

2022

Driving Employee Recruitment & Retention

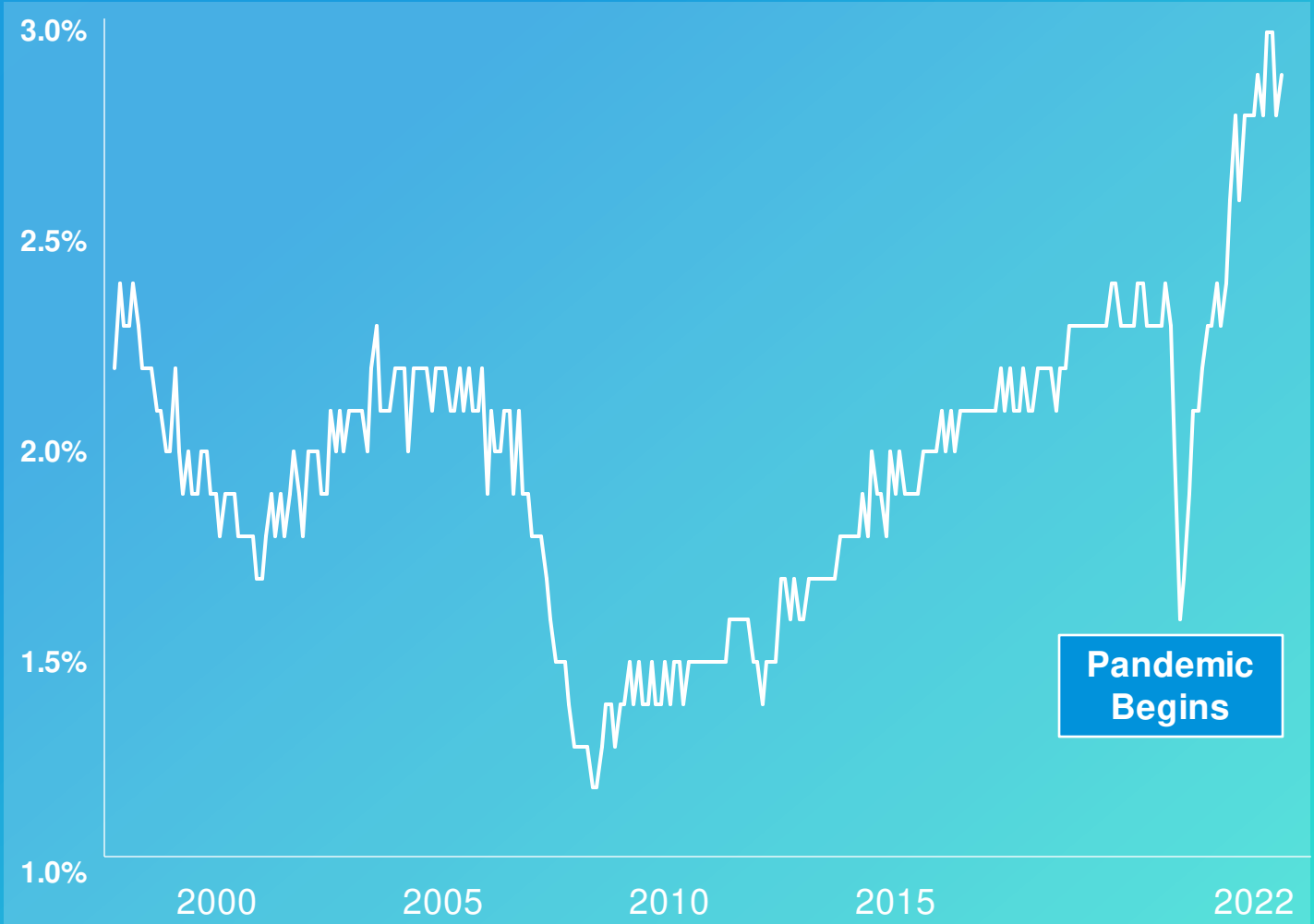
NBCUniversal



Since The
Pandemic Began,
**People Have
Been Quitting
Their Jobs In
Record Numbers**

Quit Rate

% of workers leaving their jobs each month



Source: U.S. Bureau of Labor Statistics (2000 – 2022)

the **HUSTLE**

With employees leaving jobs voluntarily at record rates, and those remaining working harder than ever,

Recruiting and Retaining Employees

Is a top priority for many companies

Recruiting

3 / 29 / 22

The Great Resignation Continues:
4.4 million Americans quit their jobs
last month

