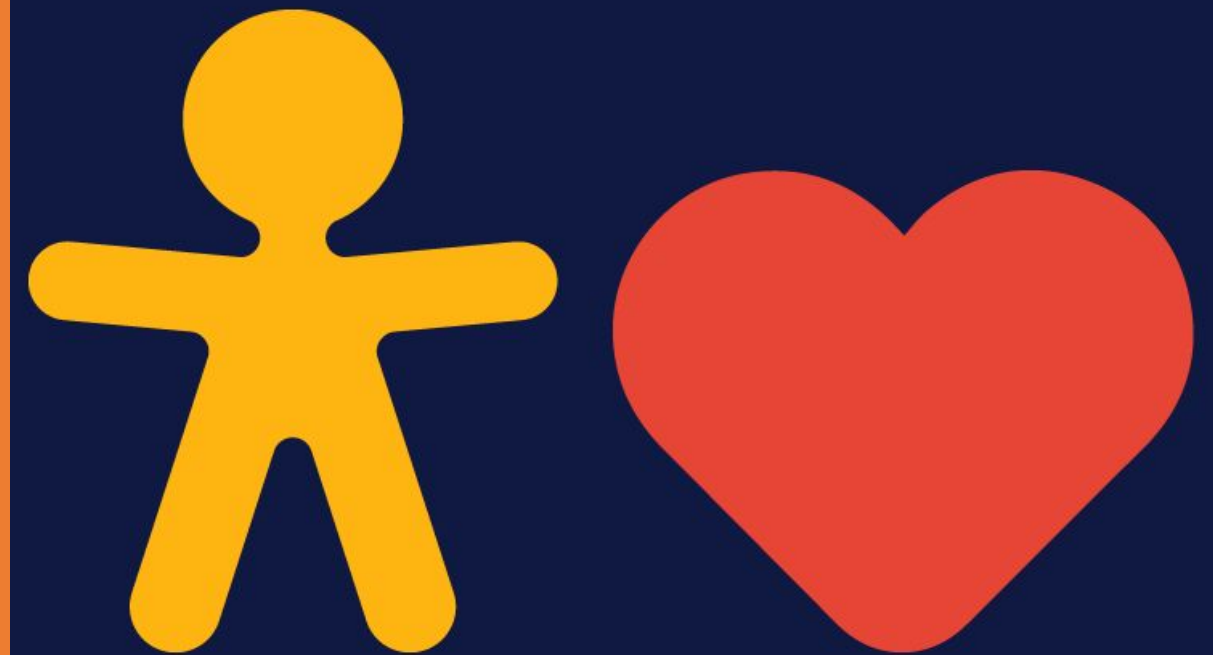


randstad

OBF - culture for growth

Espen Steinsrud
country director dfind, a randstad company





there is a
battle out there.





where to play

and how to win?



employer brand research 2021 global report.

in a world of change
some constants remain

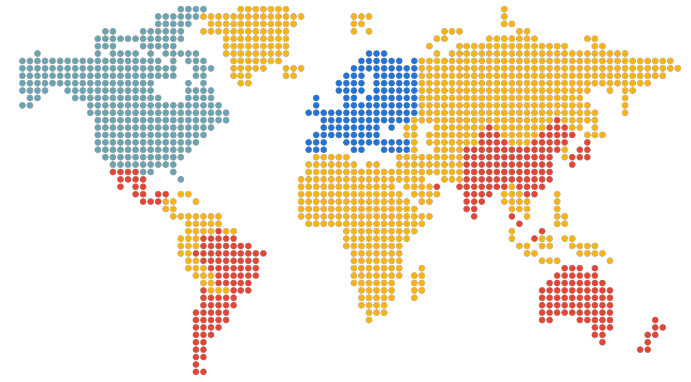


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human forward.

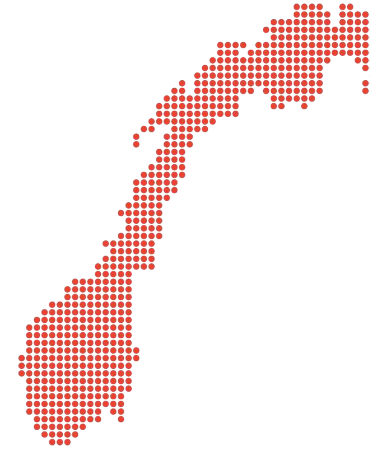
what potential employees want in the world

the global top 5 remain the same when compared with 2020



what potential employees want in norway

the top 5 drivers for norwegian employees
when choosing an employer



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human forward



A close-up photograph of green grass blades with dew drops, split diagonally from the bottom-left to the top-right. The left side shows the grass in sharp focus, while the right side is a bright, out-of-focus yellow-green light.

