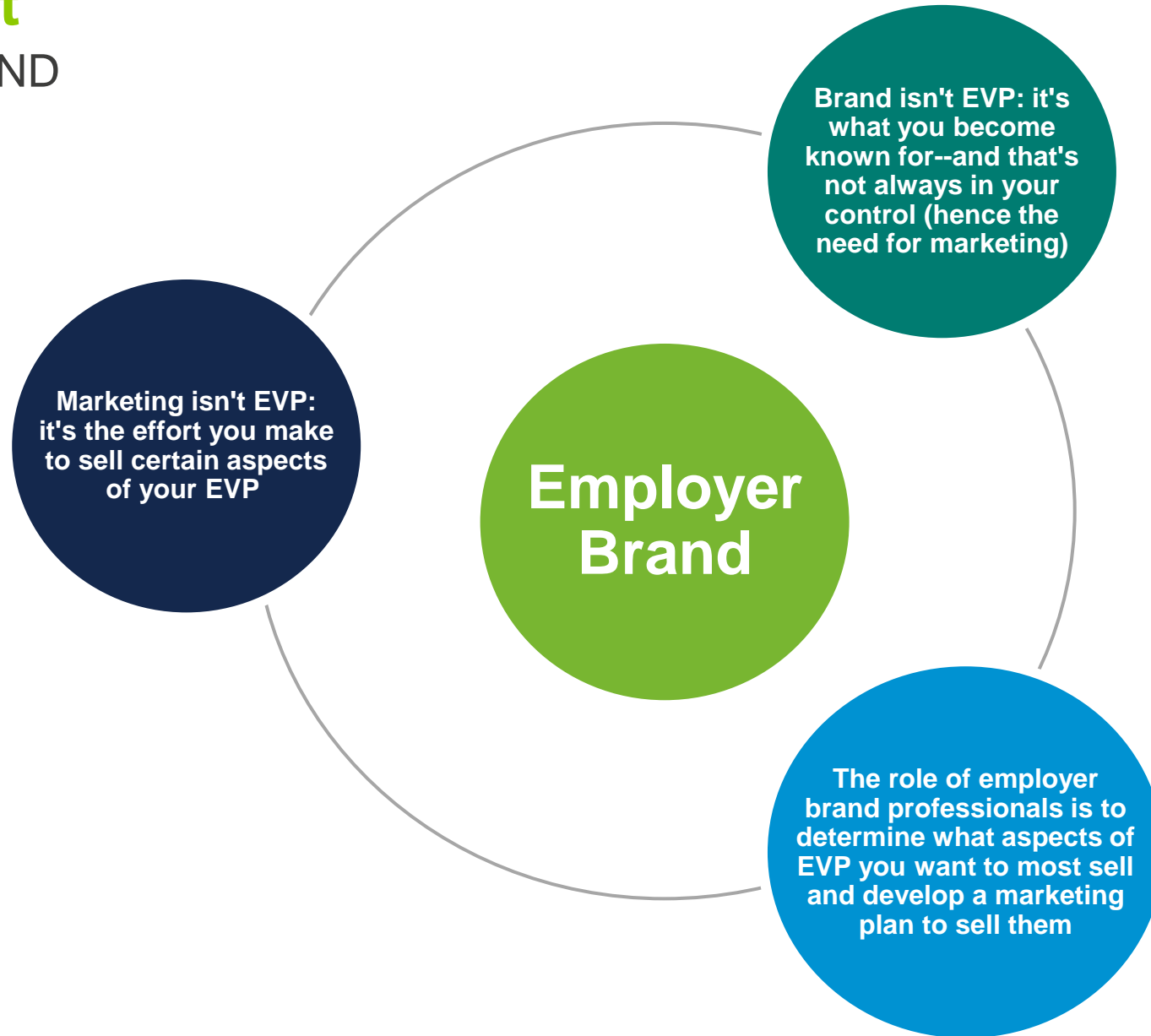
PeopleScout

CULTURE



PeopleScout

EMPLOYER BRAND



Identity

Mission
Purpose
Brand
Values

Character

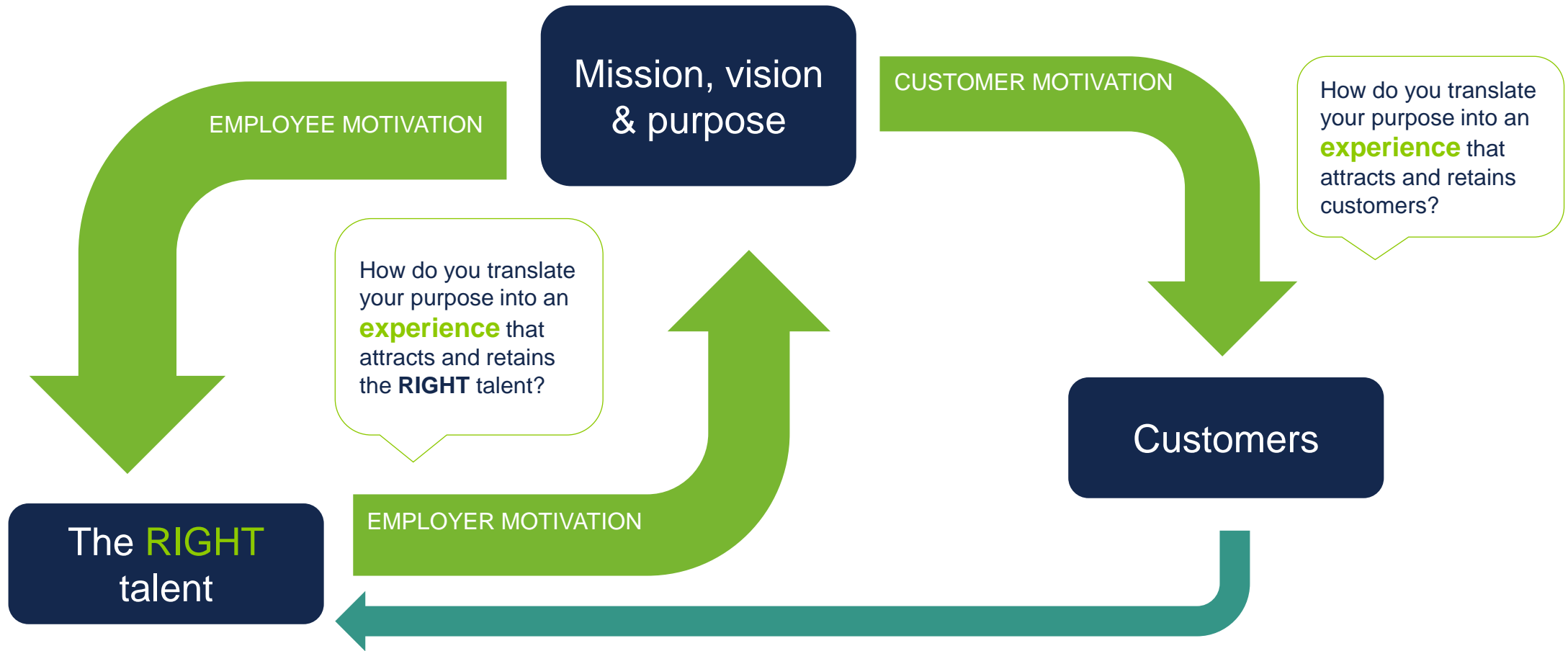
The relationship between
identity and **direction** define
the culture and the key
behaviours that will contribute to
the achievement of business
goals

