

WoW

Novas Formas de Trabalhar

Inês Veloso - 26.10.2022
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Olá

marketing, comunicação e pessoas



NOKIA



TIAS

SCHOOL FOR
BUSINESS AND SOCIETY



YN YOUNG
NETWORK
GROUP



CMS
law·tax·future

SIEMENS

randstad

thunderstruck

extremely surprised or shocked

I was caught

In the middle of a railroad track (thunder)

I looked 'round

And I knew there was no turning back (thunder)

My mind raced

And I thought, what could I do? (Thunder)

And I knew

There was no help, no help from you (thunder)

Sound of the drums

Beating in my heart

The thunder of guns

Tore me apart

You've been

Thunderstruck



THE GREAT
RESIGNATION

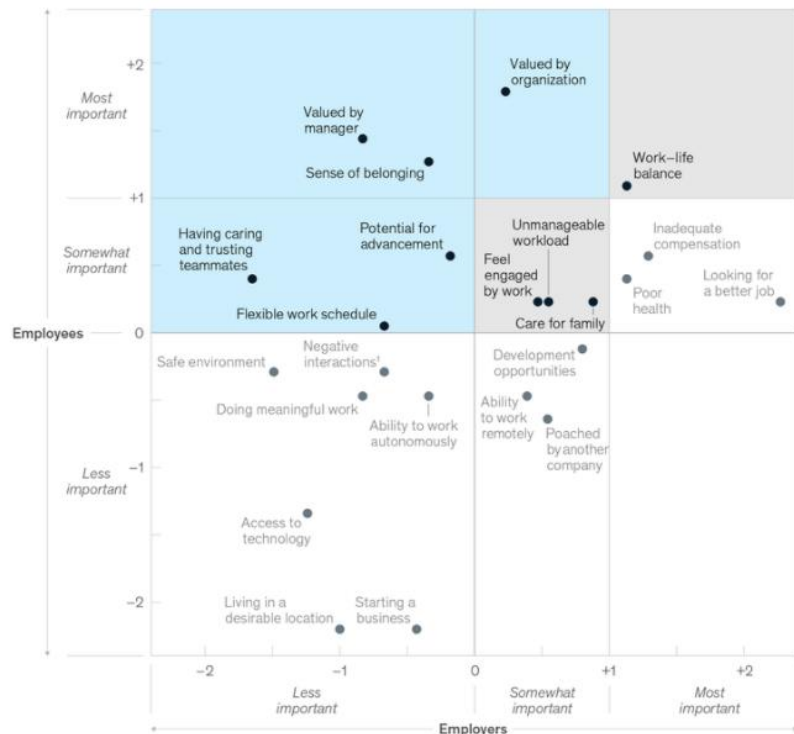
Employers do not fully understand why employees are leaving.

Factors that are important to employees versus what employers think is important

Employee views

Employer views

► **Employers seem to overlook the relational elements** that are key drivers for why employees are leaving, such as lack of belonging or feeling valued at work.



Note: Standardized scores are reported for both employee and employer perspectives. Employees were asked to respond to the following question: To what extent did the following factors impact your decision to leave your last job? (Not at all, slightly, moderately, very much, extremely); employers were asked to respond to the following question: Why do you think employees are choosing to leave your organization now? (select all that apply)
 *Includes clients, customers, patients, and students.

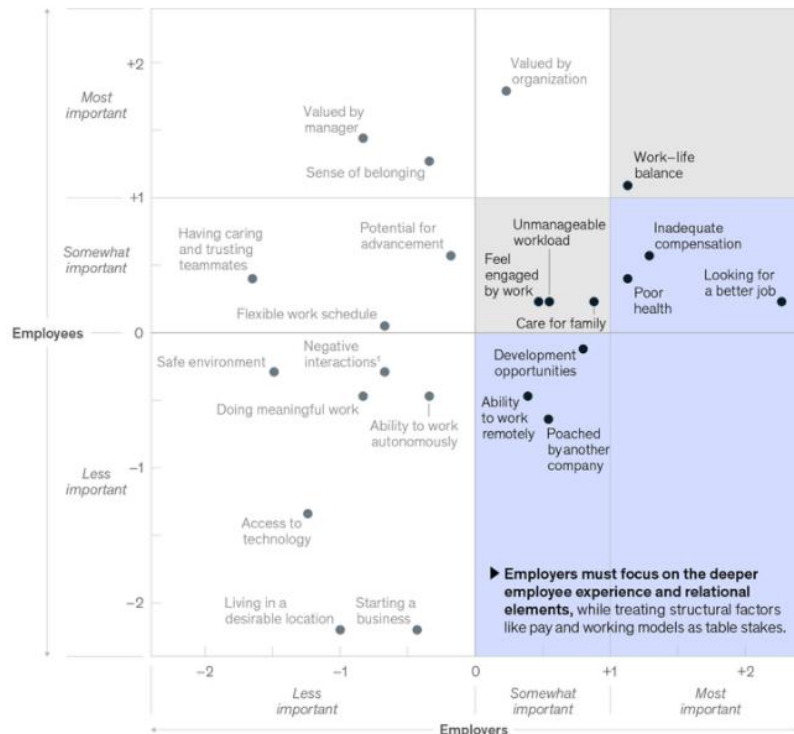
Employers do not fully understand why employees are leaving.

Factors that are important to employees versus what employers think is important

Employee views

Employer views

► **Instead, employers overindex on transactional factors,** which are not primary drivers. These include external factors (such as workers job-hunting) and structural aspects (compensation, for example).



