

Humanized Talent Proposition



A photograph of a man and two children playing on a wooden floor in a bright, modern living room. The man is kneeling, leaning forward, and smiling at a young boy who is lying on his back, laughing. A young girl is sitting on the floor to the left, also smiling. The background shows a large, light-colored sofa and a window with natural light.

COVID: Re-evaluating priorities



Mental health

A man with short brown hair and a beard, wearing a grey t-shirt, is leaning over a white front-loading washing machine. He is loading laundry, including a blue denim shirt, into the machine. The machine is set into a wooden cabinet. On top of the cabinet, there are several folded white towels. To the left of the machine, there is a white sink and a wooden shelf with a brush. The background is a dark blue wall.

**WFH = managing
own agenda**

**Job openings far
exceed new hires**



**WE'RE
HIRING
JOIN US**

The Great Resignation

Quit rate at an all-time high

The share of workers who are voluntarily quitting their jobs reached a record level in September at 3%.

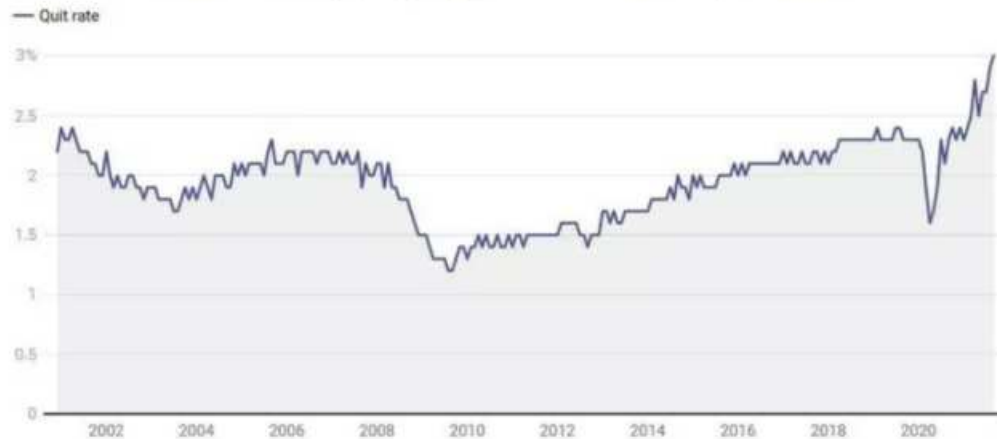


Chart: The Conversation, CC-BY-ND - Source: FRED - [Get the data](#)

The current resignation trend has been happening since before the pandemic. Image: Chart: The Conversation, CC-BY-ND Source: FRED



Quiet Quitting

A group of approximately 15 people, mostly men, are standing on a sandy beach. They are wearing wetsuits, some in black and others in red and black. Some are holding surfboards. The background shows the ocean and a clear sky. Overlaid on the image are several text boxes and numbers.

**Overperformers focus
on the people
they serve**

120

76

**#1 GROWTH AMBITION
Impact on people**



**How can we make people
happy again?**

The Big 5



A photograph of two women sitting at a white table in a modern office. The woman on the left has long brown hair and is wearing a light-colored top. The woman on the right has dark curly hair, wears glasses and a blue long-sleeved top, and is smiling while looking at the other woman. They are both looking out a large window at a city skyline. A semi-transparent purple and orange gradient box is overlaid on the bottom left of the image.

Recognition

Meaning

VOTE THE
ASSHOLES
OUT

Flexibility



Flexibility

Park



Connection



Learning & development



Breakout

Discuss:

1. Have we missed anything?
2. How do you deliver on the Big 5 in marketing?
3. How do you work with other functions to deliver the Big 5?



45 min

