

# WELCOME TO Talent on the Move



**Marketing Humber**  
delivered by Bondholders

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# Bill Walker

Chair,  
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# Talent on the move

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# The Great Reshuffling

**People quitting their jobs to pursue more meaningful work and employers who treat them better.**

"Right now, all companies, all CEOs, are rethinking the way their company works. They're rethinking their culture. They're rethinking their values and about what it means to work at their company,"

"And on the other hand, you have employees globally who are rethinking not just how they work, but why they work and what they most want to do with their careers and lives."

[Ryan Roslansky – CEO of LinkedIn](#)



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# What causes an employee to leave an organisation?

To understand this, let's consider the analogy of why people decide to move house:

**My house is no longer fit to live in**  
(the plumbing is broken; the roof is leaking).

**My house may be fit to live in,**  
**but it no longer meets my needs**  
(we need an extra bedroom).

**Other houses look better**  
(like that house we drive by every morning).

**I don't want to live in a house anymore**  
(I want to live on a boat).



## MY HOUSE IS THE PROBLEM

Internal environment

### The house is no longer fit to live in

It needs repairing

- Lack of recognition
- Unsupportive manager
- No opportunity to grow

### The house no longer fits my needs

It needs an extra bedroom

- More flexible working
- Values misalignment
- Burn out / mental health

## LIFE INSIDE THE HOUSE

Work experience

## LIFE OUTSIDE THE HOUSE

Personal life

### Other houses look better

I like the house down the street

- More interesting opportunity
- Faster development plan
- More pay for the same job

### Don't want to live in a house any more

I want to live on a boat

- Change of career
- Lifestyle change
- Looking to retire

External environment

## THE HOUSING MARKET PRESENTS OPPORTUNITY

## MY HOUSE IS THE PROBLEM

Internal environment

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LIFE **INSIDE** THE HOUSE

Work experience

LIFE **OUTSIDE** THE HOUSE

Personal life

**Other houses look better**

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**I don't want to live in a house any more**

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External environment

**THE HOUSING MARKET PRESENTS OPPORTUNITY**



# Building homes that attract and retain talent

By thinking about what lifestyle they offer



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Just like homes attract buyers looking for a certain lifestyle.

Organisations can also attract employees looking for a particular work experience.