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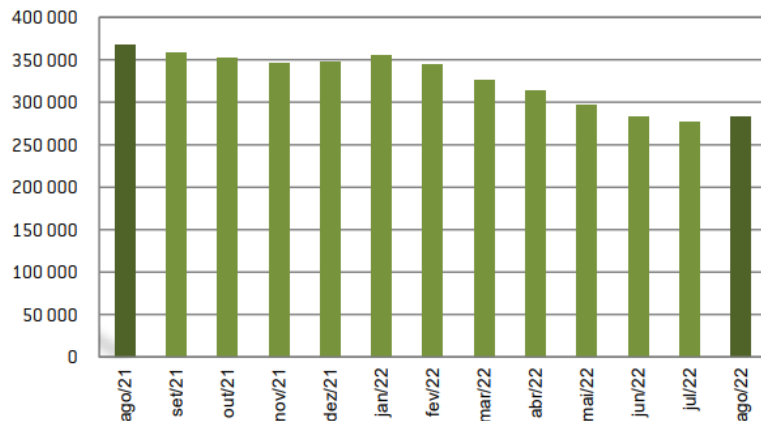


TikTok

#quietquitting

21.294 ofertas de emprego por preencher

Evolução do Desemprego Registrado
[valores absolutos]



OFERTAS DE EMPREGO RECEBIDAS, POR ATIVIDADE ECONÔMICA

Variação homóloga em valores absolutos (ordem decrescente) AGOSTO 22/AGOSTO 21



fonte: Instituto de Emprego e Formação Profissional - Agosto 2022

WTF

What's The Future



COLABORADOR

CLIENTE

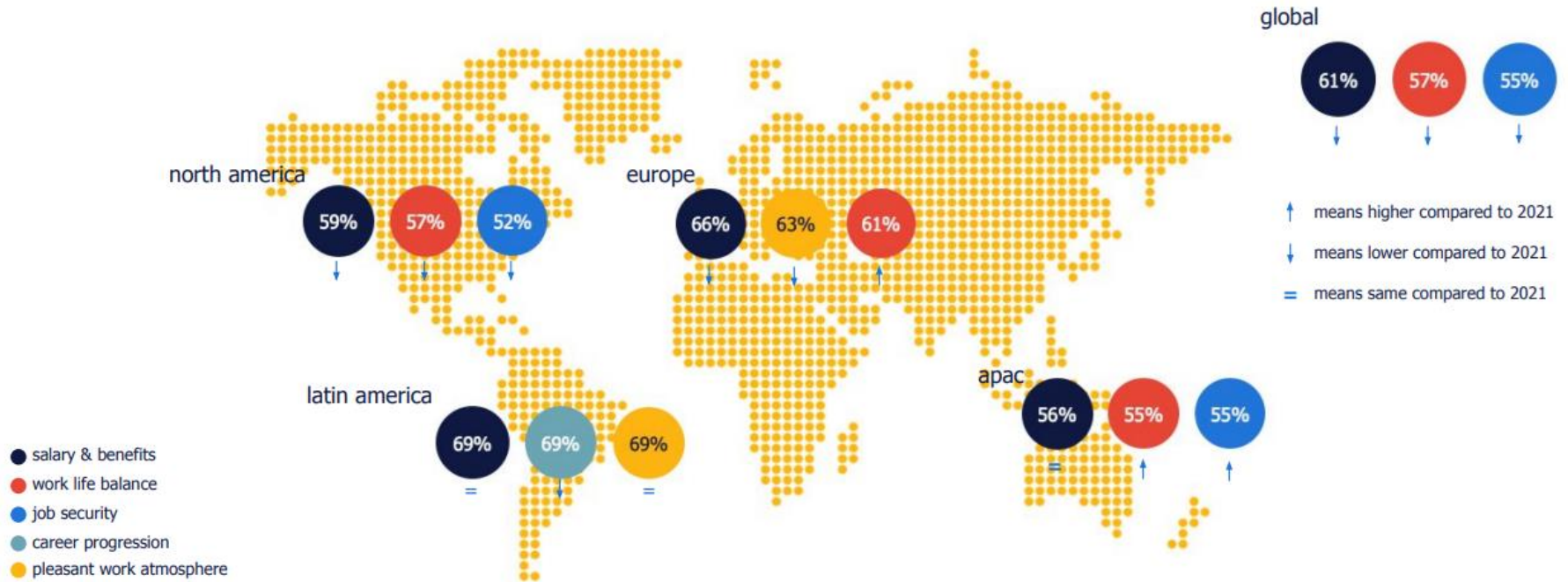




de pessoas para personas

BIO  Who is your candidate persona? • Age • Position • Title • Salary • Location • Education • Experience • Social background	GOALS  Reasons to change jobs? • Life goals • Career inspirations FRUSTRATIONS  What frustrates them? • Why do they want to change jobs? • Barriers to change current jobs	JOB SEARCH BEHAVIOR  How do they look for jobs? • Active or passive • Mobile, desktop, friends and family... CHANNELS  Where do they look for jobs? • Social Media, referrals, job boards, career sites...	PERSONALITY  What are their main personality traits? • What would their psychometric analysis show? SKILLS  Their primary skills & attributes? • Area in which they have most knowledge and experience	MOTIVATION  What motivates them? • Firm's reputation • Mission & vision • Values and norms • Organizational culture • Pay & benefits • Projects & innovations • Work environment • Learning & education • Colleagues and managers
INFLUENCERS  Who influences their decision? • Family & friends • Partners • Current employer and colleagues • HR managers, recruiters, CEOs • Future employee and future colleagues		CONTENT & RESOURCES  Which and who's information will they trust? • Job ads on job boards • Social Media jobs and posts • Corporate sites and career sites • Current employees and leaders • Talent networking events		

existem diferenças regionais

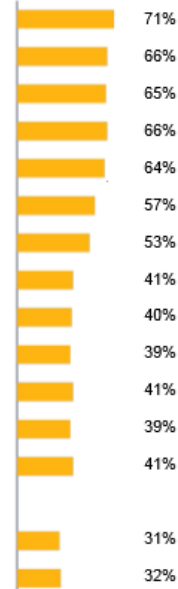


mas afinal o que move o talento em Portugal?

