

HL

HopkinsLongworth

**Proactivity on Transparency Reaps Talent Rewards**

The image features a stage with a purple carpet leading to a two-tiered black circular platform. Two spotlights are positioned above the stage, casting beams of light onto the platform. The background is a dark gray with a subtle pattern of concentric circles.

**Are we ready to have a brighter spotlight  
beamed on our Employer Brands**

**...or will Transparency cast a dark shadow?**

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# Proactivity on Transparency Reaps Talent Rewards

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1

The impact it will have on  
your Employer Brand

2

What can you do to  
attract and nurture Top  
Female Talent?

# 1

# Impact of Transparency on your Employer Brand

## 1. Partner with your marketing colleagues



## 2. Leverage the voices of your employees

**Employee-Generated  
Content**

**Videos**

**Ambassadors**

*People are 90%  
more likely to trust  
their network, rather  
than brand advertising*



### 3. Embrace social media



*Almost half of job seekers check out potential employers on Glassdoor.*



## 4. Focus on messaging

### **Deloitte.**

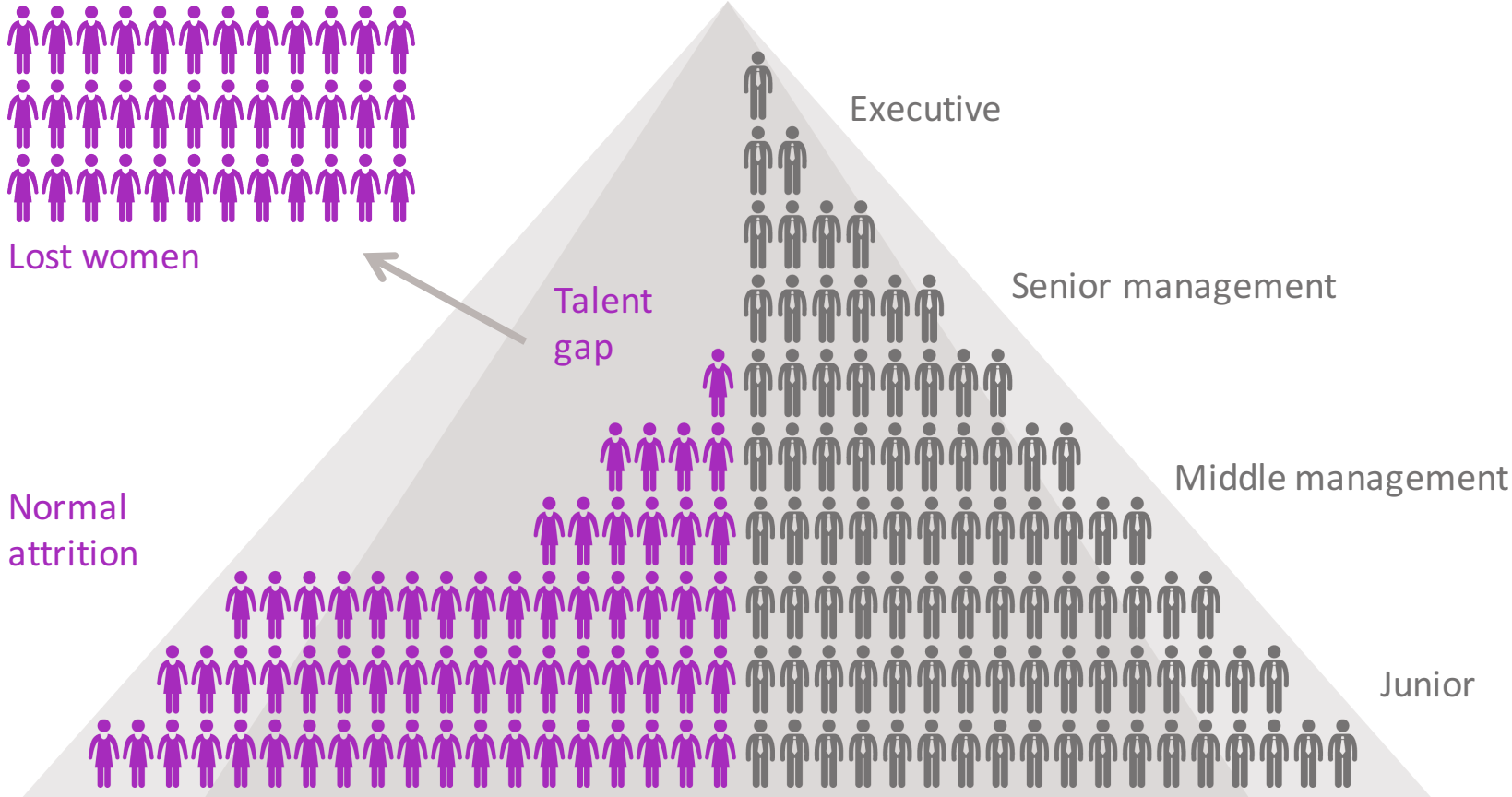
*Shared its ambition of having 25% of its Partner population made up of women by 2020... and 30% by 2030*

