

# Careers, Not Jobs: How to Attract Candidates with a Modern Mindset

@MuseEmployers  
@WilsonHCG  
#careersnotjobs

the**muse**

+

WilsonHCG

# Meet Toni Thompson



VP People & Talent  
The Muse

“Everyday, I go to work at The Muse, a career technology platform disrupting the talent & HR space as their VP, People & Talent. ***I deeply believe technology can help foster stronger more impactful human connections.***”



My passions:

My family

Everything about leadership

Inspiring talent engagement & performance

Creating diverse & inclusive company cultures

# About The Muse

Our mission is to create meaningful connections between companies and candidates to make the world of work—from the job search to career development—more personal.

- Capture your employer brand stories
- Create compelling content
- Distribute that content to reach the right candidate with the right message at the right time



“At WilsonHCG we have a motto of “better people, better business” and I get to see it come to life everyday in our business. ***I get the privilege of helping to empower our people, while creating an innovative and distinct culture.***”



### **My passions:**

My Family

Aspiring Foodie

Empowering Employee Engagement

Helping Others Discover & Develop Their Talents

# Meet Dave Mahr



Director of Engagement & Relations  
WilsonHCG



# About WilsonHCG

WilsonHCG is the premium provider and global leader in innovative talent solutions that operates on the principle of providing true partnership to our clients. Through our integrated and highly configurable model – Talent Ecosystem™ – we enhance each client’s talent function into an employer of choice that drives strategic, business impacting results. While optimizing clients' talent strategies is essential, WilsonHCG recognizes the relationships we develop lead to the results our clients realize. Better People, Better Business.®

@MuseEmployers @WilsonHCG

# What We Will Cover Today

- **Insights into why talent is now more attracted to careers than jobs**
- **What careers focused employer messaging should entail based on key learnings about the modern career mindset**
- **Examples of how companies are responding in order to stay competitive in the war for talent**

# Shift From Jobs to Careers

**Job** *a paid position of regular employment or a task or piece of work, especially one that is paid*

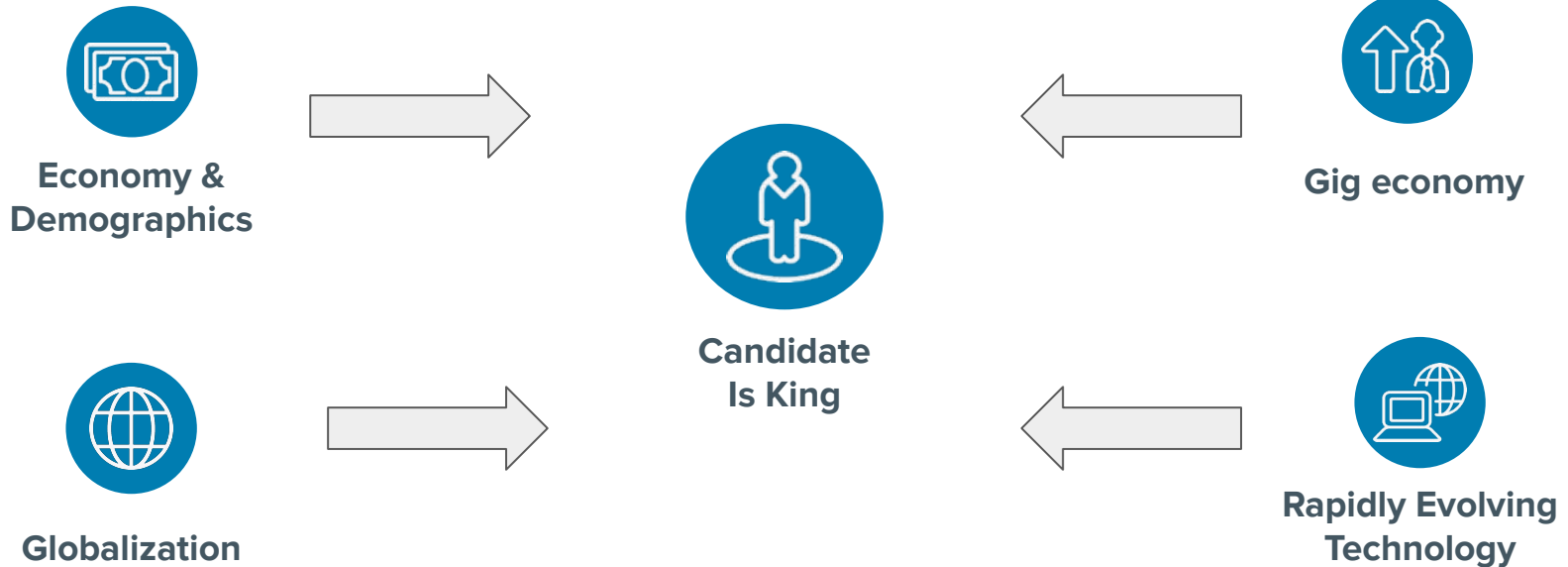
**Career** *an occupation undertaken for a significant period of a person's life and with opportunities for progress*