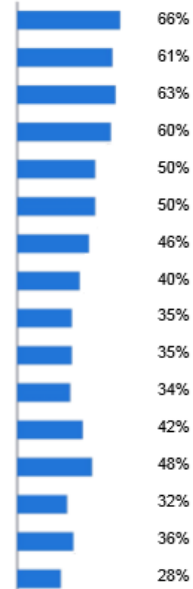
critérios importantes



portugal 2021



europa 2022

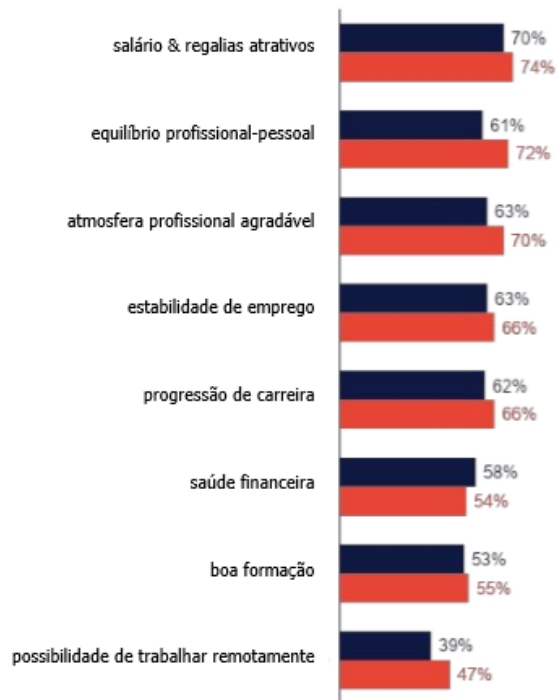


**não investigado em 2021

fonte: Randstad Employer Brand Research 2022 - Portugal



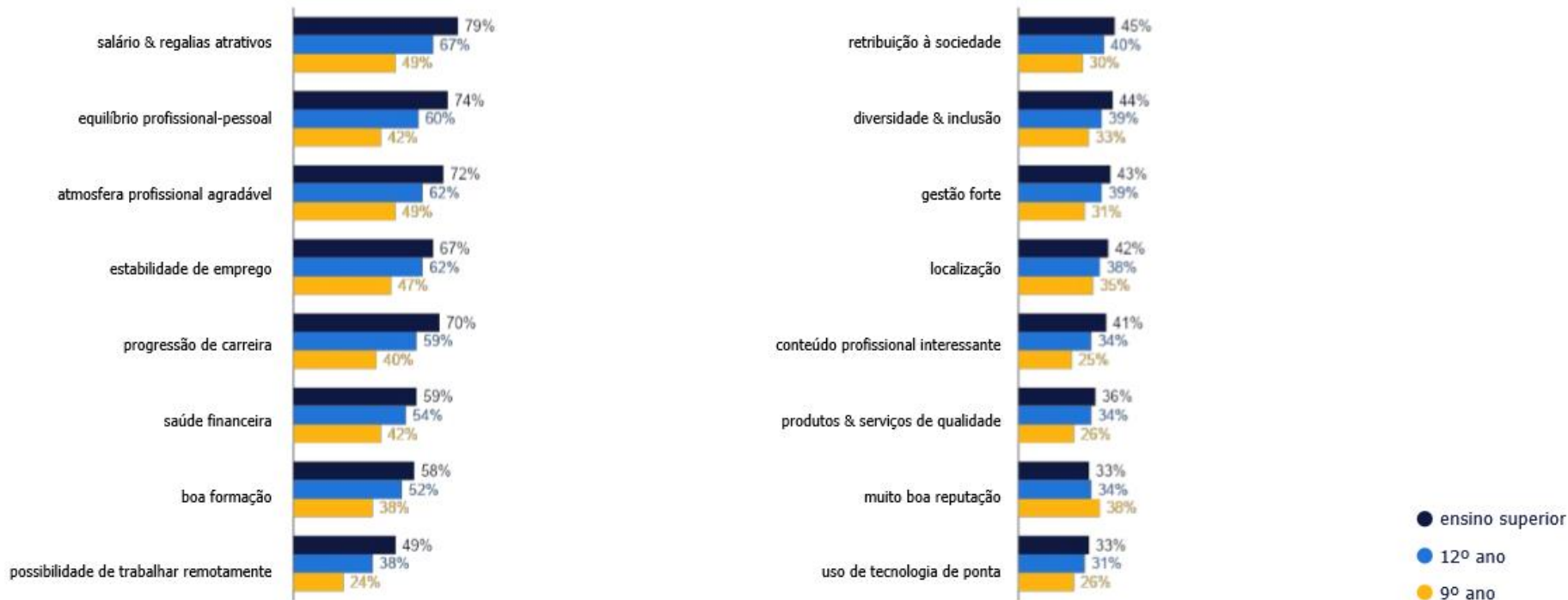
diferenças de género



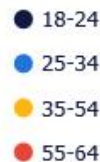
