



Bringing your^x Attraction & Retention into 2023





Nicklas Pyrdol

I help organizations win
the War For Talent





How do we Attract & Retain People in the Rental Industry?





1

We create truly attractive workplaces

2

We make sure everyone knows!



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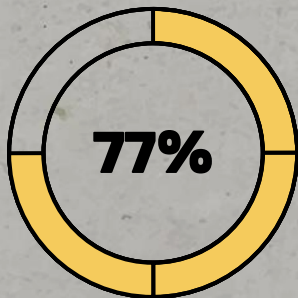
People

= Business



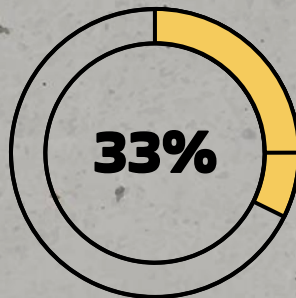


People & Business Numbers



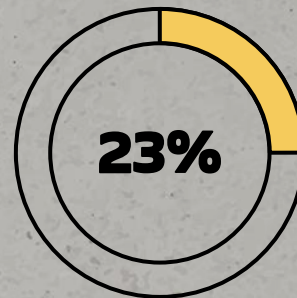
Recruitment Struggle

How many companies struggle to fill their positions



Turnover Cost

The percentage of annual salary it costs to replace an employee that quits



Profitability

The difference between companies with high employee engagement vs. low



18,7% Women

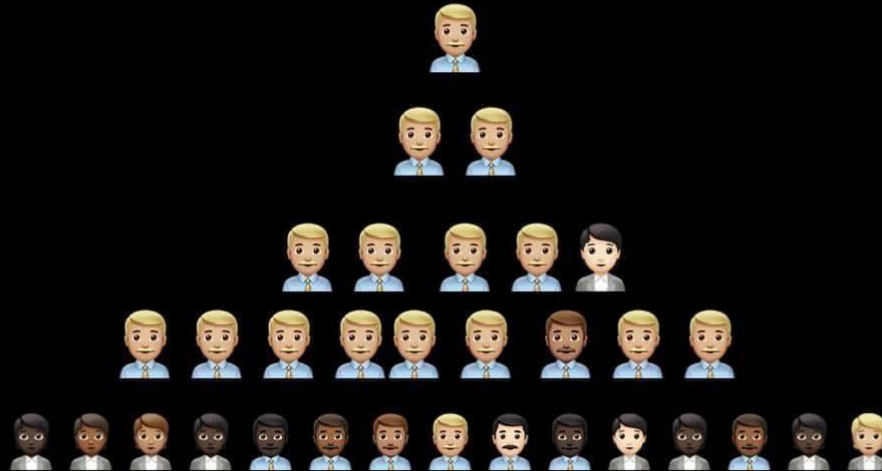
And fewer in Management positions

10,2% <25 years

But more between 25 and 30

27,3% >50 years

ORG CHART





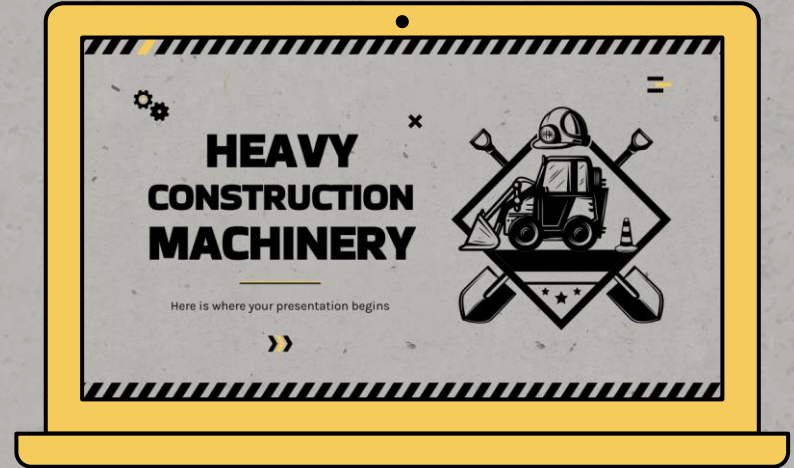
THE WORLD HAS CHANGED, BUT DO WE WANT TO CHANGE?



