



TINYBOX



*Leverage true  
employee advocacy*

*Renew perspective  
on skills*

*Increase employee  
attraction*

# HUMAN CAPITAL STRATEGIES

## THE CHANGING LANDSCAPE OF TALENT ACQUISITION

Global trends predict a shortfall of talent in the future. Germany wins the demographic shortfall with the highest percentage of retirees with the lowest percentage of youth (future workers), but the competition for talent in Europe will increase, and the potential to hire the best candidates will become more difficult. To find workers that are young and educated globally, we need to adapt our talent acquisition strategies.



## EMPLOYER BRAND BELONGS TO EVERYONE IN THE ORGANISATION

Over 75% of job seekers read about a company's brand and reputation before they apply for an open position, not through PR or marketing or even brand ads, but rather through the employee brand and employee advocacy.

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### **EMPLOYEE PERSPECTIVE**

Expectations from the talent side have changed; they are seeking values and beliefs that align with their own personal motivation. When we make employees part of the conversation, we understand the corporate culture at its core and enable ourselves to increase employee attraction, employee engagement and employee retention.

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### **LEADERSHIP PERSPECTIVE**

Leading with transparency and trust increases effective talent acquisition, and the platform for building trust is now social media. Every leader can use their influence to power the brand using social leadership as the currency of trust and lend credibility to decision-making.

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In this workshop, we teach you to tap into global talent pools using online platforms to share examples, stories, and statistics to improve your employer brand. By creating a sustainable strategy for talent acquisition beyond budgets and headcount, we will discuss how to diversify requirements, renew perspective on important skills and increase employee advocacy to diversify our human capital and stem the effects of demographic risk.

*Why do you try to form a team? Because teamwork builds trust and trust builds speed.*  
– Russel Honore

### **TINYBOX** | IT'S ABOUT STRATEGY, NOT TECHNOLOGY.

TinyBox is an independent think tank for social leadership and innovation culture to address the value of emerging technologies. Using the most relevant business cases, we help our clients around the globe to stay ahead in an ever faster changing world. Our tools and programs create value by incorporating business strategy with technologies, people operations and leadership development to ensure your success well into the future.

For questions or further information about our programs, don not hesitate to contact us at [▶ events@tinybox.me](mailto:events@tinybox.me) or [www.tinybox.academy](http://www.tinybox.academy)