Anneken Tappe



3 / 31 / 22

The Great Resignation is still in
full swing. Here's what to know

Greg Iacurci



Retention

3 / 17 / 22

The Great Resignation is sparking
fears of a 'Great Burnout' that could
cripple America's workforce

Megan Leonhardt

FORTUNE

10 / 01 / 21

With So Many People Quitting,
Don't Overlook Those Who Stay

Debbie Cohen and Kate-Roeske-Zummer

**Harvard
Business
Review**

This Challenge Is Being Felt Across Industries

3 / 14 / 22

“Why U.S. Frontline Workers
Are Quitting”

*Deborah Lovich, David Welch,
Julia Dhar, France Joris*

**Harvard
Business
Review**

3 / 29 / 22

“Great resignation accelerates for
restaurants, hotels”

Peter Romeo

**RESTAURANT
BUSINESS**

6 / 02 / 22

“Survey: 40% of employees are
thinking of quitting their jobs”

Sean Fleming

**WORLD
ECONOMIC
FORUM**

9 / 21 / 21

“Why everybody’s hiring but
nobody’s getting hired”

Rani Molla and Emily Stewart

Vox

And By Key Demographics



Millennials

are driving the Great Resignation: Employees between **30 and 45 years old** have had the greatest increase in resignation rates, with an **average increase of more than 20% between 2020 and 2021.**



Diverse Employees

are being disproportionately impacted by the Great Resignation: **24% of Hispanic and Asian adults report quitting a job last year;** 18% of Black adults and 17% of White adults say the same

There Are New Factors That Job Seekers And Employees See As Dealmakers And Deal Breakers

IMPROVED + EXPANDED Benefits & Wages



Increase in **income and/or benefits is now No.1 (from No.4 in 2015)** as a factor of importance for workers accepting a new job offer

61% of employees believe that greater **work life balance and better personal wellbeing is very important**

Having job skills training programs has become **44% more important** since the start of 2021

SHARED Purpose(s)



Over 70% of the workforce expects that their employer will build products and services that **create a positive impact for the community**

43% of employees believe that it's very important that their employer has COVID-19 vaccination policies that **align with their beliefs**

GIVING EMPLOYEES Meaning

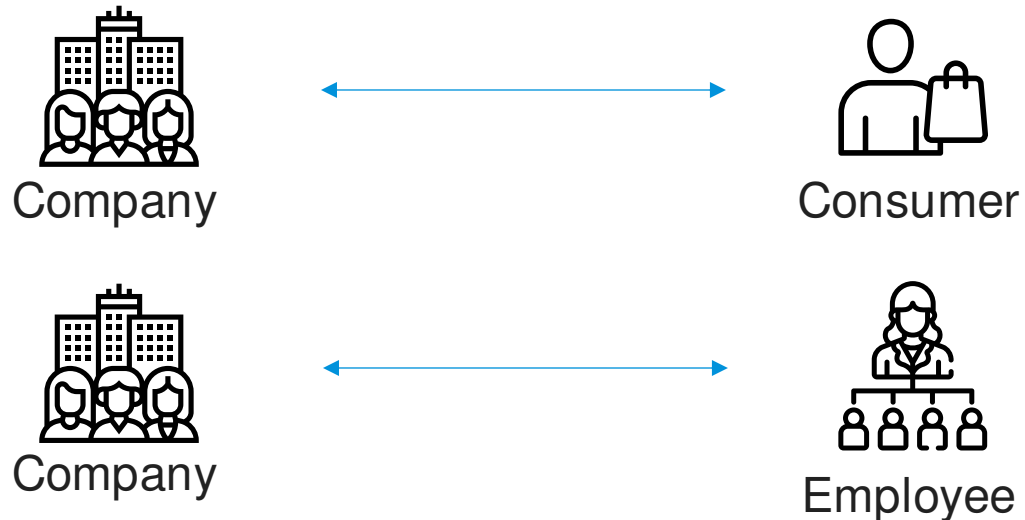


58% of employees say it is very important their job gives them the **ability to do what they do best**