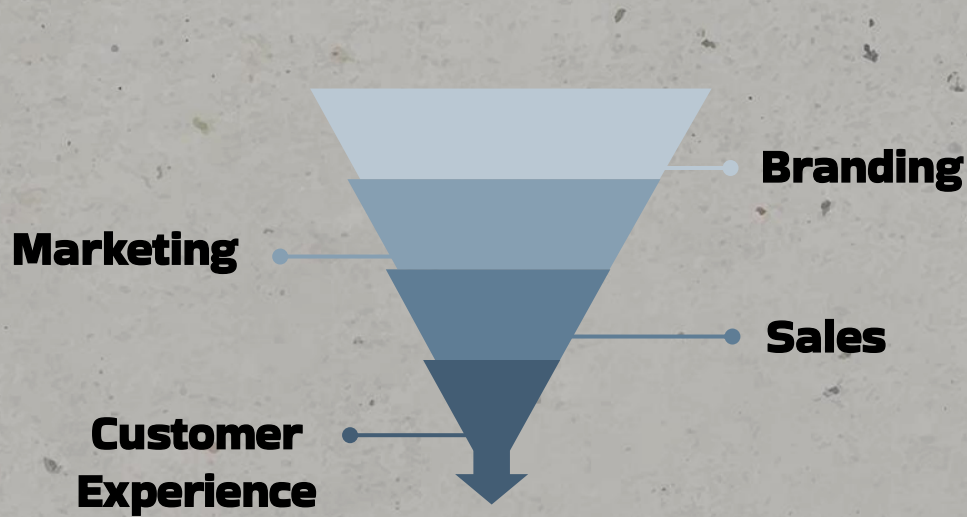
IF WE LIVE IN THE PAST, WE LOOSE!

Shifting from B2B to B2C

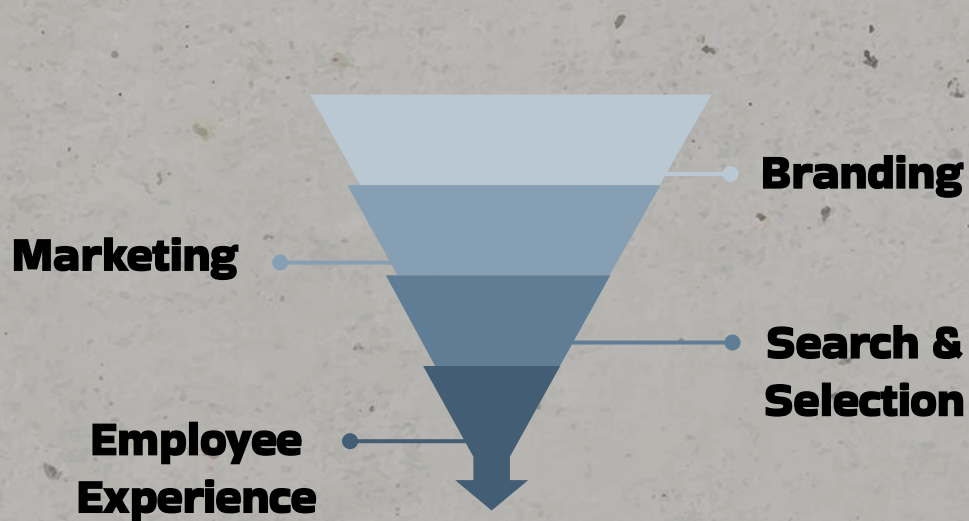
We need to think like a consumer-brand
where the battle for customers are fierce
and loyalty is low!



Attraction & Retention



Attraction & Retention





The Leaky Bucket





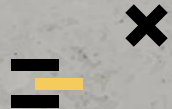
14,3%

**VOLUNTARY EMPLOYEE
TURNOVER**





No Marketing can Fix a Shitty Product



Understanding the Young Professionals?



Digital first
Well-educated
COVID-exhausted
Housing cost haunted



What do they want from a Workplace?