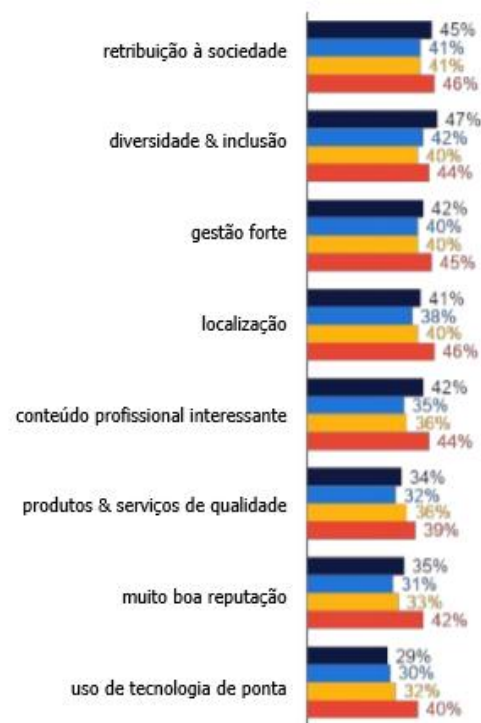
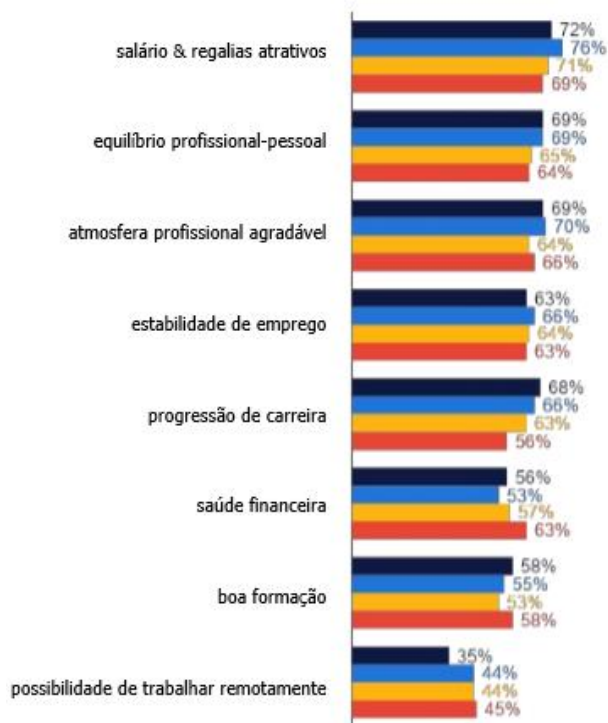
● masculino
● feminino

fonte: Randstad Employer Brand Research 2022 - Portugal

diferenças de escolaridade



diferenças de idade



de trabalho para jornada

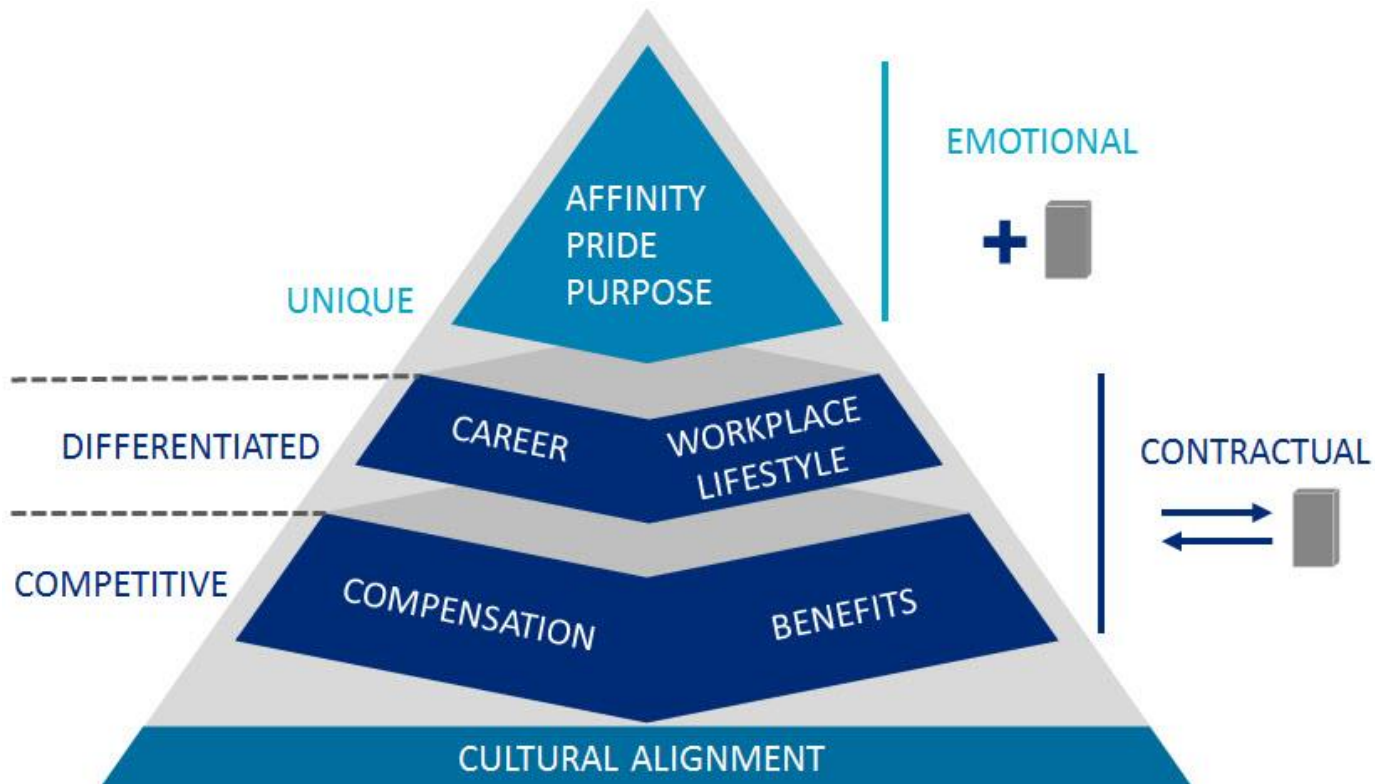
uma jornada “para sempre”