# How Have Things Changed?

## [The Landscape]

The combined factors have a profound effect on how companies look at attracting talent



# How Have Things Changed?

## [The Candidate]

### The Change in Leadership

#### Past

My paycheck

My satisfaction

My boss

My annual review

My weaknesses

My job

#### Future

My purpose

My development

My coach

My ongoing conversations

My strengths

My life





# 2018 Edelman Trust Barometer

Global Report

#TrustBarometer



# Career Focused Employer Messaging

# Modern Mindset Message #1

## Share Purpose, Showcase Impact

“Candidates want to know more than just how a job can further their **work**...They want to know how a career can benefit their **life**.”

# The Gap...

- **Research from the HBR analytics services found companies that operate with a clear and driving sense of purpose, beyond the goal of just making money, outperformed the S&P 500 by a factor of 10.**
- **4 in 10 employees struggle to describe their organization's brand or how they think customers feel their organization is distinct from competitors.**
- **Only 28% of employees strongly agree that they know their company's brand values.**
- **1 in 5 employees strongly agrees that company leaders communicate how employees should live out the brand values in their jobs.**

# Question: Do You Know Your Company Purpose And Communicate It Well?



MISSION

“To deliver business impacting **results** for our clients by **investing** in our **people**, driving **innovation**, providing **scale** and **flexibility**”



# Standard Job Description

“As a software engineer at The Muse you’ll develop information systems by designing, developing, and installing software solutions.”

# How Muse Employees Actually Describe Their Jobs

"I'm a software engineer at The Muse. In other words, I make an abstract idea into a software reality. Using a very hands on approach, I like to make things work."

**OR**

"As a senior software engineer at The Muse, I craft efficient solutions to problems of both the DevOps and cloud architecture variety. I am known for my memory for previous solutions, which I apply to new problems. I also demonstrate a readiness to learn complex systems, and I have no issues translating what I have learned into working software."

# Showcasing Impact

- Foster Local Community Involvement
- Empower Employees
- Share The Story



# Modern Mindset Message #2

## Invite Them to Learn & Develop

43%  
of people

leave their jobs because of a lack of  
career opportunities & advancement.

# Learning & Development Framework

Vendor  
Partners

Peer Mentors, SMEs &  
Mentorship Programs

Leverage Internal  
Experience



Agile Coaching

Integration Of  
Supplemental Subscription  
Training

External  
Influencers & Research

# Using L&D in Talent Attraction


## Example 1: Etsy




### Teaching & Learning

Born from a Hack Day in 2012, Etsy School is an internal program where employees can teach and learn new skills from each other. From productivity tips to jewelry-making, Etsy School offers employees a fun and easy way to learn more about each other while continuing to strengthen the company's vibrant culture that prizes curiosity and creativity.

## Example 2: WilsonHCG

 **Richard Matthews** shared a link.  
March 23 at 10:54am

Hi All Great call today. [Dave Mahr](#) mentioned a couple of leadership books that he liked. So I thought I'd share mine which is Legacy. Really great book that actually ties into situation 3 around keeping your top performers performing consistently. It's about how the All Blacks stay at the top



**Legacy**  
15 LESSONS IN LEADERSHIP  
JAMES KERR

Champions do extra. They sweep the sheds. They follow the spearhead. They keep a blue head. In Legacy, best-selling author James Kerr go...