Adult Pay

Fast progression

Inclusive Culture

**Managers who
listen, guide and
support**

**Training and
Development**

Meaning & Purpose

**Flexibility and
Fellowship balance**

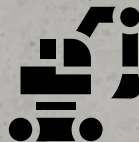


THE HACKS TO RETAIN YOUNG PROFESSIONALS



EDUWORK

Creating internships,
apprenticeships,
Graduate programs etc.



FAST-TRACKS

Create fast-tracks, where
they can see a clear path
with short- to mid-term
milestones



FUN

Create an atmosphere
where they form
friendships



Creating an Inclusive Workplace for all!



Role-models, sponsors, networks, programs

Toilets, food, prayer rooms, ramps

Working hours, maternity/paternity leave



MENTORS AND ADVISORS

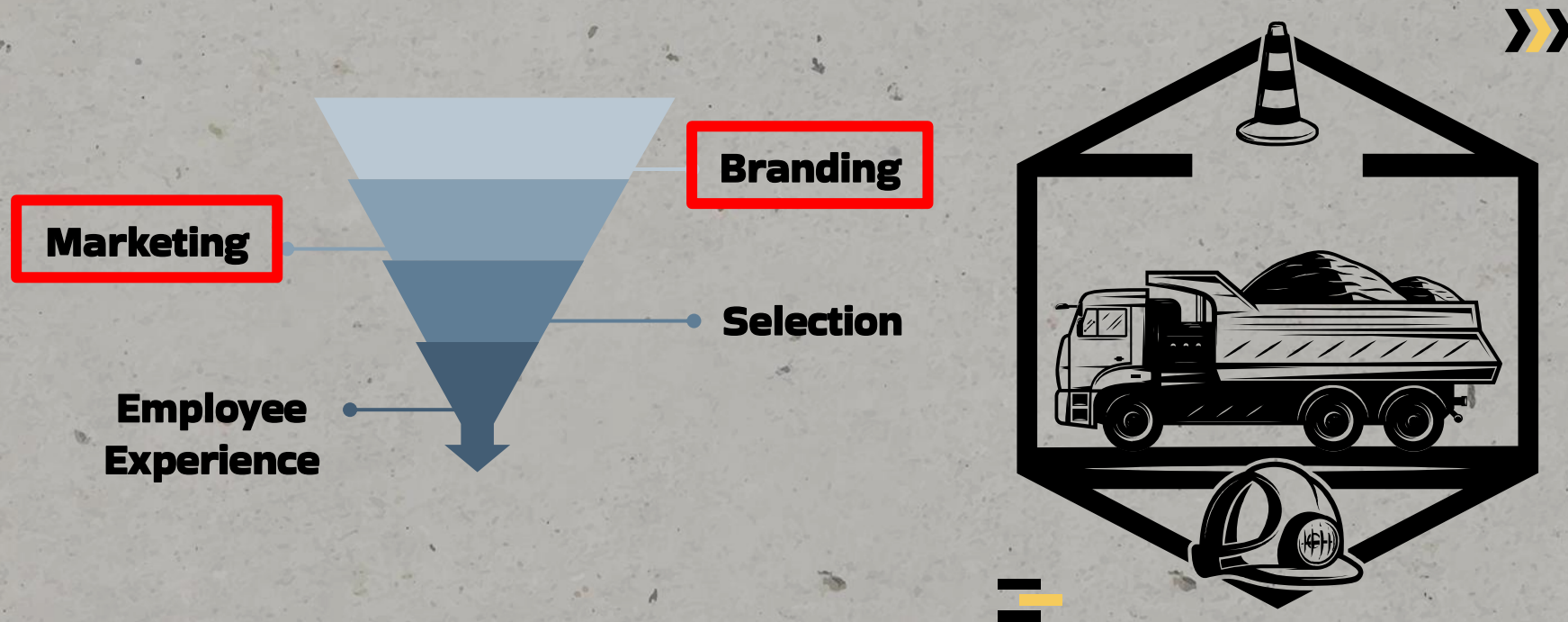
INVEST OR LOOSE!



x



Attraction & Retention



A PHILOSOPHICAL QUESTION



If a tree falls in
the woods, but no
one hears it, does
it make a sound?