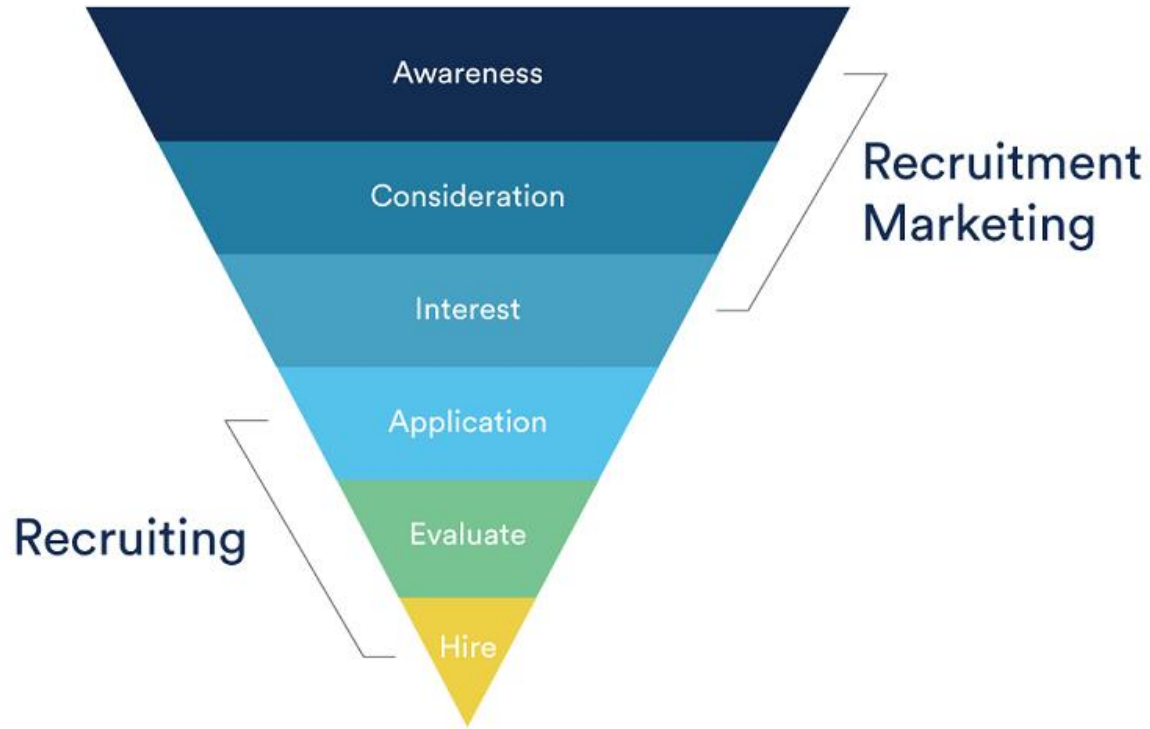
de informação para venda

<https://www.youtube.com/watch?v=2VKrOuBaCF0>

uma proposta de valor



recruitment marketing



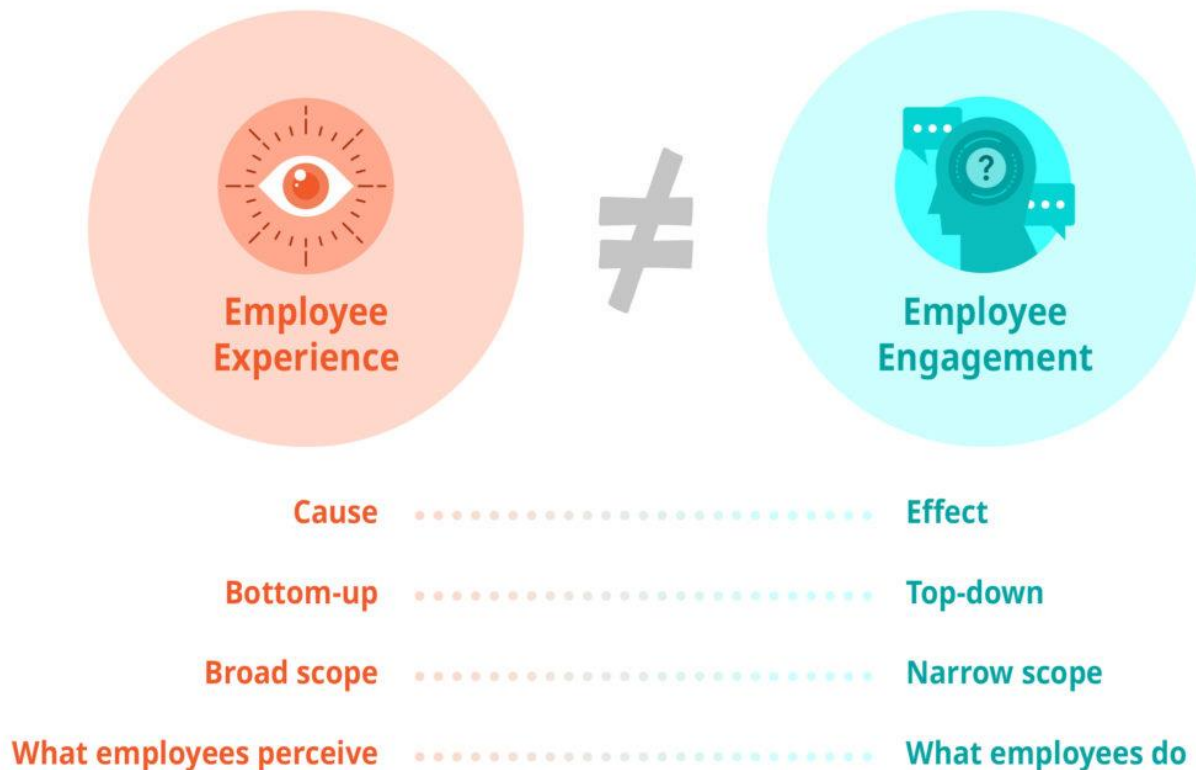
**de satisfação para
experiência**

a experiência ao longo da jornada

EMPLOYEE EXPERIENCE DESIGN



uma relação causa efeito



**de trabalhadores para
influenciadores**

1,000 EMPLOYEE ADVOCATES CAN

Reach

1 MILLION

customers

Drive

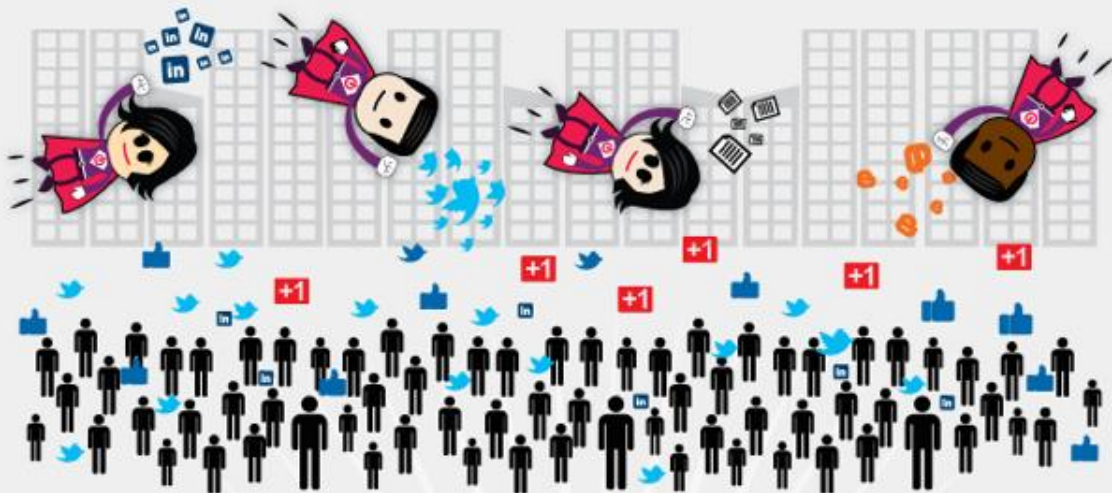
50,000

social engagements

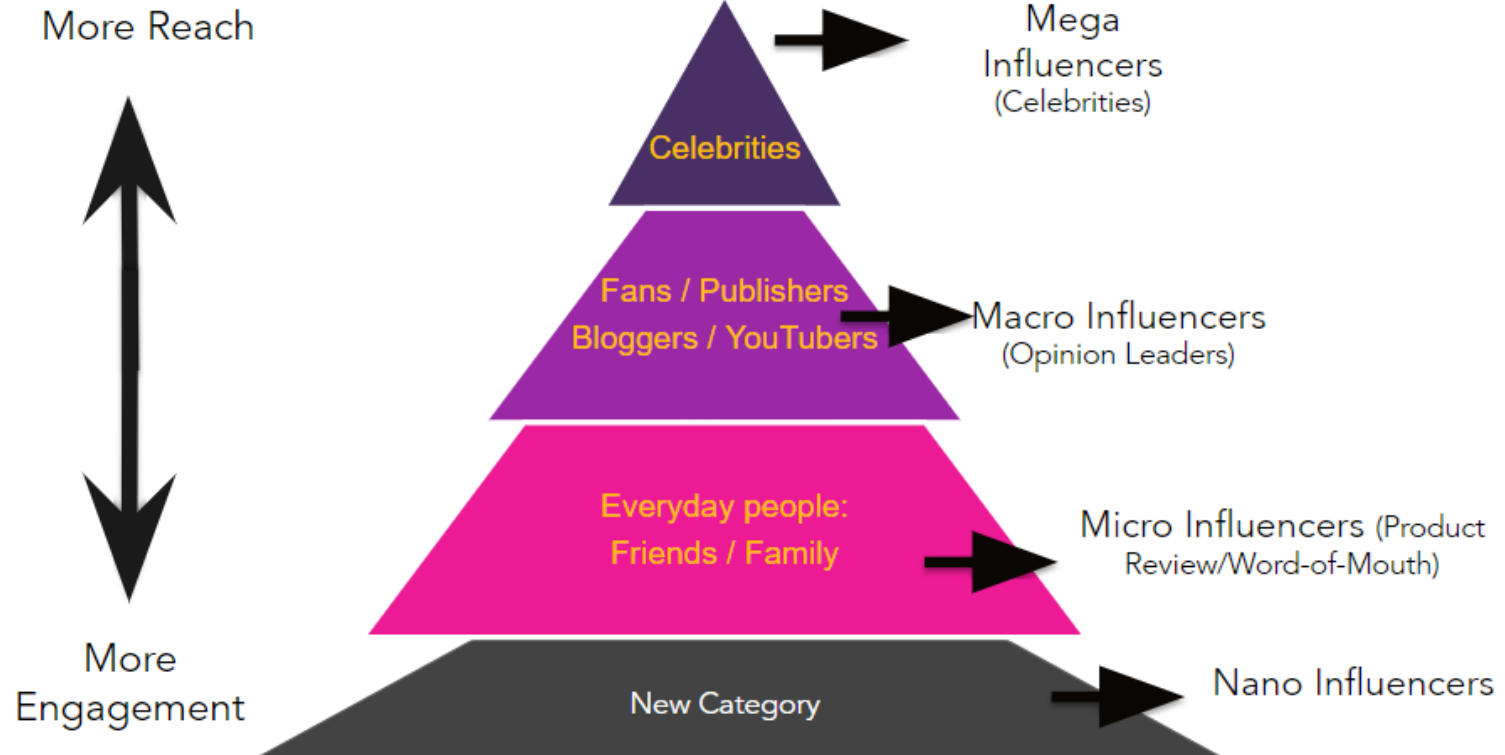
Create

5,000

unique pieces of content



micro-influencers



o super poder do micro influenciador

● **Trusted**

Opinions evoke high degrees of credibility and confidence from friends & followers.

● **Brand Relevant**

High connection with brand, product, and brand-relevant topics.

● **High in Volume**

Exist in greater numbers than mega- or macro- influencers, able to generate content at scale.



● **Are Loyal**

Have existing brand relationship based on purchase history and positive brand affinity.