Culture as Strategy for Growth

Annicken R. Day
Founder & CEO Corporate Spring

New World of Work

- Globalization
- Digitization
- Demographic Changes
- Global Pandemic



Shift Happens!



New World of Work Trends

- From Hierarchies to Teams
- From Control to Empowerment
- From “Resources” to Human Beings
- From In-office to Hybrid Work
- Culture as a Strategy



HOW you work together,
collaborate, communicate,
innovate, solve problems,
treat each other – and your
customers.

Your culture determines how
things get done.

Culture

Consciously build, shape
and strengthen the kind of
culture you need to secure
your business success.

Culture as Strategy

2 Ways to Approach Culture



Consciously



Unconsciously

Some Brutal Facts...

Culture

67% of executives say they prioritize culture, but only 46% of the employees agree.

63% of executives say their company culture is great.
Only 41% of the employees agree.

Engagement

80% of the global workforce is disengaged.

40% consider leaving their employer this year. "The Big Discontent": leadership, culture and employee experience.

Global cost of disengagement:
\$7 Trillion USD.

Mind the Gap!

Millennials & Gen Zs want purposeful jobs, work-life balance, flexible work practices, emotional and mental well-being. Few experience these things at work today.

Millennials & Gen Zs will make up 75% of the global work-force in 2025!

The ROI of Culture as Strategy

- + 50% employee retention
- + 20% customer satisfaction
- + 18% business performance
- + 23% profitability



Sources: Deloitte Human Capital Trends,
Gallup State of the workplace

The ROI of Culture as Strategy

- 3 x higher shareholder return
- 5 x more likely to change
- 73 % less burnout
- 29 % happier with their lives



Sources:

McKinsey, MIT, Center for Neuroeconomic Studies

You must unlearn
what you have learned.