A PHILOSOPHICAL QUESTION



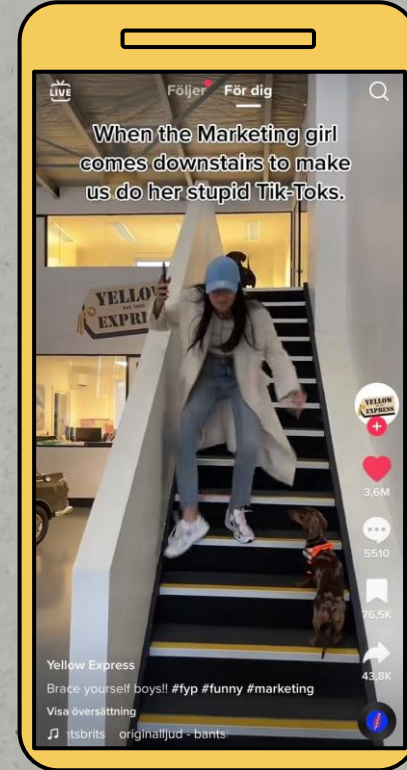
If a company
posts a job, but
no one sees it,
does it get any
applicants?



Market your company and jobs where your audience are!



LOGO.ADAM96.COM



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Tell all your stories!

About the expertise you have and the
people you can learn from





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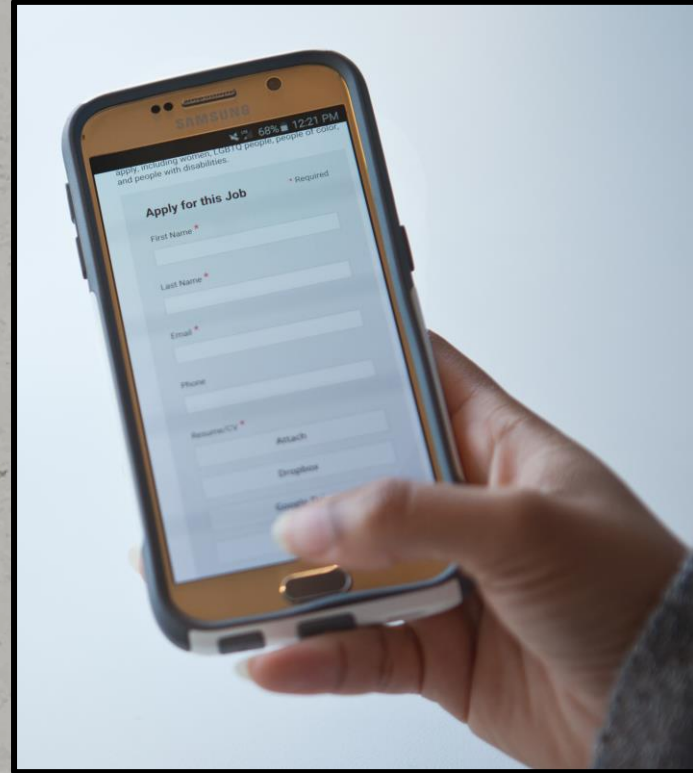
Tell all your stories!

And about the path you are on and the opportunities you provide for everyone

⚙️

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**Make the
application
process a 1-click
experience!**