**Opaque is no longer an option**

**Embrace transparency around your employer brand**

# 2

## Attracting Female Talent in a Transparent World



Source: Your loss: How to win Back your Female Talent 2010





Taking positive steps to tackle low female representation in **STEM**  
**#WomeninTechnology**



Embraced Transparency by making **bold public commitments**  
**Times Top 50 Employers for Women**



Best in class maternity package  
**98% maternity leavers return to work**



Promote the career of Pilot to women  
**Take up of STEM subjects by girls**



### Agile Working Policies

These organisations are **willingly being held accountable** for the actions they are taking to address Gender Equality and Inclusion

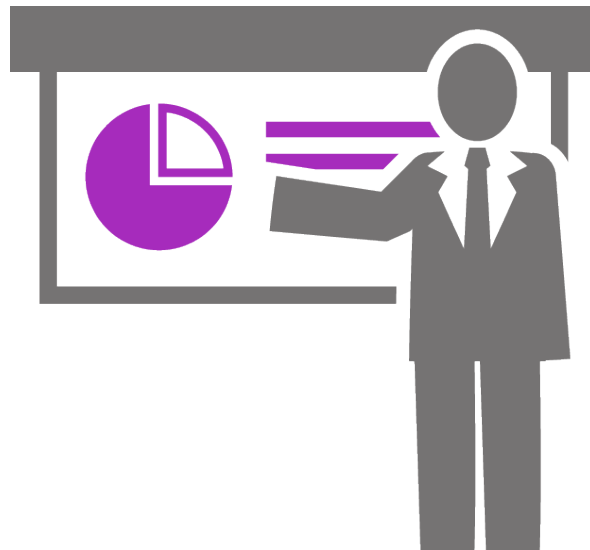
*“Experience shows that those items that get measured and disclosed are better understood and acted upon”*

BHP Billiton

# Key Steps for Making Transparency Work for your Talent Agenda

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## 1. Measure and Report



*“What gets measured gets managed...  
and what gets published gets managed even better ”*

## 2. Communicate your Action Plan



*Make a public commitment, sharing plans and progress*

### 3. Form a collaboration with marketing



*Transparency around Corporate Reputation means consistent messaging to all stakeholders*

## 4. Ensure you have an integrated social media strategy



*In today's transparent and digital world, It's not always possible to control everything that's published*

A stage with two spotlights and a purple podium. The background is a dark gray with a subtle pattern of concentric circles. Two spotlights are positioned at the top, casting light onto the stage. The stage is a dark gray circular platform with a purple podium in the center. The podium has a purple top and a purple base. The text "Proactivity on Transparency Reaps Talent Rewards" is centered on the stage. The logo "HL HopkinsLongworth" is on the purple base of the podium.

# Proactivity on Transparency Reaps Talent Rewards

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