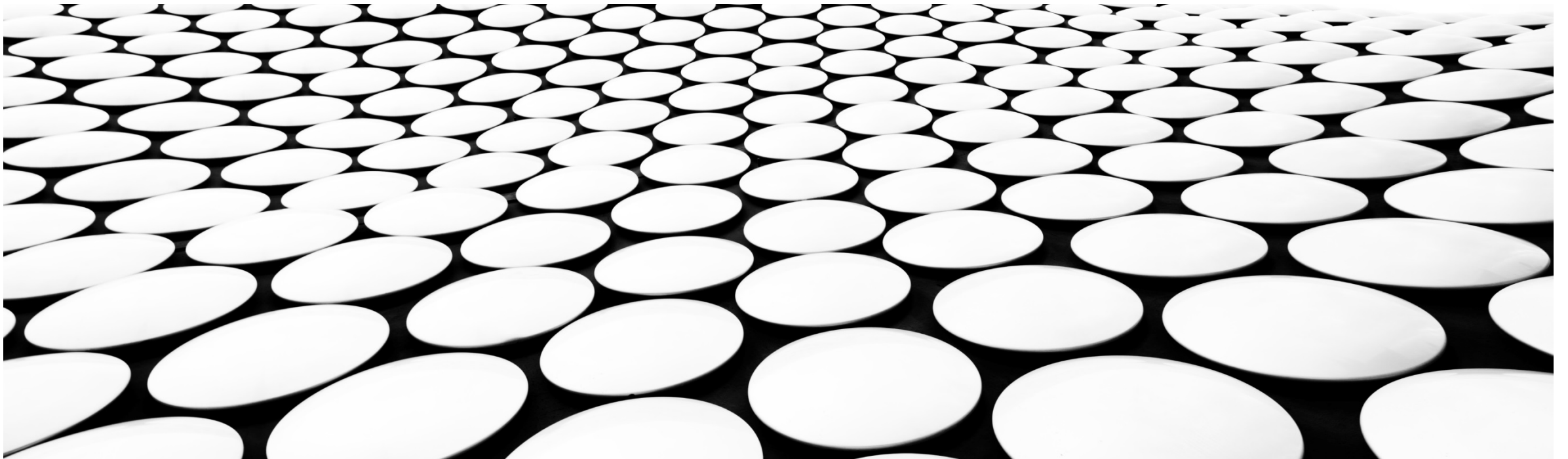


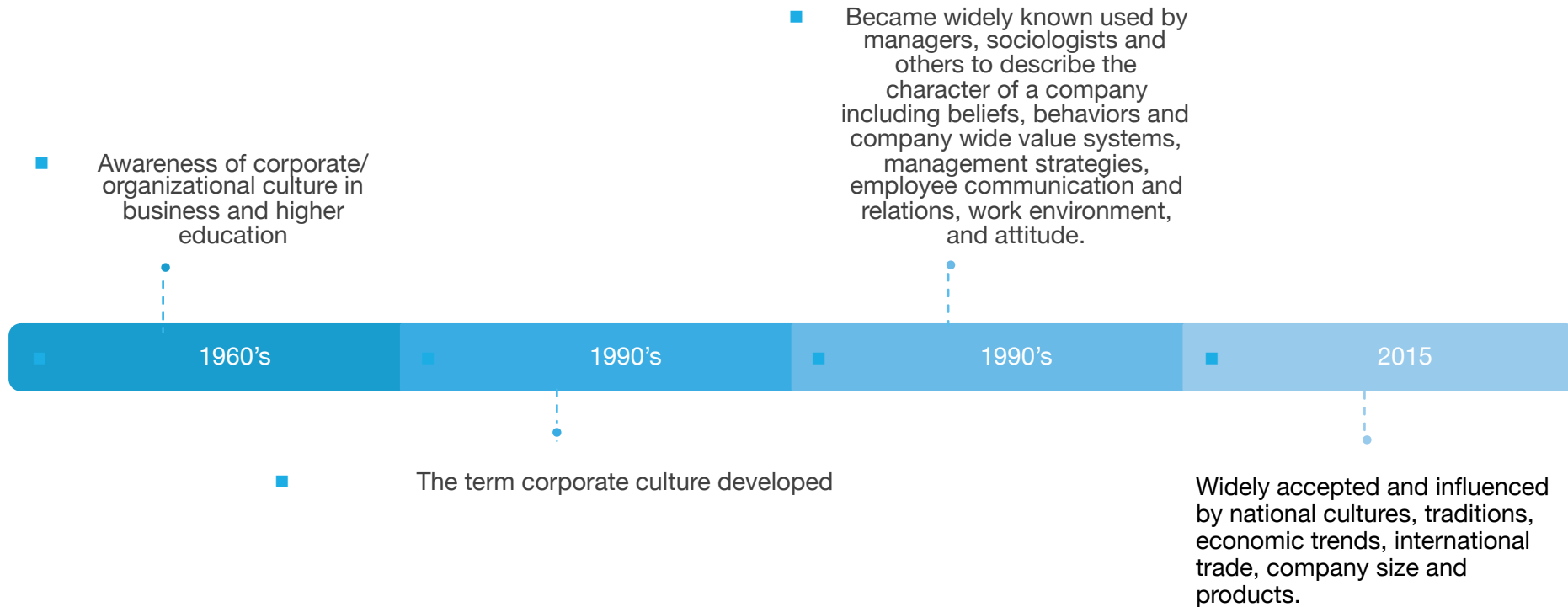
THE IMPACTS OF CULTURE ON RECRUITMENT & RETENTION & CORPORATE CULTURE

LEVERAGE, INTEGRATE, NETWORK & CONNECT





CORPORATE CULTURE



Resource: <https://www.investopedia.com/terms/c/corporate-culture.asp>



DEFINING CORPORATE CULTURE – WHERE ARE YOU NOW?

- **WHAT DO YOU THINK OF WHEN YOU HEAR THE WORDS CORPORATE CULTURE?**
- **DO YOU BELIEVE YOU HAVE A CORPORATE CULTURE?**
- **IS YOUR CORPORATE CULTURE IMPLIED OR DEFINED?**
- **WHAT FIVE WORDS WOULD YOU USE TO DESCRIBE YOUR CORPORATE CULTURE?**