-Yoda

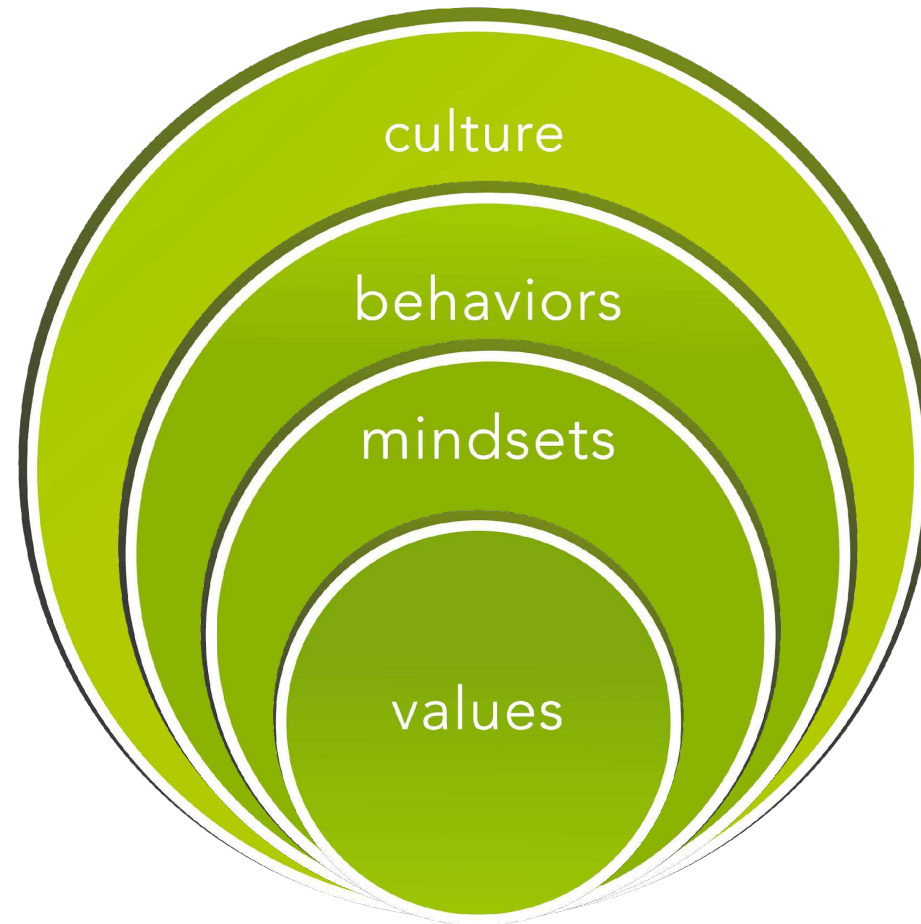


Culture Change: 3 Mistakes Leaders Make

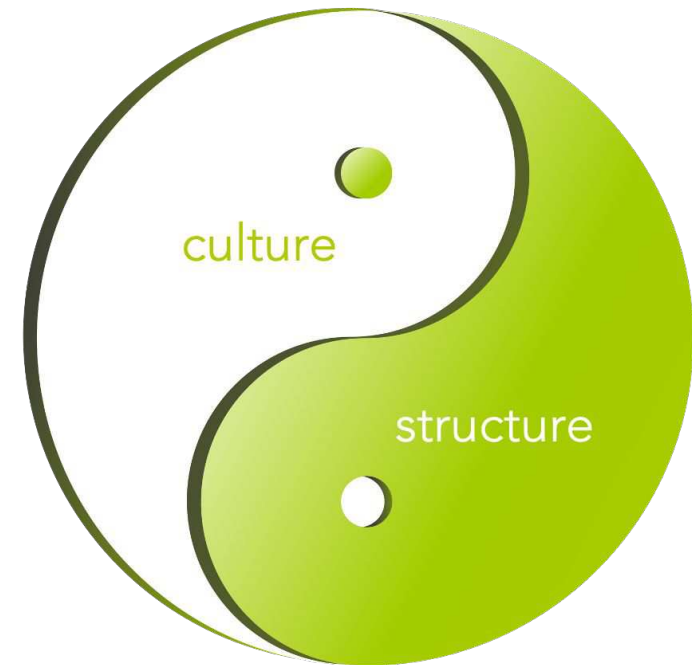
- “Burning Platform” instead of “WHY”
- Talk *to* people, not *with*.
- Say, but not DO.



What Shapes Culture



High-Performing Cultures





Purpose

Your reason for existing.
Intrinsic motivation.
Meaningful & Inspiring.

«Why I get up in the morning.»



Identity

Values, Beliefs, Mindsets.
Inclusion, Equity and Diversity.
Social & Camaraderie.

"I belong with these people."



Trust

Psychological safety.
Can be yourself at work.
Kind & Supportive.

"Someone has my back."

Growth Mindsets

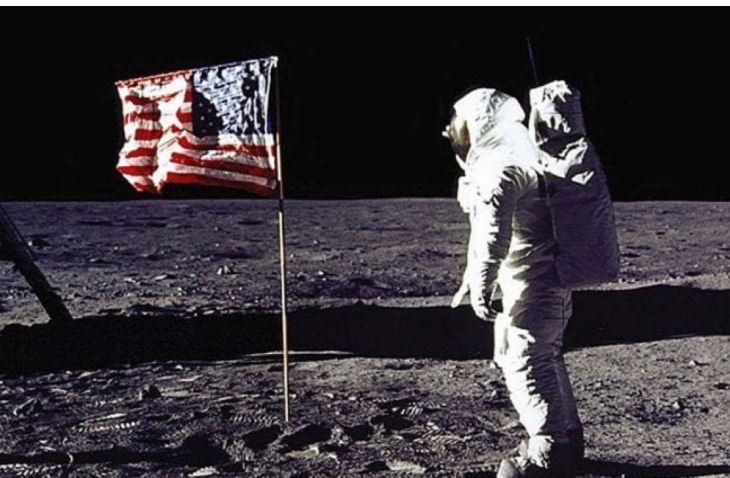


1. Change-ability
2. Response-ability
3. Growth-ability



*Change your thoughts
and you change your
world.*

Norman Vincent Peale



Nothing great in this world has been created without **passion**.



Joy





JOY

"Conventional wisdom has it all wrong. Research shows that happiness leads to success, not the other way around."

Shawn Achor,
Harvard professor and author of
"The Happiness Advantage"

Culture as Strategy for Growth



- 18% better business performance
- 23% higher profitability
- 3 x higher shareholder return
- Magnet for top talents
- Happy people is good for business.



Thank You!

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IT'S A
BATTLE
OUT THERE!

WHAT
DO
TALENTS
WANT?

CAREER
PROGRESS
WORK
ATMOS-
PHERE
JOB
SECU-
RITY
BALANCE
SALARY
#1
in NORWAY

HAPPINESS,
BALANCE
& SUCCESS!

WHO
TO ATTRACT?
HOW
TO KEEP THE
TALENTS?

GROWTH

finch
REDANREDAN.FI

CULTURE as a STRATEGY for GROWTH

Aug 26
WEBINAR

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CULTURE IS
WORLD LEADERSHIP
WAYS OF WORKING
BUSINESS
CHANGING!

WE NEED:
- ENGAGEMENT
- HAPPINESS
- CUSTOMER SATISFACTION