Direction

Vision
Strategic
Priorities
Business
Goals

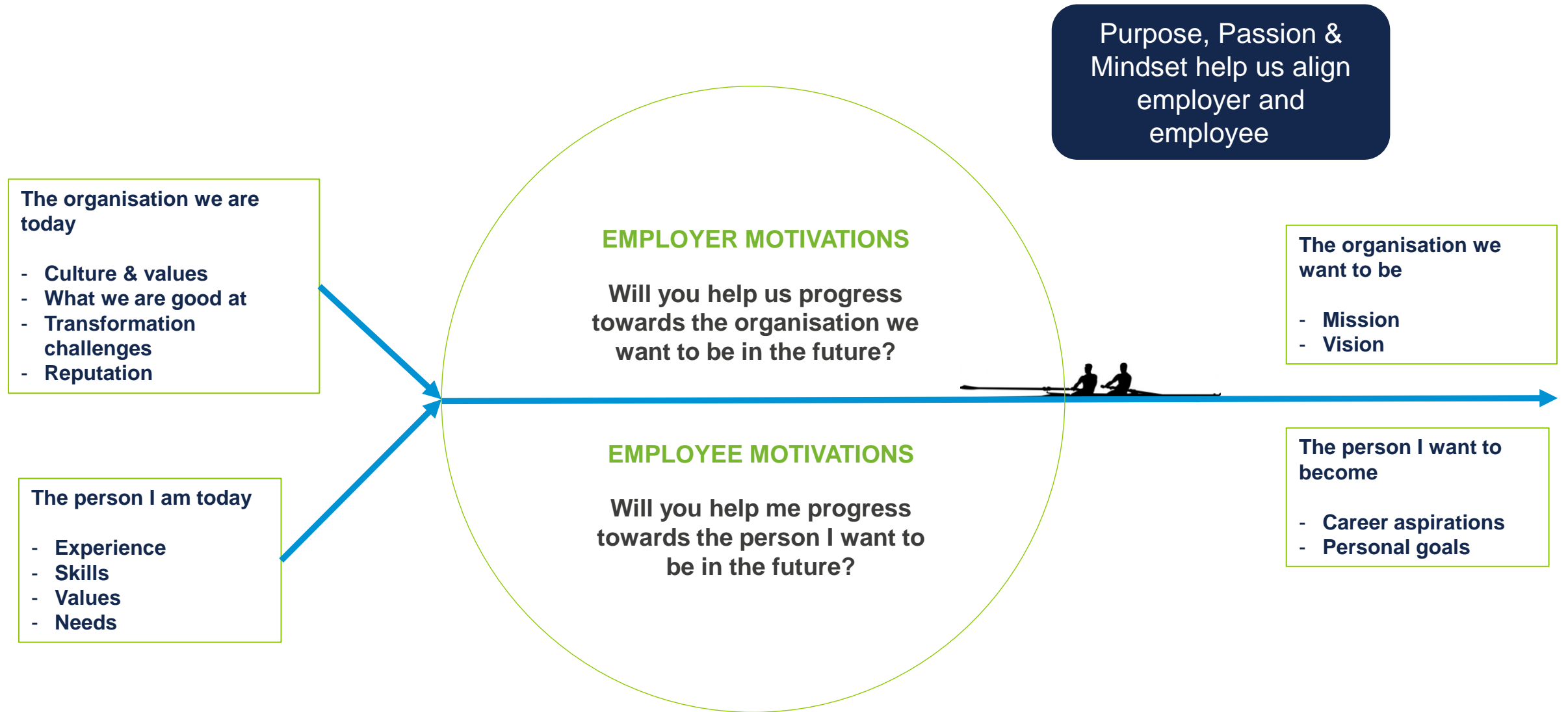
Future

ALIGNING MOTIVATIONS THROUGH EMPLOYER BRAND



To deliver on your customer promise you need to deliver on your candidate promise

PURPOSE, PASSION AND MINDSET



We believe that **passion,**
purpose and **mindset** are the
three core ingredients for driving
high-performance and long-term
business value

COMMUNICATING PURPOSE, PASSION & MINDSET

EMPLOYER

Will you help us progress towards the organisation we want to be in the future?

PURPOSE

- Do you share our values, and a commitment to helping us realise our vision for the future?

PASSION

- Do you have the skills and abilities we need to progress?
- Will you go the extra mile to help us succeed?

MINDSET

- Do you have the attitude you need to thrive here?
- Can you adapt as we evolve as an organisation and overcome the challenges we face?