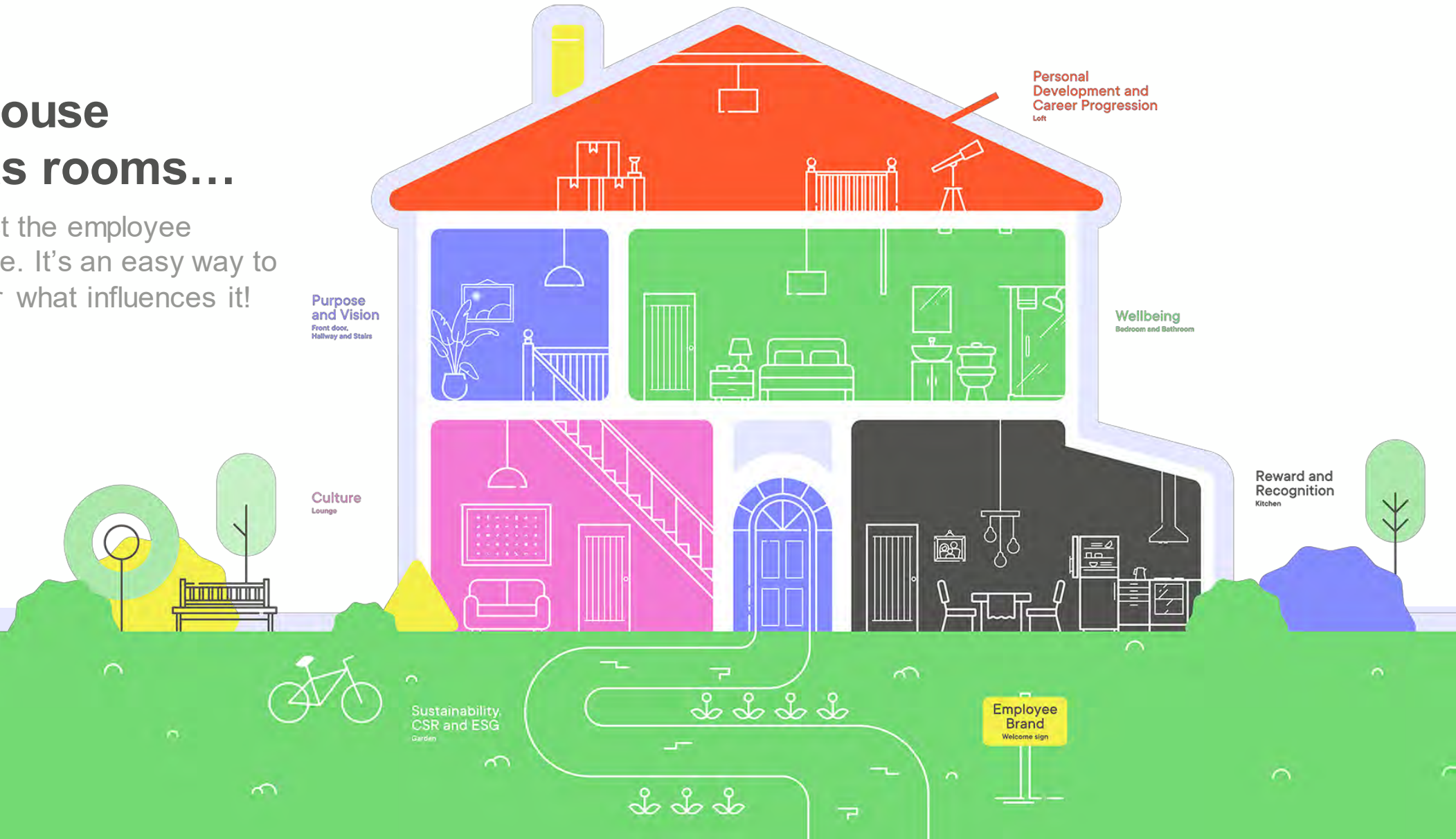


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# The house and its rooms...

can reflect the employee experience. It's an easy way to remember what influences it!



