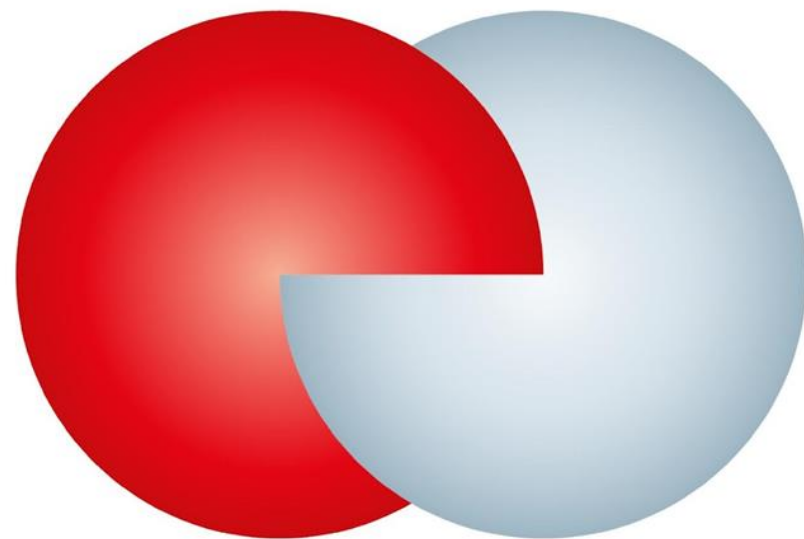


# AUSTRIA CONNECT UK 2023



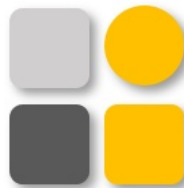
**21.04.2023**  
**London**

STORMY WATERS  
AND RAYS OF HOPE

A photograph of three people (two women and one man) sitting around a wooden table in a modern office or cafe setting. They are all smiling and looking at laptops. The woman on the left is wearing a white sweater and is typing on a laptop. The woman in the middle is wearing a brown top and is looking at a laptop. The man on the right is wearing a denim jacket over a red shirt and is looking at a laptop. There are glasses of water and a brown leather folder on the table. The background is a dark, textured wall with some plants.

# THE 'GREAT RETENTION'

Employer USP's and Value Proposition in turbulent times



**Founder**

**Mondaysquares**



**Co-Author**  
**Culture UP**



vmware®



WKO



atomico®

FEMALE  
FOUNDERS

# **1 Needs**

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## **2 Sharing experience**

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## **3 Finding solutions**

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## **4 Q&A**

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**NEEDS EMPLOYEE**

**66%**  
TRAINING

**65%**  
WORKPLACE BLEND

**50%**  
RENUMERATION

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## NEEDS EMPLOYER





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SHARING EXPERIENCE

# **Different generations different needs**

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**BABY BOOMERS**  
**BORN FROM 1946 TO 1964**

**PART TIME WORK**  
**PHASED RETIREMENT**  
**HEALTHCARE**  
**BENEFITS**

**GEN X**  
**BORN FROM 1965 TO 1980**

**INDEPENDENCE**  
**NO MICROMGMT**  
**FLEXIBLE WORKING**

**MILLENNIALS / GEN Y**  
**BORN FROM 1981 TO 1996**

**INDEPENDENCE**  
**CONVENIENCE**  
**STABILITY**  
**EDUCATION & CAREER**

**GEN Z**  
**BORN FROM 1997-2012**

**FINANCIAL SECURITY**  
**MENTAL HEALTH**  
**SUPPORT**

A modern office interior with a long hallway lined with glass-walled rooms. On the left, a lounge area is visible through the glass, featuring a white sofa with blue cushions, a yellow armchair, and a floor lamp. The hallway has a polished concrete floor and is lit by black pendant lights. The text "FINDING SOLUTIONS" is in the top left corner.

FINDING SOLUTIONS

# Employer USP's Employer Value Proposition

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## FINDING SOLUTIONS

### Compensation

Salary  
Payrise  
Shares  
Bonuses

### Benefits

Remote work  
Healthcare  
Holiday

### Career

Training  
Education  
Coaching  
Promotion

### Culture

Environment  
Team  
Mission  
Vision  
Values

## FINDING SOLUTIONS



Gather data /



surveys



Establish USP/EVP &



guidelines

Communicate &



align

Turn teams into brand

ambassadors



Seek constant feedback



rush this process



forget to measure what matters



forget to act on feedback

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SHARING EXPERIENCE  
TAKEAWAY



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# Q&A