GOODREADS.COM Save

# Modern Mindset Message #3

## Flexible Career Paths

# A Modern View of Career Growth

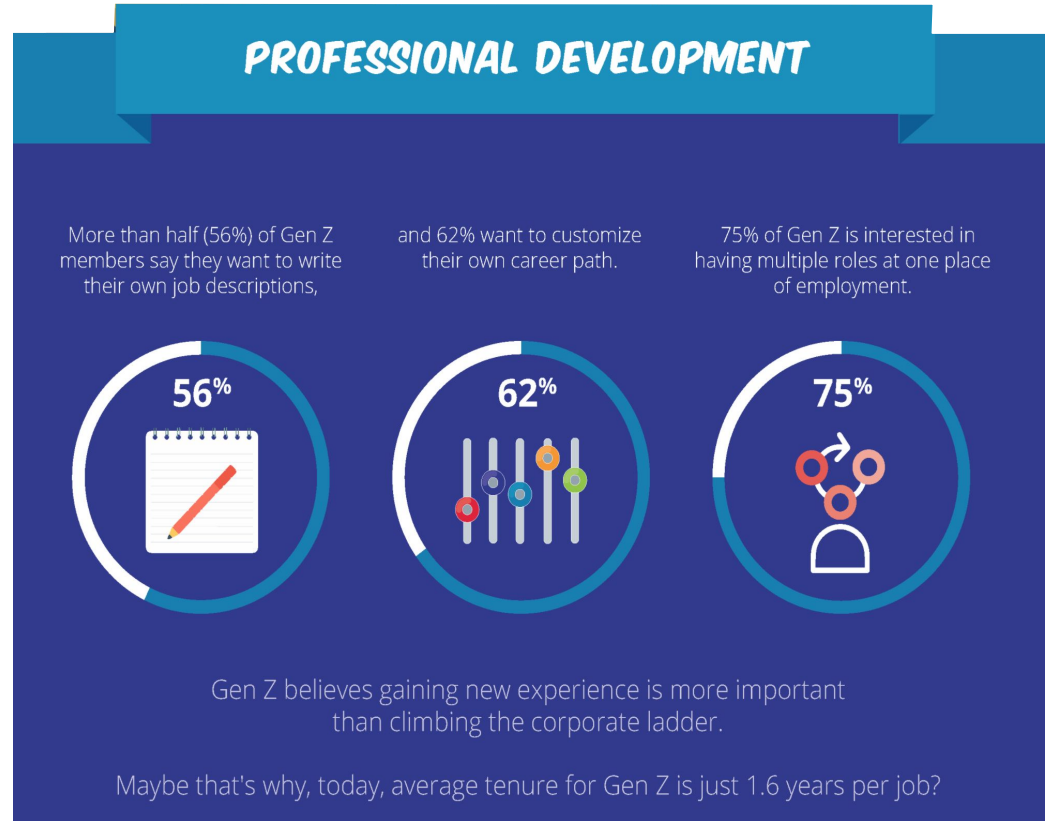


“The traditional ‘career ladder’ has morphed into a ‘**career rock climbing wall**’, giving employees multiple ways to reach to the top.”



# Action Steps

- **Display Opportunity**
- **Career Campaigns - Leverage Testimonials**
- **Give Employees Control**



\*University Recruitment & Gen Z Infographic - WilsonHCG

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# Modern Mindset Message #4

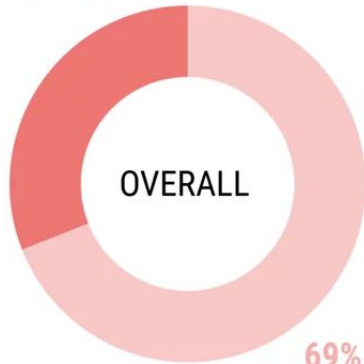
## Diversity & Inclusion Initiatives

# D&I Awareness: Know Your Starting Point

## Women in Google's Global Workforce

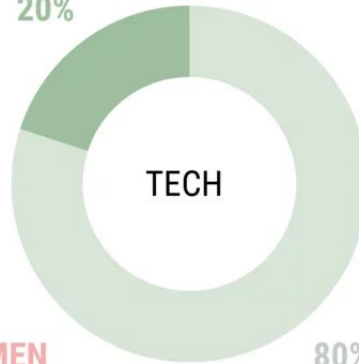
- ▶ Google released 2017 diversity data for their workforce. It shows that while the percentage of women employees at the company is increasing, men are still overrepresented, especially in tech and leadership roles.

