

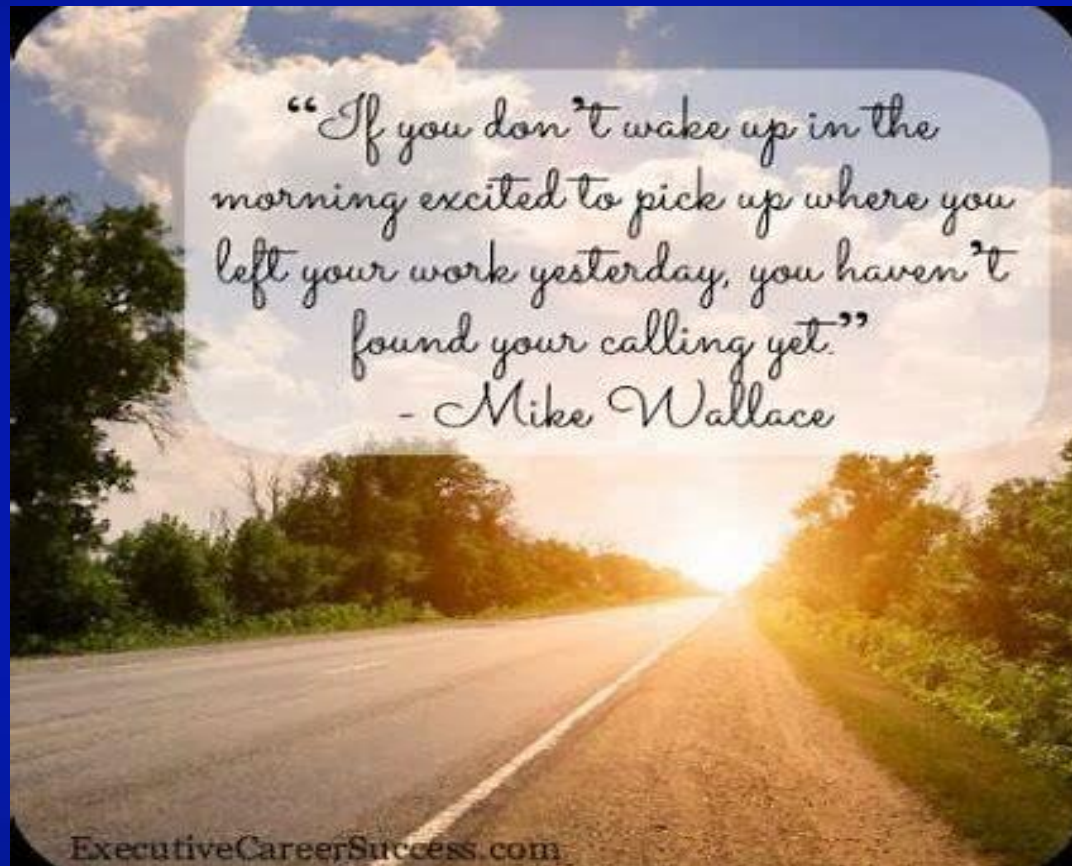


Building a Magnetic Culture: Recruit & Retain Top Employees



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What Words Define an Employer or Choice?



Autonomy, Mastery, Purpose

	JOB YOU LOVE	VS	JOB YOU HATE
AUTONOMY	feel in control		feel controlled
MASTERY	feel like using full potential and growing		feel like not using full potential; growth stagnated
PURPOSE	feel like work matters and makes an impact		feel like work doesn't matter and doesn't make an impact



Purpose is the reason you journey. Passion is the fire that lights your way.

YOUR CULTURE = YOUR EMPLOYMENT BRAND

The Main People Responsible for Employer Branding Differ in Different Organizations

Who is accountable for employer branding in your organization?



18.7%

HR Department



18.7%

Marketing Department



15.3%

All Employees



12.7%

The CEO

BENEFITS OF EMPLOYER BRANDING

What are the main benefits of being perceived as a great place to work?



23.4%

Better employee
engagement



12.4%

Higher job
acceptance rates



11.4%

Recognition as an
employer of choice



9.8%

Easier to attract
candidates



5.8%

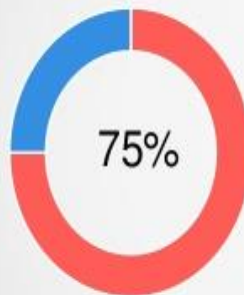
Decrease in staff
turnover



2.6%

Reduced recruitment
costs

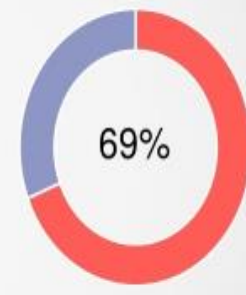
Importance of Employer Brand for **attracting candidates**



...of candidates research about firm's
reputation and Employer Brand before
applying for job



...of Employers say that Employer Brand
plays a significant role in their ability to
hire talent



...of candidates would NOT accept a
job in a firm with a bad reputation even
if they wouldn't have a job

Source: LinkedIn

Skills Shortage/Talent Wars



"There is a dire talent shortage... unless you are a great place to work."