PEOPLE VS. MECHANICS

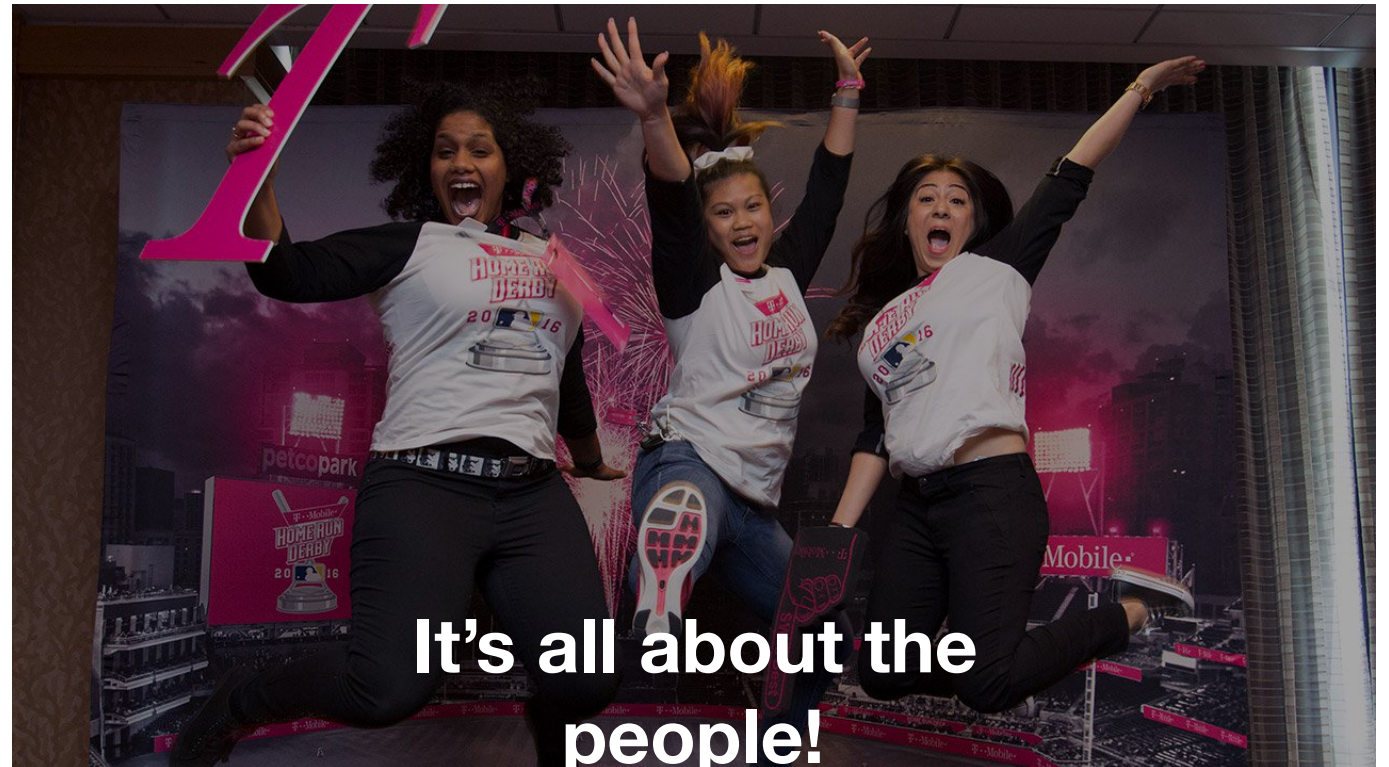
- CORPORATE CULTURE IS A MOVEMENT - IT BEGINS AT THE TOP
- CORPORATE CULTURE IS MORE THAN HARD COST BENEFITS
 - Perks and benefits do not replace a strong corporate culture
- CORPORATE CULTURE IS ...

“...way people feel about the work they do, the values they believe in, where they see the company going and what they’re doing to get it there. Collectively, these traits represent the personality — or culture — of an organization.”

<https://builtin.com/company-culture>



Your time is NOW!



It's all about the people!

<https://www.t-mobile.com/careers/culture-and-benefits>

INSIDE TO OUTWARD FACING

- CORPORATE CULTURE IS THE IDEOLOGY, PRACTICE AFFECTING EVERY ASPECT OF BUSINESS FROM EMPLOYEES TO PUBLIC IMAGE



THE SOFT SIDE OF DOING BUSINESS

The average American will spend one third of their life at work.

The level of engagement during the recruitment phase through to retention has a huge impact on every fact of business including your bottom line.

66% of job seekers consider a company's culture and values the most important factor when considering

career opportunities - <https://www.fastcompany.com/3061250/these-are-job-seekers-top-3-priorities-right-now-according-to-linkedin>

Companies that actively manage their culture boast

40% higher employee retention <https://www2.deloitte.com/insights/us/en/deloitte-review/issue-16/employee-engagement-strategies.html>

Organizations with strong cultures boast 72% higher employee engagement rates than those with weak

cultures - https://www.denisonconsulting.com/sites/default/files/documents/resources/rn_engagement_0.pdf

Highly engaged teams outperform their peers by 10% in customer ratings, 21% in productivity and 22% in profitability –

<https://news.gallup.com/businessjournal/163130/employee-engagement-drives-growth.aspx>