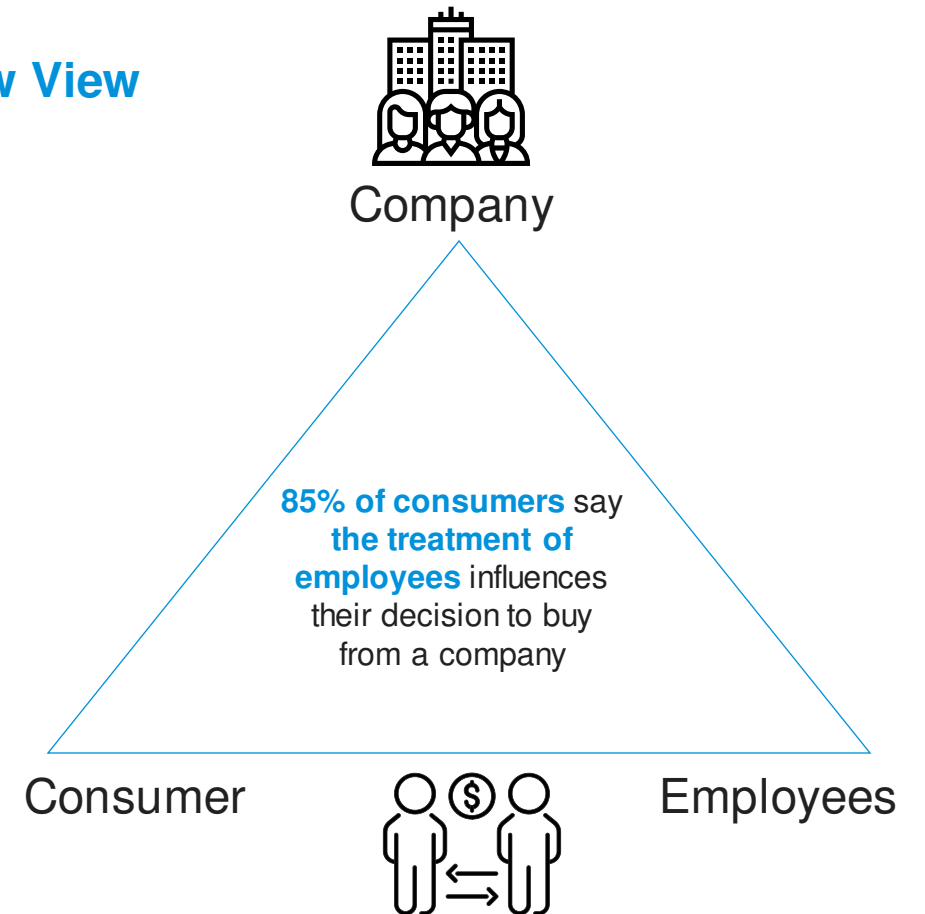
86% of employees said they would prefer to work for a company that **prioritizes outcomes over output**

These Factors Do More Than Just Attract Employees... They Also Have The Ability To Attract And Keep Customers

Old View



New View



Other Influential Stakeholders Are Also Pressuring Companies To Report Out Employee Data

Investors:

“Investors Seek More Information About Companies’ Struggles to Hire, Retain Staff”

THE WALL STREET JOURNAL.




Standardized reporting of
workforce data



Public Policy:

“US Public Companies Prepare for Increasing Demand for High Quality ESG Disclosures”

Deloitte.

A grayscale background image showing a hand in the upper left corner moving a white chess piece. Below the hand is a row of several other white chess pieces, all standing upright. The scene is set on a light-colored surface, possibly a chessboard.

In today's landscape,
it's harder than ever to capture and keep
the greatest asset of all:
people.

NBCU can be a partner in supporting your
recruiting and retention efforts
to help deepen your relationships with existing and
future employees.