– Tom Peters

sourced.kiwi

WHY SHOULD YOU INVEST IN YOUR EMPLOYEES?



250%

STUDIES HAVE SHOWN THAT ORGANIZATIONS WITH A CAREER DEVELOPMENT PROGRAM DEMONSTRATE UP TO **250%** HIGHER PRODUCTIVITY. SCALES, 2012

86%

OF BUSINESS & HR LEADERS BELIEVE THEY DON'T HAVE AN ADEQUATE LEADERSHIP PIPELINE.

DELOITTE, 2014

RETENTION IS
25%

HIGHER FOR EMPLOYEES WHO HAVE ENGAGED IN COMPANY-SPONSORED MENTORING.

DELOITTE RESEARCH BRIEF, 2012

THE ROI FOR COMPANIES THAT INVEST IN COACHING IS

7 TIMES

THE INITIAL INVESTMENT.

PRICEWATERHOUSE COOPERS, 2011



51%

ONLY **51%** OF EMPLOYERS FEEL CONFIDENT ABOUT RETAINING TOP TALENT AS THE ECONOMY IMPROVES.

WORLD AT WORK RESEARCH STUDY, 2012



13%

ORGANIZATIONS WITH EXCELLENT CULTURAL SUPPORT FOR COACHING HAVE **13%** STRONGER BUSINESS RESULTS.

BERSIN, 2011



Imagine

**Remember a time
you were fully engaged in
your work?**



A Story of Engagement

- I'm laying bricks.



- I'm making \$ for my family.



- I'm creating a cathedral.



Leadership to Attract, Develop & Retain Talent



Good leaders
develop ideas.
Great leaders
develop people.
The best leaders
develop new
leaders.
-Bobby Umar



Impact - Engagement Guru

**TREAT
EMPLOYEES
LIKE THEY
MAKE A
DIFFERENCE
AND THEY
WILL.**



Jim Goodnight

Engage + enable your employees
and here's how you could benefit



Decrease employee turnover by



Source: Based on linkage case studies using Hay Group's global normative database

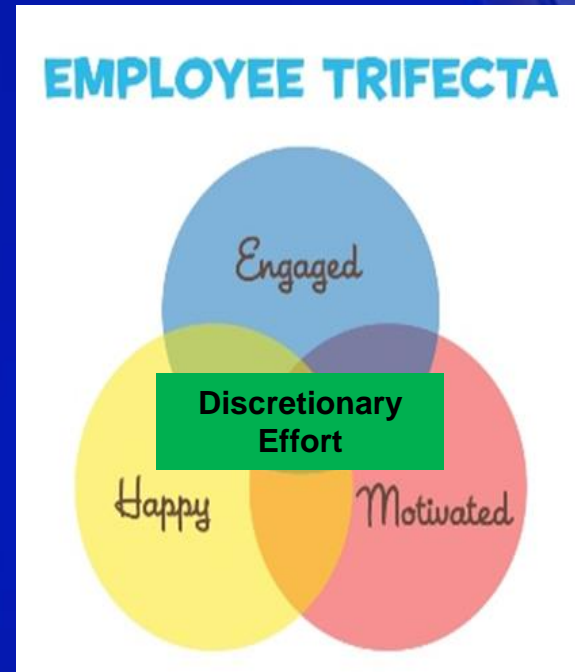
What Engagement Is and What It's Not

Happiness –

Engaged employees are happy at work, however happy staff are not necessarily engaged.

Satisfaction –

A satisfied employee may show up at work without complaint but they won't likely go the extra distance for the company.



Who's Sinking Your Boat?



Employee Engagement

Who's Sinking Your Ship?

"It all came down to employee engagement. It all came down to recognition. It all came down to leadership, which led to every sailor feeling ownership and accountability for the results. You can ask a team to accomplish a mission but you can't order excellence."