● **Will Advocate**

Will recommend or publically support brand and products.

● **Have Influence**

Able to drive friends & followers to take a desired action.

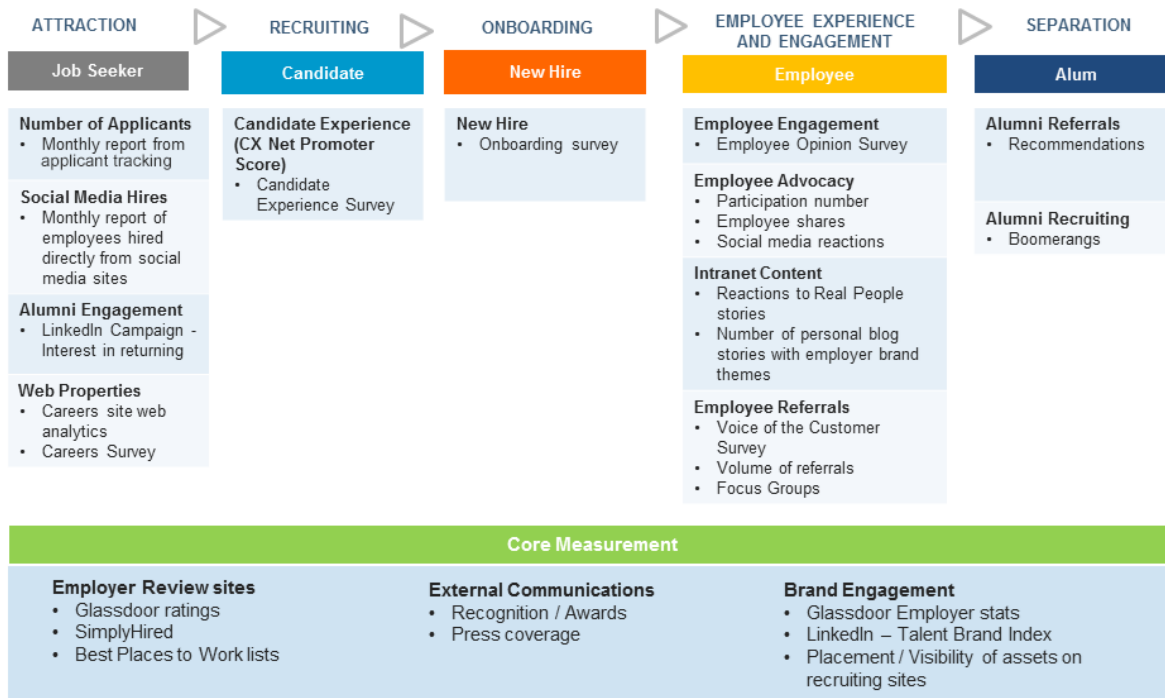
I



my job!

de dizer para medir

medir, medir, medir





WOW

Novas Formas de Trabalhar



12 26.03.89

2 APOSTAS - 30\$00

4 APOSTAS - 60\$00

6 APOSTAS - 90\$00

8 APOSTAS - 120\$00

10 APOSTAS - 150\$00

	1	2	3	4	5	6	7	8	9	10										
1	X	2	1	X	2	1	X	2	1	X	2	1	X	2	1	X	2	1	X	2
2	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
3	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
4	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
5	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
6	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
7	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
8	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
9	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
10	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
11	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
12	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
13	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1



TOTO BOLA

	1	2	3	4	5	6	7	8	9	10										
1	X	2	1	X	2	1	X	2	1	X	2	1	X	2	1	X	2	1	X	2
2	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
3	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
4	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
5	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
6	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
7	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
8	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
9	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
10	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
11	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
12	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1
13	X	2	1						X	2	1	X	2	1	X	2	1	X	2	1



TOTOBOLA

MÚLTIPLAS—ASSINALE AQUI
O N.º DE APOSTAS (ver tabela)

2 3 4 6 8 9 12 16 18 24 27 32 36 48 54 64 72 81 96 108 128 144 162 192 216 243 256 288 324 384