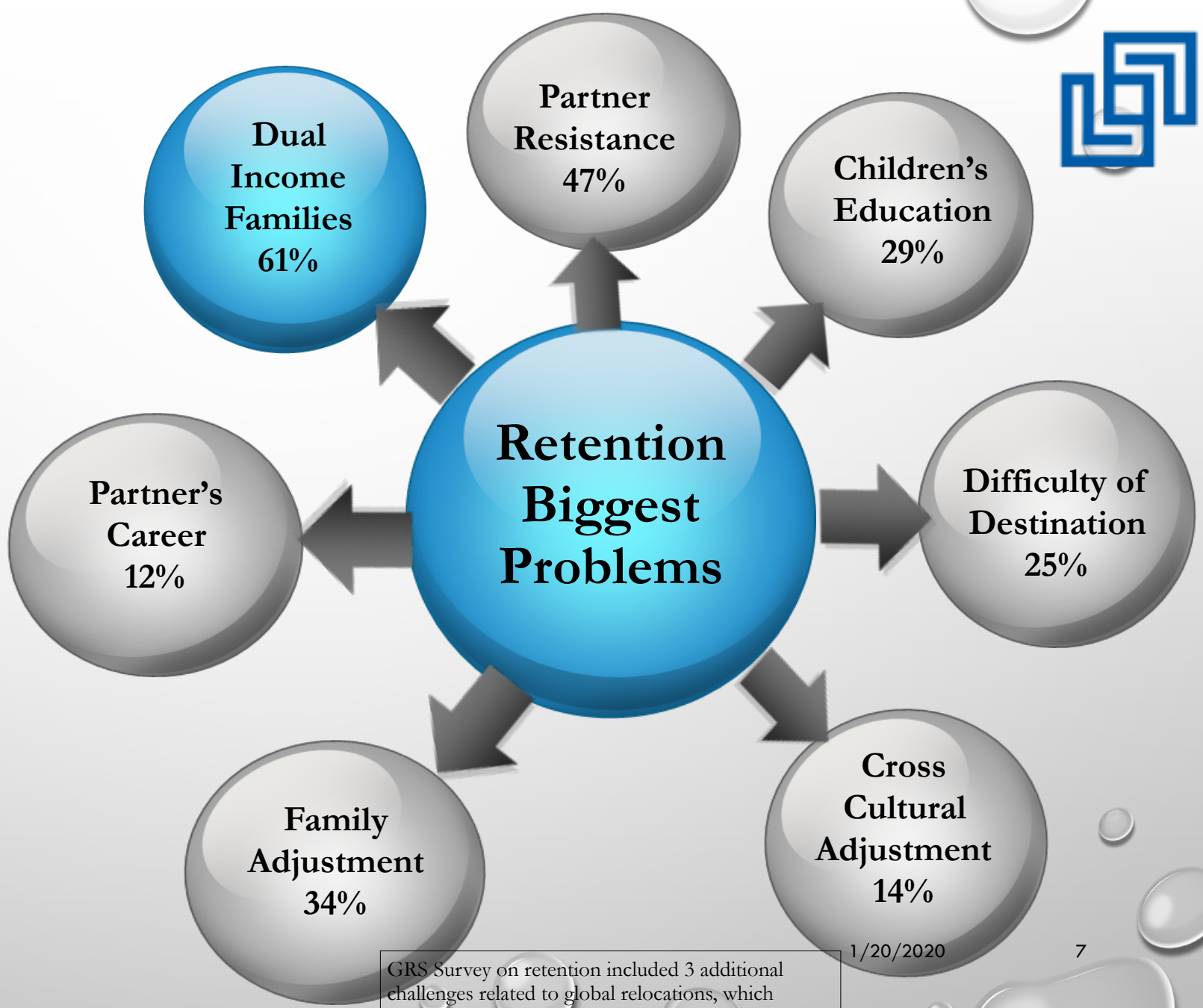
Recruitment Biggest Problems

- ◆ Family Concerns
- ◆ Location Quality of Life
- ◆ Inadequate Practical Support
- ◆ Partner Support

Recruitment & Retention Factors to Consider

In 2013, work/life balance and work location, city, state were in the top 5 reasons executives stayed with their employer.