Mike Abrashoff, Commander USS Benfold

~ 4 ~

#ENGAGEMENT
#RECOGNITION
#LEADERSHIP
#ACCOUNTABILITY

www.propism.com/en/category/quotes

Engagement Drivers

1. Do you know what is expected of you at work?
2. Do you have the materials & equipment to do your work right?
3. At work, do you have the opportunity to do what you do best daily?
4. In past 7 days, did you received recognition for doing good work?
5. Does your supervisor seem to care about you as a person?
6. Is there someone at work who encourages your development?
7. At work, do your opinions seem to count?
8. Does the co. mission/purpose make you feel your job is important?
9. Are your co-workers committed to doing quality work?
10. Do you have a best friend at work?
11. In past 6 months, has manager talked to you about your progress?
12. In the last year, have you had opportunities to learn and grow?



Meet Engagement Needs

FOUR DIMENSIONS OF EMPLOYEE ENGAGEMENT

Among the many variables that discriminate between highly productive workplaces and those that are unproductive is the quality of the local workplace manager and his or her ability to meet a core set of employees' emotional requirements. Work units that meet these conditions of engagement perform at a much higher level than work units that fail to meet them.

Opportunities to learn and grow
Progress in last six months

Best friend
Coworkers committed to quality
Mission/Purpose of company
My opinions count

Encourages development
Supervisor/Someone at work cares
Recognition last seven days
Do what I do best every day

Materials and equipment
I know what is expected of me at work



What Important for Workers?

Factor	Manager	Employee
Appreciation		
Involved in Decisions		
Help w/ Personal Issues		
Job Security		
Excellent Salary		
Interesting Work		
Promotion & Growth		
Loyalty from Boss		
Working Conditions		
Tactful Disciplining		

What's Important at Work?

Employees

1. Interesting Work
2. Appreciation
3. Involvement in Decisions
4. Growth & Development
5. Fair Pay & Benefits
6. Job Security
7. Good Work Conditions
8. Personal Loyalty
9. Tactful Discipline
10. Help w/ Personal Issues

Managers

1. Fair Pay & Benefits
2. Job Security
3. Growth & Promotional
4. Good Work Conditions
5. Interested Work
6. Personal Loyalty
7. Tactful Discipline
8. Appreciation
9. Help w/ Personal Issues
10. Involvement in Decisions



THE 7 KEY TRENDS IMPACTING TODAY'S WORKPLACE

Results From **500+** Organizations & Over **200,000** Anonymous Responses

Company culture crisis. 64% of all employees do not feel they have a strong work culture.



49% of all employees are **not satisfied** with their direct supervisor.



Opportunities for professional growth are limited, with 66% not seeing a chance for growth.

Only **21%** of employees **feel strongly valued** at work.



More than **1 in 4** employees **do not have the tools to be successful** in their jobs.

44% of employees give **peer-to-peer recognition**... when they have an easy tool to do so.



Peers and camaraderie are the **#1 reason** employees go the extra mile...not money.



Build a Culture to Attract & Retain Top Talent

People
Want to
Work for a
Winner

People need
a Sense of
Belonging

Want to go on
a Meaningful
Journey

People Want
to Make a
Difference

TELL THEM
YOUR STORY



Create the kind of workplace and company culture that will attract great talent. If you hire brilliant people, they will make work feel more like play.

— Richard Branson —

AZOUOTES

M-A-G-N-E-T MODEL

- **M**eaningful and challenging work
- **A**ppreciation and Advancement
- **G**oal Alignment and Achievement
- **N**eed to be Involved in Decisions
- **E**quitable Compensation/Treatment
- **T**eam Connectivity and Success





TOP 10 REASONS EMPLOYEES ARE LEAVING



- Develop personalized growth plans
- Create opportunities for employees to learn & advance – and share their expertise
- Provide career coaching to managers
- Give your workforce autonomy and space to be creative
- Recognize achievements – big & small
- Set Clear Expectations
- Actively support volunteerism
- Give employees flexibility in when and where they work
- **When you increase retention by improving your culture – its easier to attract new hires when people leave!**

Belonging



I can be authentic, I matter, and
am essential to my team.

Diversity

Everyone is individual and different



Equality

Equal access to opportunities



Inclusion

Inclusion is a sense of belonging: feeling respected, valued for who you are; feeling a level of supportive energy and commitment from others so that you can do your best at work

LET'S TALK DIVERSITY...

M-A-G-N-E-T MODEL

- **M**eaningful and challenging work
- **A**ppreciation and Advancement
- **G**oal Alignment and Achievement
- **N**eed to be Involved in Decisions
- **E**quitable Compensation/Treatment
- **T**eam Connectivity and Success



Ignite the Engagement Fire

- Challenge their Minds
 - Interesting Work
 - Autonomy to Perform
 - Knowledge & Skill Mastery
- Capture their Hearts
 - Job Purpose
 - Appreciation
 - Connection to Others





Questions?

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