2022

Driving Employee Recruitment & Retention

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

Pandemic Begins

Quit Rate
% of workers leaving their jobs each month

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_

**10/01/21**
With So Many People Quitting, Don’t Overlook Those Who Stay

_Debbie Cohen and Kate-Roeske-Zummer_
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

3/2/22
“Survey: 40% of employees are thinking of quitting their jobs”

Sean Fleming

6/2/22

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.

Source: HBR May 2021, Forbes Human Resources Council 2021, Gallup Feb 2022, 2021 Edelman Trust Barometer
These Factors Do More Than Just Attract Employees… They Also Have The Ability To Attract And Keep Customers

Old View

Company → Consumer
Company
Employee

New View

85% of consumers say the treatment of employees influences their decision to buy from a company

Company
Consumer
Employees

Source: Salesforce/eMarketer
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.
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%.

Source: 2021 Deloitte Human Capital Trends, Gartner
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<tr>
<th>Solution</th>
<th>Description</th>
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<tbody>
<tr>
<td>Mass Reach Media</td>
<td>Reach a large audience across linear and digital media to share purpose-driven initiatives and employee development</td>
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<tr>
<td>Cultural Moments</td>
<td>Align with consumer and employee passion points</td>
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<tr>
<td>Purposeful Platforms</td>
<td>Celebrate and empower key segments (Because I’m a Vet, Her Story, Family is Universal, Caregivers, Scene in Color, Heritage Months)</td>
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<td>Custom Content</td>
<td>Leverage NBCU expertise to amplify internal CSR</td>
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<tr>
<td>Talent</td>
<td>Align with talent who share your company ideals</td>
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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

<table>
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<th>Before</th>
<th>After (3 Years)</th>
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<tbody>
<tr>
<td>0 Associates</td>
<td>5 Associates + 11 Vets in Residence</td>
</tr>
<tr>
<td>1 FTE</td>
<td>40+ FTE</td>
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Recruitment
Targeting High Potential Prospects
Driving Job Applications
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.

Source: The Motley Fool 2022, Glassdoor 2020 Survey
## Targeting High Potential Prospects Opportunity Summary

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<tr>
<td>AdSmart</td>
<td>Reach target groups (recent college grads, veterans, job seekers) across Data-driven linear, addressable, and targeted OLV</td>
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<tr>
<td>Localized</td>
<td>Geotarget to reach local or regional audiences in any of Nielsen’s 210 DMAs through NBC Spot On</td>
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<tr>
<td>Mobile 1:1</td>
<td>With Apple’s rich data set target users with incomparable precision through behavior, context, daypart, DMA, and app downloads</td>
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<tr>
<td>Contextual</td>
<td>Create stronger relationships with prospective employees by aligning creative with relevant content moments</td>
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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.

*MAGNA & Twitter: The Impact of Culture, 2019*
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
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.