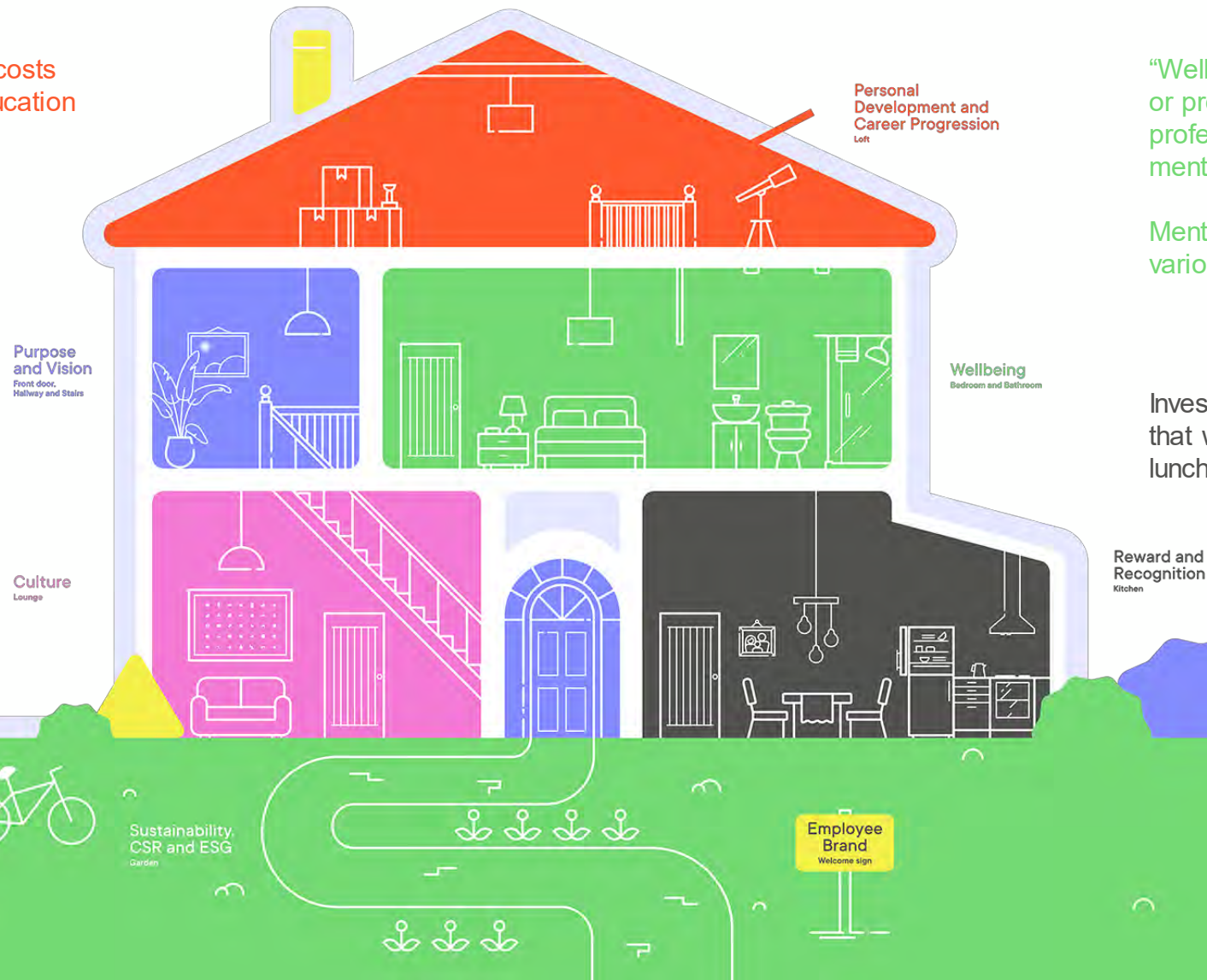
## Talent on the move

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Paying 100 percent of the tuition costs for employees seeking higher education

“Stay” interviews, asking people in the most critical roles how they are doing and what they need to continue in those roles?

Simplifying the application process for new candidates, to decrease the time to hire and quickly expand the workforce.



“Well-being” bonuses to employees or providing extra days off for professional development or mental-health breaks.

Mental-health services and various forms of flex time.

Investing in on-site childcare services that would allow employees to eat lunch with their children.

Subsidised cleaning services instead of gym memberships.

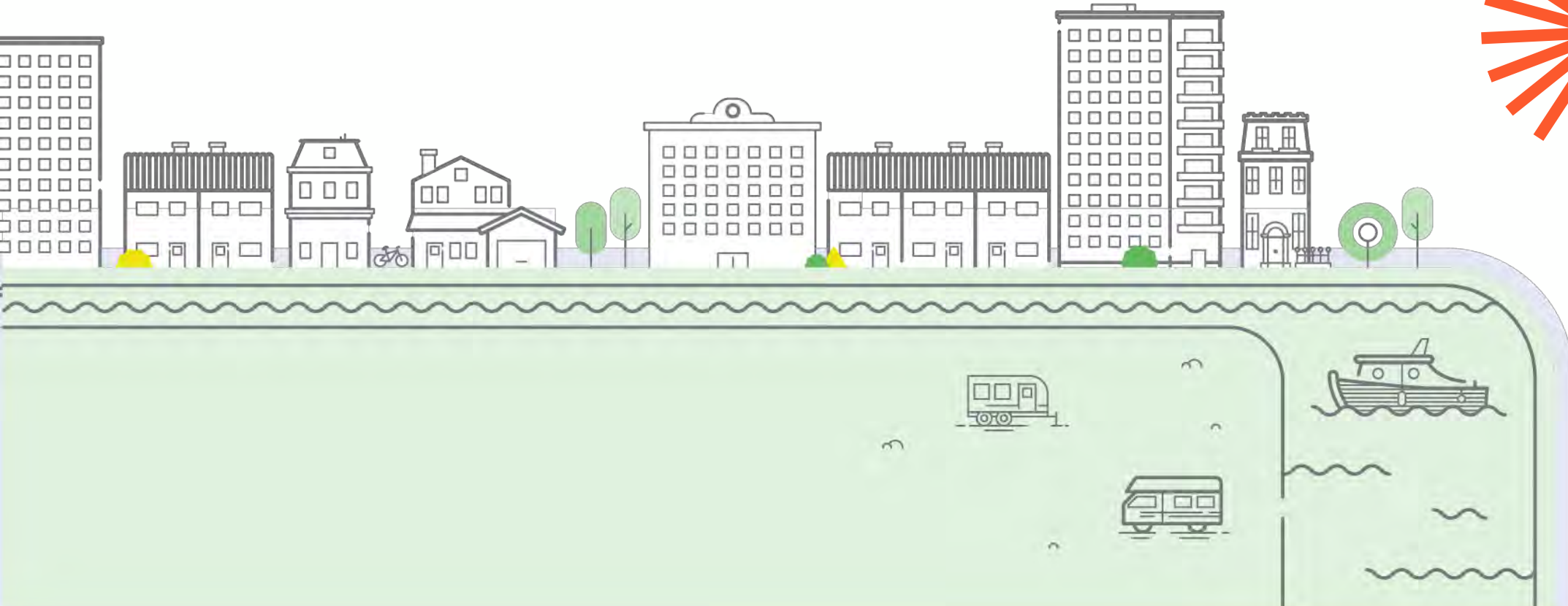
# Attracting talent to our neighbourhood