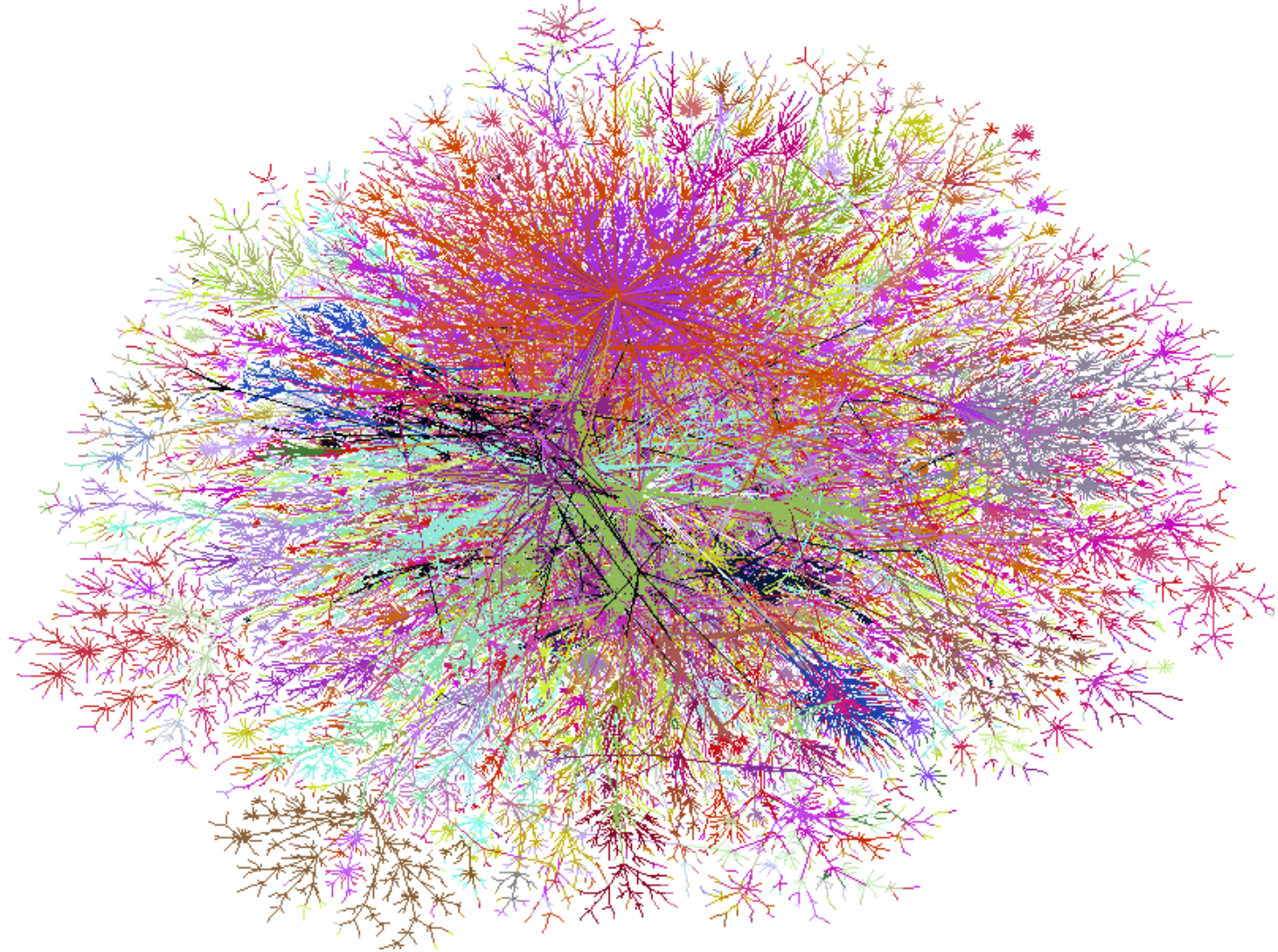
NÃO ESCREVA NADA ABAIXO DESTA LINHA

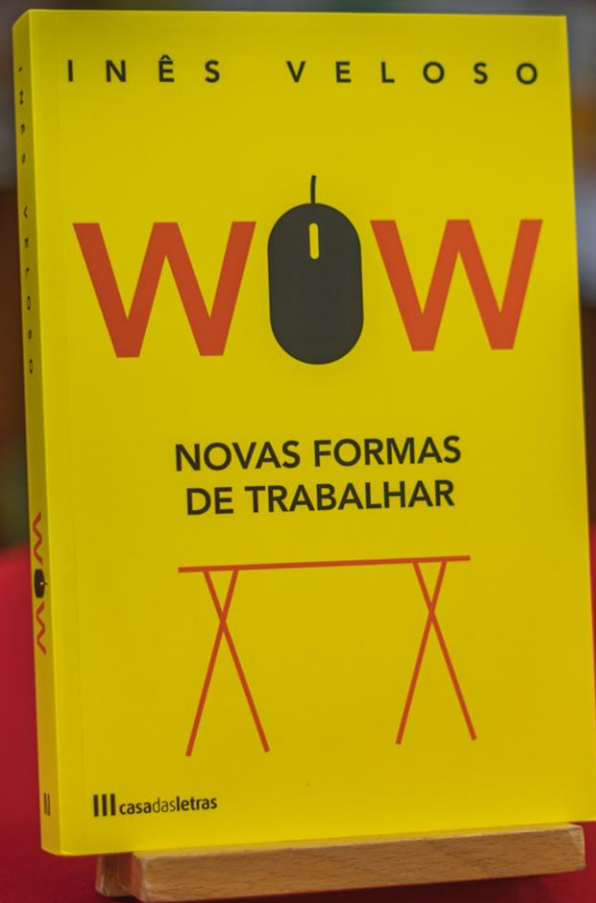
MARQUE ASSIM ☒ NÃO ASSIM ☒

SE DESEJAR ANONIMATO EM CASO DE PRÊMIO, MARQUE X

8364086

NOME





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Obrigada

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