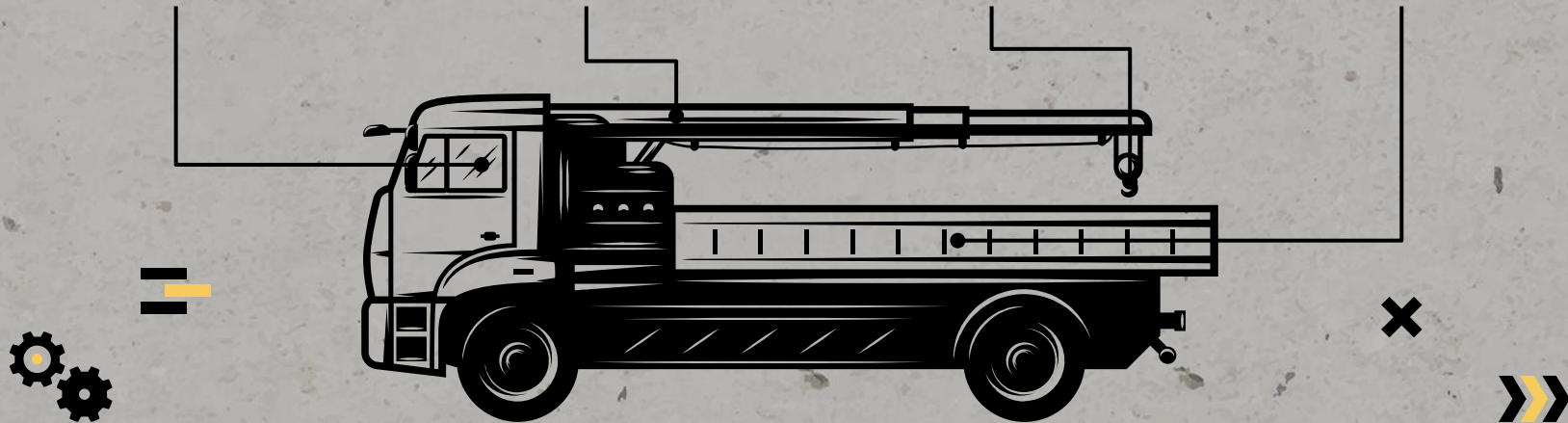
REDEFINE “TALENT”

Grades

Experience

Extroversion

Education



REDEFINE “TALENT”

IQ

With a high IQ
you can learn
anything

MOTIVATION

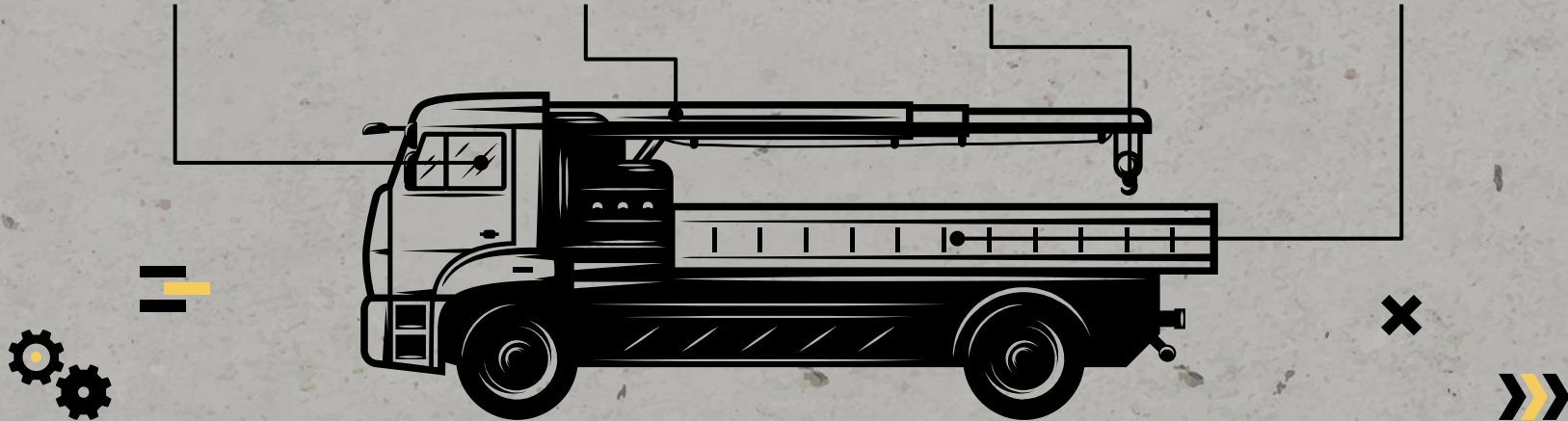
If you are
passionate you
become great

STRENGTHS

If you both match
and add to the
culture you shine

COMPETENCIES

If you can do the
job you should
get the job





**WE ARE
BIASED**





IT'S TIME TO TRULY INVEST IF YOU WANT TO WIN!

DO YOU HAVE ANY QUESTIONS?

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THANKS!