Exploring why the Humber is a  
great place to live and work



# Our regional home

An activity to highlight what makes our region a great place to live and work – so we can attract talent from anywhere.












## Activity 1






# Our regional home

What benefits would you shout about when attracting talent to the Humber and Yorkshire region?

Your table host is here to guide you through the activity.

### The benefits of our region

-  **Setting the scene - Purpose and Vision**
-  **Room to grow - Personal Development and Career Progression**
-  **Getting together - Culture**
-  **Rest and recharge - Wellbeing**
-  **Nurturing your environment - Sustainability CSR and ESG**
-  **Boosting energy - Reward and Recognition**
-  **Creating kerb appeal - Employee Brand**



Activity 1

# Getting you started...



**IC** FIELD GUIDES

**Make your house a home**  
with a powerful Employee Value Proposition



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**YOUR TIME**

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Unlock your future in the Humber

Sponsored by UNIVERSITY OF HULL

# The benefits of our region



## Setting the scene - Purpose and Vision

What about our future direction makes it an exciting place to be?  
What sectors do we excel in?  
What opportunities are there to get involved with?



## Getting together - Culture

What are the values we have in common as a region?  
How do they help us achieve success?  
What kind of people would thrive here?



## Nurturing your environment - Sustainability CSR and ESG

How are we contributing to a sustainable world?  
What examples of great regional CSR can we highlight?  
How do we support our communities?



## Room to grow - Personal Development and Career Progression

How do we nurture our talent across the region?  
What opportunities are there for career growth and why?  
How do we encourage graduates and apprentices to stay?



## Rest and recharge - Wellbeing

What are the health and wellbeing benefits of living and working in our region – and why?  
What would you say is our collective approach to health and wellbeing? And how do we demonstrate it?



## Boosting energy - Reward and Recognition

What are the most popular ways we recognise and reward people in our region?  
What is it about our region that makes this possible?



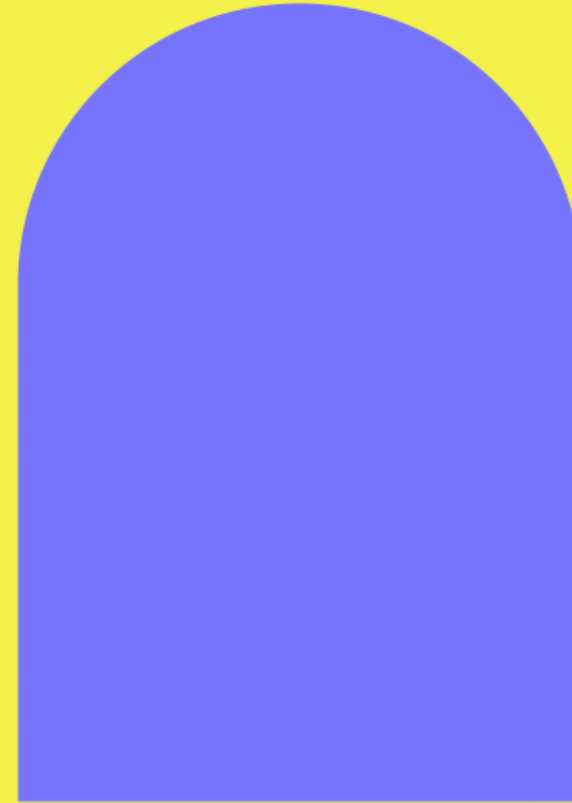
## Creating kerb appeal - Employee Brand