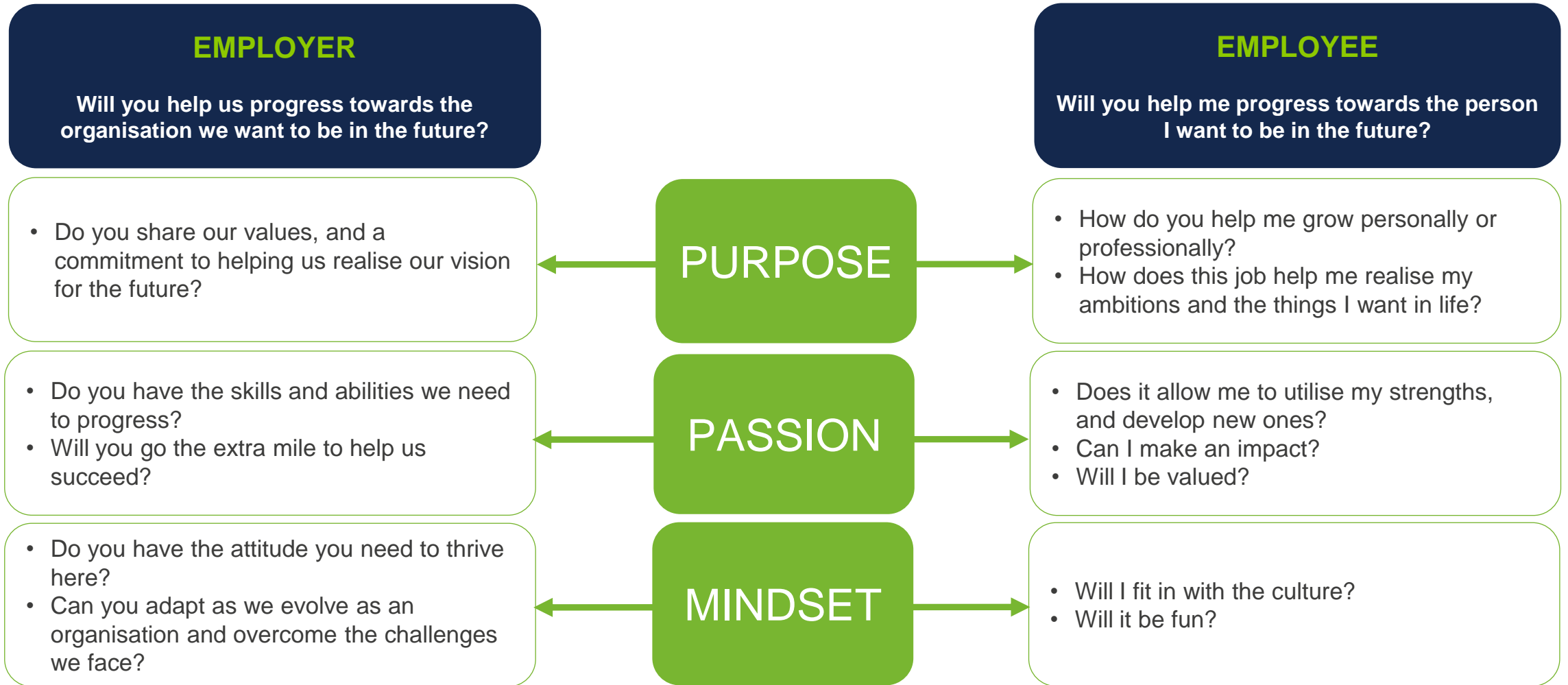
EMPLOYEE

Will you help me progress towards the person I want to be in the future?

- How will the job help me to grow personally or professionally?
- How does it fit in with the rest of my life and ambitions?
- What impact will I make?
 - Will it utilise my strengths?
 - Will it be fun?



COMMUNICATING PURPOSE, PASSION & MINDSET



THANK YOU

Up next...



Meeting in July?

No meeting is scheduled but we can arrange for a shared problem-solving discussion

Bonus meeting – August 11th at 3pm ET

Shared Problem-Solving Discussion

Mark your calendar now – December 1st

LIVE MEETING at the *HRO Today* Forum in Nashville

Join us in Athens!

HRO Today EMEA Forum – November 2-4th