NBCU IS SET UP TO SUPPORT BOTH

Employee Recruitment And Retention

Power your Brand with Purpose



Employee **Recruitment**

Target High Potential Prospects
+
Drive Job Applications

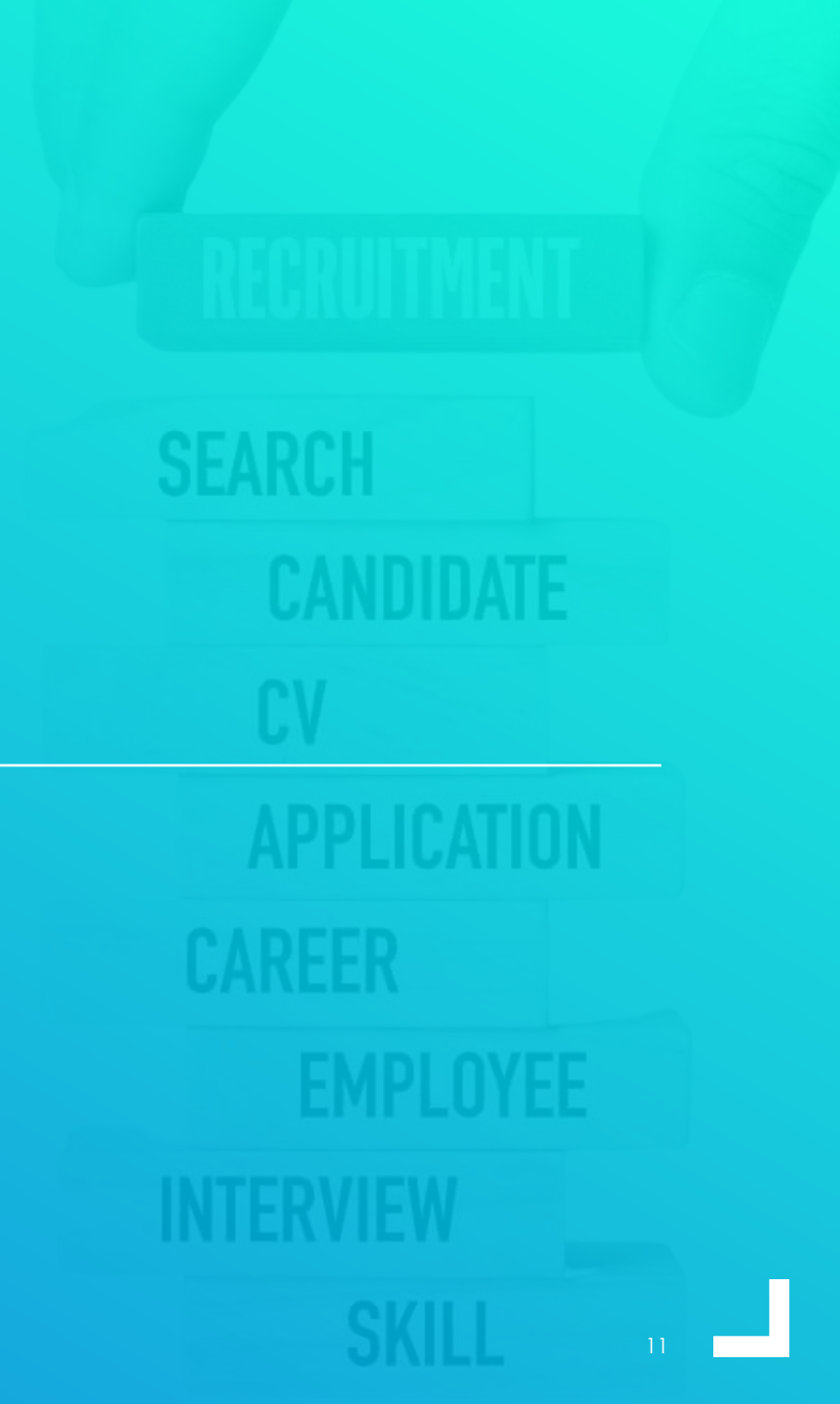


Employee **Retention**

Reward Employees
+
Train & Educate Employees



Leading with Purpose to Recruit & Retain Employees



Power Your Brand with Purpose

Consumers care about what brands are doing from an environmental, social and economic perspective, and they **want to have shared values with their employers**

Through **showcasing purpose-led initiatives**, brands can better engage with and attract new talent

44% of millennials and **49% of Gen Zs** choose careers and employers **based on their personal ethics**

When an organization **acts on today's social issues**, the % of **highly engaged workers** increases from **40% to 60%**



Purpose-Driven Solutions at NBCU

Solution

Description

Mass Reach Media



Reach a large audience across linear and digital media to share purpose-driven initiatives and employee development

Cultural Moments



Align with consumer and employee passion points

Purposeful Platforms



Celebrate and empower key segments
(Because I'm a Vet, Her Story, Family is Universal, Caregivers, Scene in Color, Heritage Months)

Custom Content



Leverage NBCU expertise to amplify internal CSR

Talent



Align with talent who share your company ideals

Because I'm a Vet

A Mission-Driven Partnership Strategy

Together, we'll turn universal appreciation for the military community into tangible opportunity.

Leveraging the massive scale and cultural equity of NBCU, we'll build a

first-to-market partnership model.