(Executive Job Market Intelligence Report 2013)



GRS Survey on retention included 3 additional challenges related to global relocations, which represents the remaining 20% of critical challenges.

RECRUITMENT – ENGAGE FROM THE BEGINNING



DIFFERENTIATOR

**BRANDING
OPPORTUNITY**

**MORE
VALUED**

EXPERIENCE

**CONSIDERATION BEYOND CORPORATE
BORDERS**

RECRUITMENT ENGAGEMENT – DOES IT MATTER?



Was this conversation a valuable service as part of the interview/offer process
– 100% Yes

Does finding out about the Lehigh Valley make you more interested in the offer:
Over 84% of respondents agreed

Rate how valuable the conversation was to consider the decision:
Over 89% found the conversation Valuable (81% or Priceless (18%))

LINC services were a strong influence or determining factor in my accepting the job offer
Over 50% Agree or Strongly Agree

Competition:

Cities:

Philadelphia; NYC;
Atlanta, GA;
Huntsville, AL;
Boston, MA;
Chicago, IL

States: Virginia,
Texas, Florida,
North Carolina;
Seattle,

Washington;
Arizona, California,
Utah, Oregon,
Connecticut,
Washington DC,
Maryland

LINC is a great service employers offer to employees relocating. The connections made during the on-site interview were amazing. I felt the people I meet through LINC had my best interests in mind; it was important that I felt comfortable with my decision and had plenty of opportunities to ask questions and share concerns.

I found the conversation very helpful. It made me think of things I hadn't considered such as connecting with and adjusting to a new community.

This service was invaluable. I was concerned with a move to Lehigh Valley as I did not know the different areas as well as not knowing where to start to find a new hair salon, dentist and gym. Donna made it feel as though I had a partner in this process and I am very appreciative of the services and knowledge she has to offer.

It would be nice if every new job came with a service like this, since it is such a big life decision.

LINC services is an outstanding benefit to new families.

This was really helpful for getting connected with people in the area with my specific interests!

This was the first time that I experienced this type of service and I found it to be very helpful.

TESTIMONIALS



A REGIONAL APPROACH TO RETENTION – INTERNAL AND EXTERNAL

SIZE DOES MATTER –
WHAT YOU CAN'T DO
ALONE
YOU CAN DO TOGETHER

FROM FLOOR WORKERS TO CEO

ENGAGEMENT
EXTERNAL

ENGAGEMENT
INTERNAL

INCLUSION EXTERNAL

INCLUSION INTERNAL





WHERE TO BEGIN

CREATE A CORPORATE CULTURE:

- VISION
- VALUES
- PRACTICES
- PEOPLE
- NARRATIVE
- PLACE

THINGS TO CONSIDER:

- GET **YOUR COMPANY** INVOLVED IN A CROSS-INDUSTRY REGIONAL CONVERSATIONS
- GET **YOUR EMPLOYEES** INVOLVED IN CROSS-INDUSTRY REGIONAL CONVERSATIONS

THINGS TO CONSIDER:

- DIVERSITY
- **INCLUSION** BEST PRACTICES
- **INTEGRATION**
- PEOPLE CENTRIC INCENTIVES



NEXT STEPS TOWARDS CHANGE:

Connecting with LINC leverages relationships between employers and the community to attract, retain and cultivate a more diverse workforce.

Leverag

employers and community resources to get commitments from and retain talent

Integrat

diverse individuals and families through personal and professional connections

Network

resources to create customized plans for employees and their families to ease the transition within

Connect

existing communities
employers and talent and community



LINC

Leverage, Integrate, Network, Connect

A PART OF YOUR CORPORATE CULTURE!