**31% WOMEN**



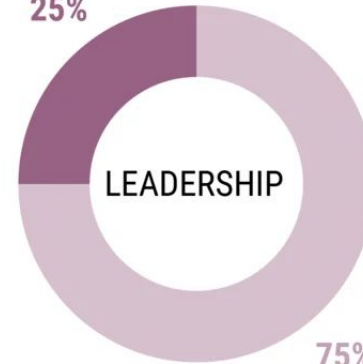
**69% MEN**

**20%**



**80%**

**25%**

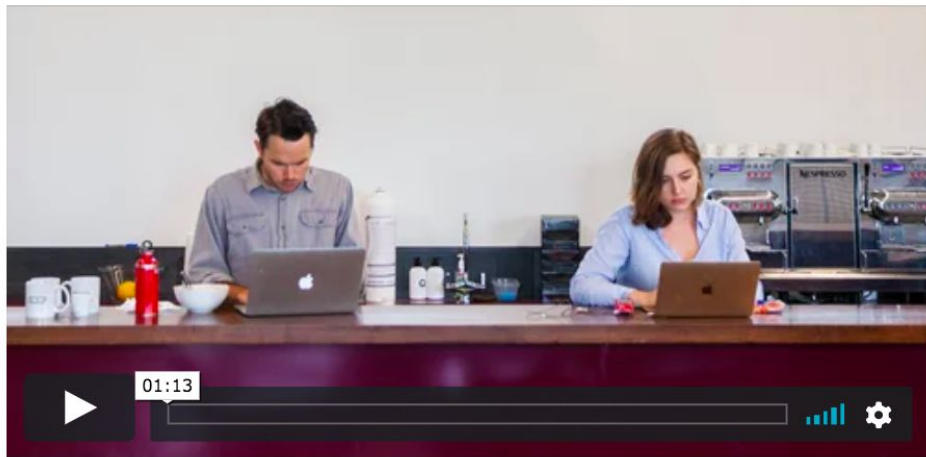


**75%**



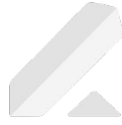
Source: GOOGLE'S EEO-1 DATA  
GRACE DONNELLY/FORTUNE

# Highlight D&I Strengths and Action Plans

The logo for VICE, rendered in a stylized, hand-drawn, black-and-white font.

## Diverse Voices

VICE Media is all about diversity—and not just the kind of cultural or resume-related diversity most offices might be interested in. VICE strives to hire a team that thinks differently—not just different from the mainstream, but different from one another. The company believes that people with varying viewpoints and thought processes not only make the office more dynamic but also create more interesting content that can reach a wider audience.



LEVER

## YOUR CONTRIBUTION TO AN INCLUSIVE WORKPLACE

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- Celebrate others' work and acknowledge how differences add value to the team.
- Make an effort to understand multiple viewpoints, to work with those who think, act, and believe differently than you.
- Acknowledge that just because someone's experience is different than yours it doesn't make it any less valid.
- If you notice someone being left out or unfairly treated, say something. You're just as much at fault if you standby and watch.

# Encourage & Support Natural D&I Advocates

“At The Muse, we practice proactive empathy, accepting and celebrating people’s differences. Your presence is wanted, not required. Inclusivity means you feel at home - where you are empowered to be your true self.”

- From DIG (Diversity & Inclusion Group, The Muse)

# The GE #BalanceTheEquation Bus



Source: @HROpenSource

# Modern Mindset Message #5

## Harness Employee Engagement



# Employee Brand Engagement & Employment Brand



“Employee brand engagement isn’t about selling anything, or even telling employees what to do; it’s about informing, inspiring, and involving employees so that they want to support and advance the brand.”

-Denise Lee Yohn

Author of *FUSION: How Integrating Brand and Culture Powers the World’s Greatest Companies*

# Employer Branding Impacts Every Stage of the Talent Lifecycle



Talent  
Attraction



Candidate  
Experience



Employee  
Engagement

# Action Steps

- Define Engagement
- Measure & Manage
- Embrace Frontline Ambassadors



# What Now?

“Just like a product brand, a company’s talent brand builds over time. It can engender the same feelings of desire and dreams that a compelling product message brings to life. It can bring tremendous loyalty, word of mouth and more traffic to your doorstep.”

- Rueff & Stringer, authors Talent Force

## **Key Takeaway**

Authentically share career value

Set the table for discussion

Empower your employees

Build a culture of inclusivity



Q&A

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