What attracts most people to our region? Is it our geographical locations, quality of life, warmth of people?  
What is the best thing about living and working in the Humber?



# Making your house a home

Exploring the features that will attract talent



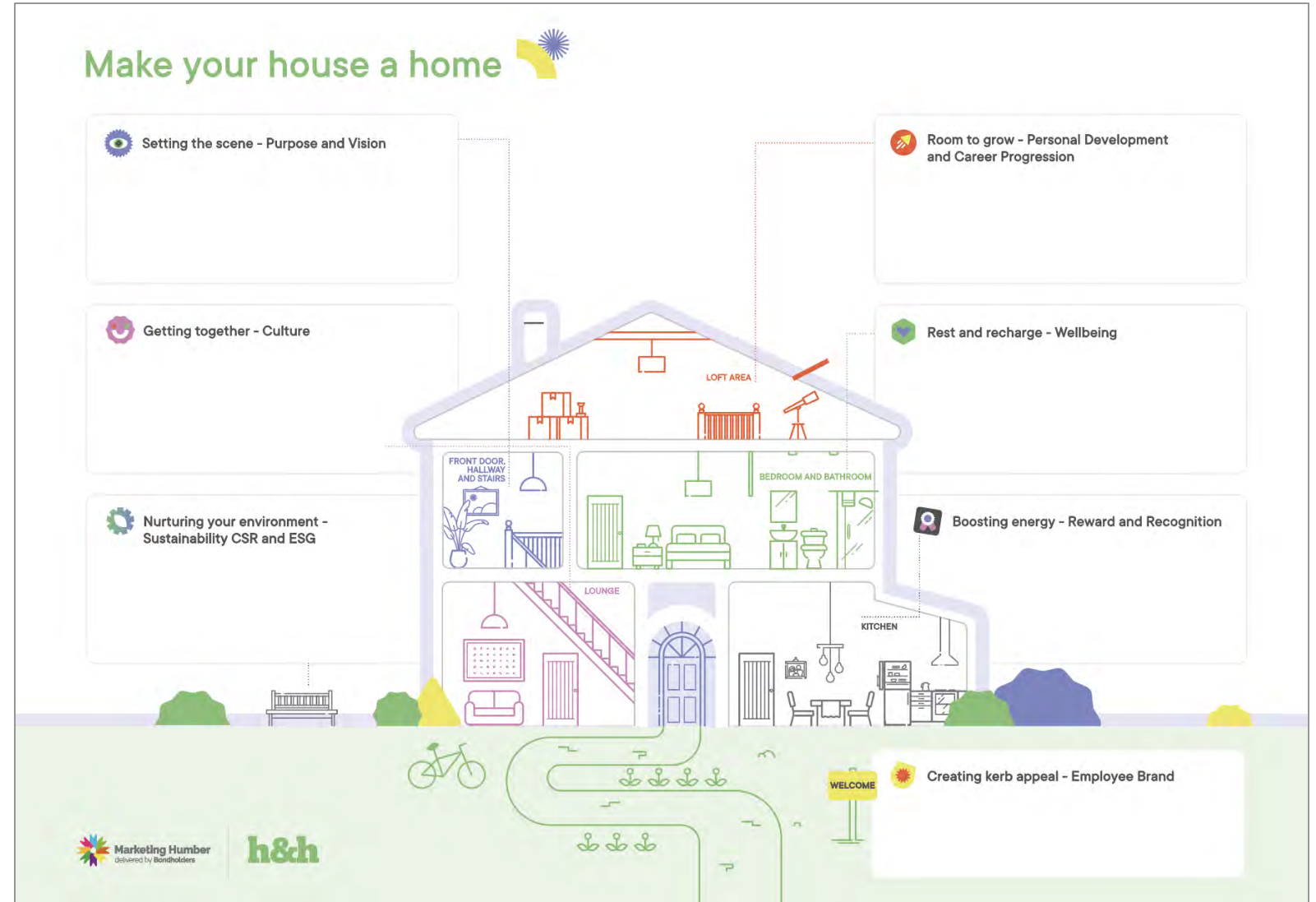
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## Activity 2