Inspiring

action at scale by
sparking a cultural
conversation across
NBCU



Providing

partners a platform
to highlight their
commitment to
our troops

NBCU Bold Vets

Ad Sales Impact



Before

0 Associates

1 FTE



After (3 Years)

5 Associates +
11 Vets in Residence

40+ FTE



Recruitment

Targeting High Potential Prospects
Driving Job Applications

Target High Potential Prospects

With the “Great Resignation”,
employees have more options than ever before

A data driven approach is necessary to reach and engage those most likely to be interested in working for your company in the best environments

Millennials with more than 5 years of experience were the demographic most likely to participate in the Great Resignation, accounting for **55% of career-changers** since March 2020 while comprising just 35% of the labor force

76%
of employees and job seekers report a **diverse workforce** is an important factor when evaluating companies and job offers



Targeting High Potential Prospects Opportunity Summary

Solution

Description

AdSmart



Reach target groups (recent college grads, veterans, job seekers) across Data-driven linear, addressable, and targeted OLV

Localized



Geotarget to reach local or regional audiences in any of Nielsen's 210 DMAs through NBC Spot On

Mobile 1:1



With Apple's rich data set target users with incomparable precision through behavior, context, daypart, DMA, and app downloads

Contextual



Create stronger relationships with prospective employees by aligning creative with relevant content moments



Drive Job Applications

60% of job seekers quit in the middle of filling out online job applications because of their **length or complexity**

Recruiters can boost conversion rates by up to **365% by reducing the length of the application process** to five minutes or less

86% of active candidates use their **smartphones** to begin a job search

As employers compete for prospects,
seamless application and recruitment experiences will increase the number of candidates, lower cost per application, and lower cost per hire

Driving Job Applications Opportunity Summary



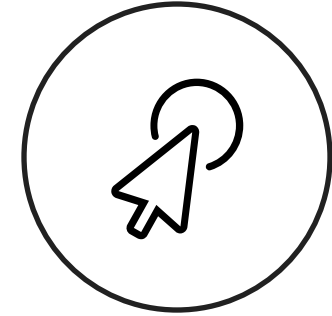
Social Commerce

Reach younger demographics through social and mobile platforms



Shoppable TV

Engage audiences at scale while creating seamless application experiences with QR codes



Interactive Web

Drive research of your brand and application click-through through clickable desktop experiences

Retention

Educate & Train Employees
Reward Your Employees



Educate & Train Employees

Job Skill Training

is more important to employees than ever before and finding creative ways to train and educate employees can help drive engagement with and retention of this information.

68%

of career changers **learned a new skill** underwent training, or took a course **without the support of their employer**

73%

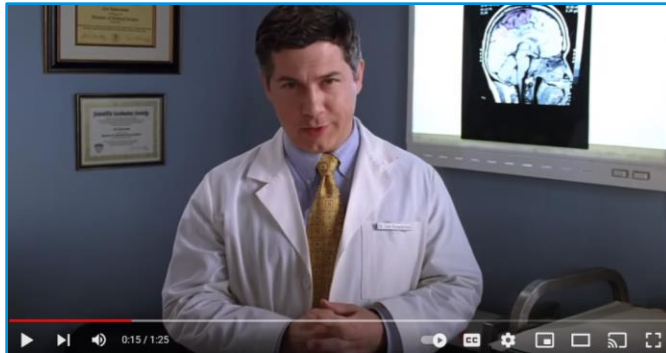
of global respondents identified **organizations** as the entity in society **responsible for workforce development**

Educate & Train Employees Opportunity Summary

Custom Content



Leverage NBCU characters and talent to build engaging educational videos



Educational Seminars



Gain access to high profile locations and experts, like Universal Studios, Comcast NBCU Innovation Labs, and more



Corporate / Franchisee Events



Attend and contribute to discussions among business leaders from around the world



Reward Employees

Perks and Rewards like free tickets to events and other unique experiences can help **employees feel valued and appreciated**

They can also create
**shared experiences that bring
employees closer together**
and drive engagement and team cohesion

57%

of individuals who quit
their job stated that
they felt disrespected at work

48% of employees have
felt isolated from coworkers
during the pandemic and
42% have felt their
**careers stall due to a lack of
in-person connection**



Reward Employees Opportunity Summary

Tickets to Premiere Events and Destinations



Offer your employees access to once in a lifetime experiences (ie. Show tapings, Concerts, Rainbow Room, Park Tickets, Movie Screenings, Sporting Events, etc)



Engage with Talent



Connect your people to our people for an exclusive meet and greet



Amplify with Rewards Beyond NBCU IP



Let employees choose their own rewards through Fandango rewards, which offers gift cards to movies, restaurants, retailers, and more.



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