# Designing your perfect home

Whether you're an employer or an employee. Share examples of great practice that you've either experienced, heard about or think would be a good idea!





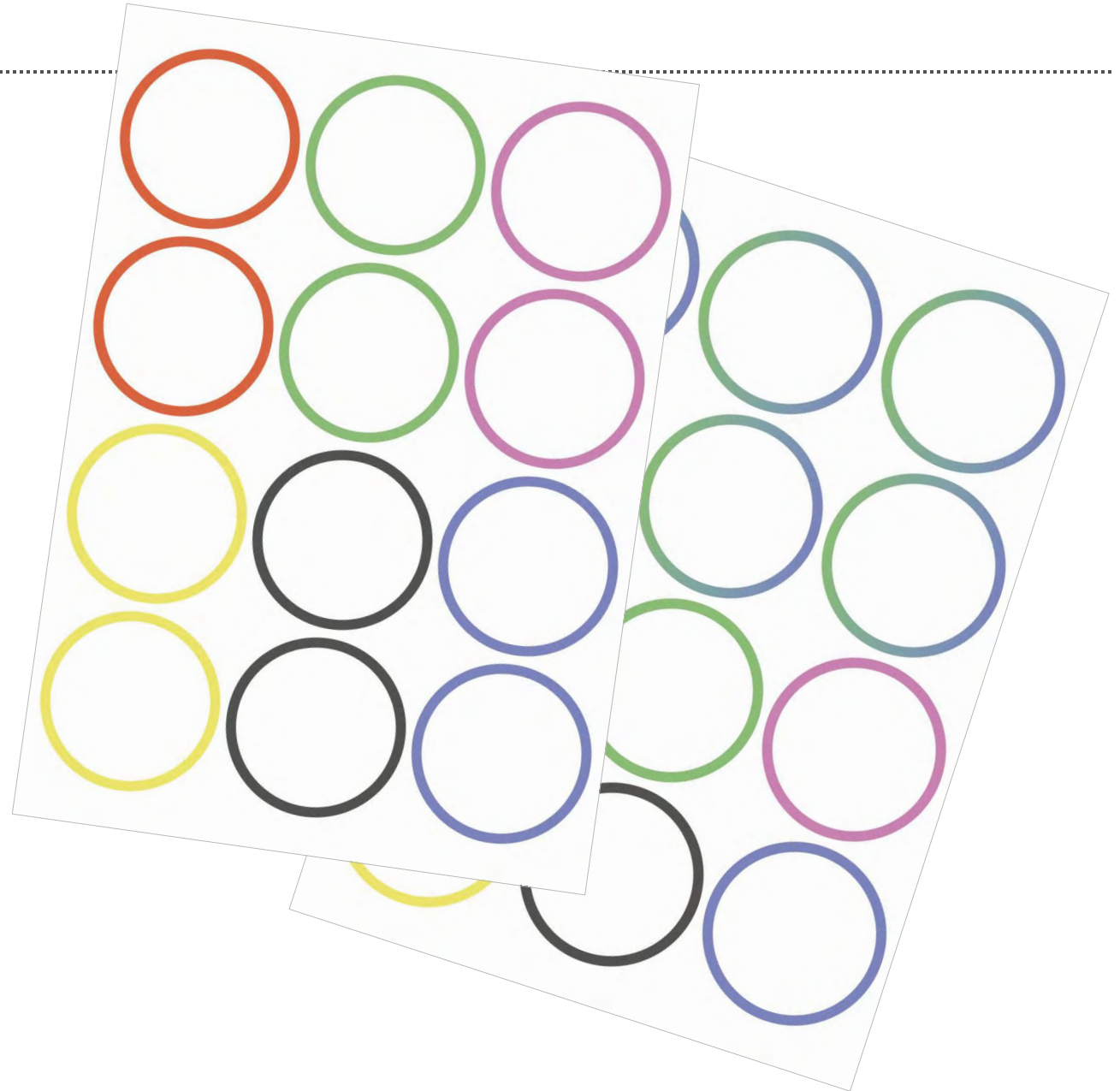
Choosing your top three

# What would make the biggest difference for you?

From all the examples and ideas shared today – choose your top three. Write them onto their corresponding colour of circular sticker.

Then stick them to the house board on your way out.

This is important because we'll be capturing all of these to create a bank of ideas to share with you all.



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# Your resources

Produced by Marketing Humber and available to download at: [marketinghumber.com](http://marketinghumber.com)



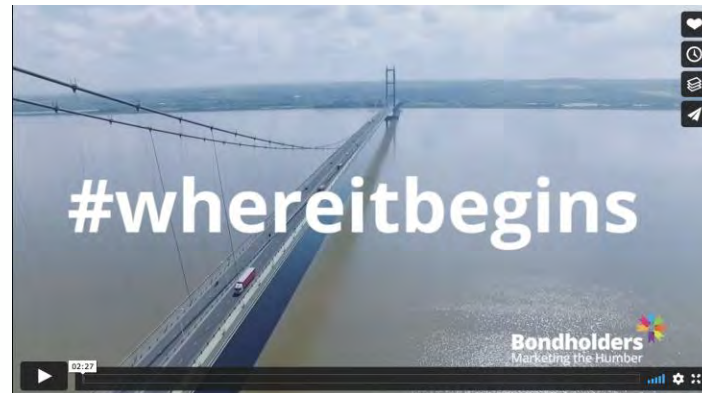
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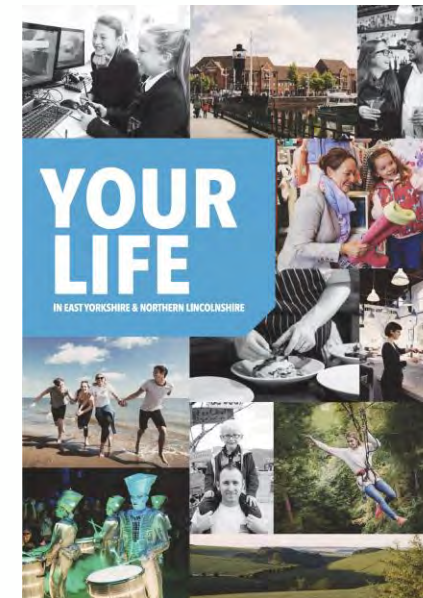
**Your View**  
The 'healthcare' recruitment guide



**Your Time**  
Showcasing the career and lifestyle opportunities the Humber offers young people.



**#whereitbegins**  
A film to attract and retain young talent to the region



**Your Life**  
The recruitment guide to attract senior professionals and technical employees to the region.

# Employee Value Proposition



## Culture

Shared beliefs, values, behaviours, language, people and talent quality, camaraderie, stories and myths, the working space and environment

## Rewards and Benefits

Salary, benefits, perks, recognition, personal development, career progression, quality of managers, job interest alignment, work/life balance

## Purpose and Vision

What we're here to do, the difference I make, clarity of direction, trust and respect for senior leaders, organisational growth prospects, market position and reputation, corporate social responsibility, sustainability, and inclusion and diversity



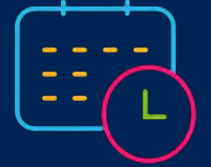
# Thank you!

Enjoy your Business Week 2022



# UPCOMING EVENTS

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## Save the Dates

- **YTN Event** – Making Good Connections for Career Success - **9<sup>th</sup> June**
- Bondholder Ambassador Celebration – **21<sup>st</sup> July**
- Leading a Food Revolution – **7<sup>th</sup> September**



# THANK YOU

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