



# Rethinking Our Approach to Talent

## The Importance of Workplace Culture

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Greater Raleigh Chamber of Commerce



# What is Workplace Culture?

# Employers are reimagining workplace culture- why?



**1 in 4 people  
quit their job  
in 2021**


(Pendo)



**23% plan to  
quit their job  
in 2022**

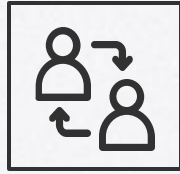
(Pendo)



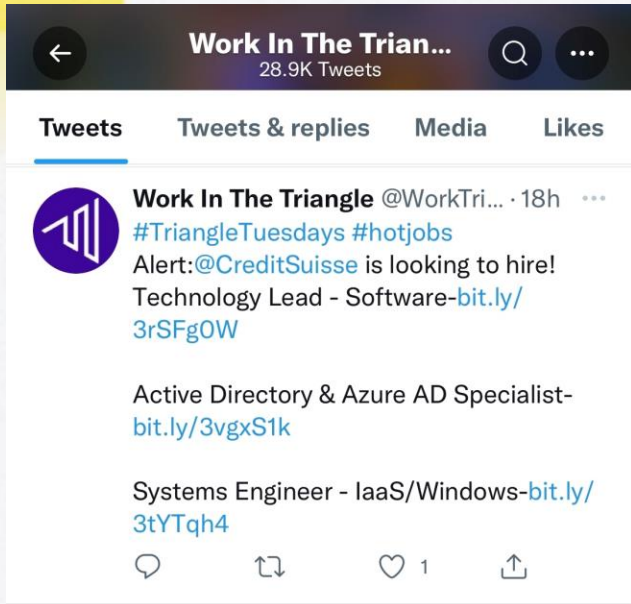
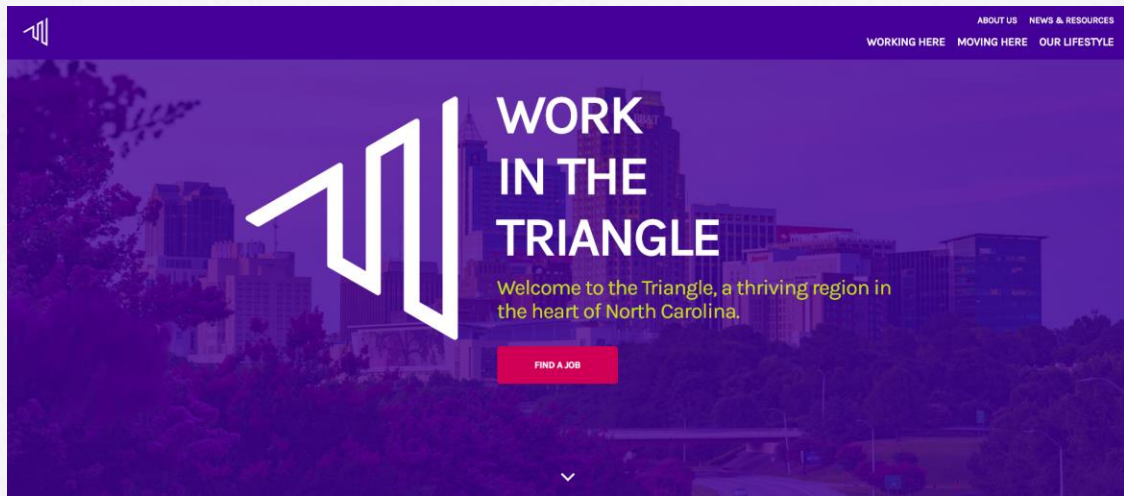
The slide features decorative geometric shapes in the corners. The top-left corner has a cluster of green and dark grey squares and triangles. The top-right corner has a red triangle. The right side of the slide is decorated with a vertical column of dark grey, teal, yellow, and dark grey squares and triangles.

**“By 2030, more than 85 million jobs could go unfilled because there aren’t enough skilled people to take them.”**

– Korn Ferry



**It's all about Talent!**



workinthetriangle.com & #TriangleTuesdays

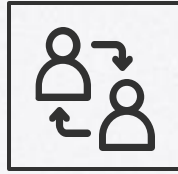






# Pipeline & Partnerships





# **Flexible Work Will Become Permanent**



# RALEIGH CHAMBER



# 81%

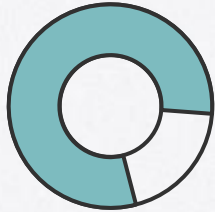
of employees who have been working from home through the pandemic either want to continue with full-time remote or have a hybrid schedule. (Harvard Business School)



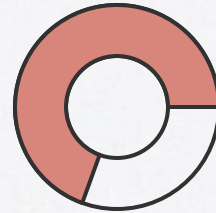


# Employee Recognition & Transparency

# Do employees feel they will be recognized for their contributions?



**81 % agree in 2021**



**72% agree in 2022**





# 54%

of employees who quit during the great resignation felt that their employers didn't value them. (McKinsey)





# greene resources

RECRUITING *with* PURPOSE



Loves creepy music and movies. Halloween original theme song is her ringtone



She has a 1-year old Golden Retriever named Ripley



Signature dish is baking brownies with dark chocolate



Was a dancer for 16 years on a competitive dance team!



**GABBI TORELLO**  
*Recruiting Coordinator*

Comfort show is Big Bang Theory and binge watches The Office



## Impact Award | Creating the WOW PRESENTED TO HEIDI DETWEILER



Nominated By: Bryan on 09/17/2021

**Goes Above and Beyond  
Intuitive, Flexible, and Unique  
Keen Awareness of Customer  
Needs**

**Views Responsibilities as  
Opportunities for Lasting  
Impact**

**"Congratulations on such a  
successful month of recruiting  
and thank you all for your hard  
work!"**

Ruth Johnson  
Dec 10, 2021 • @5

Seen by 34

The CX team putt-putted our way into the end of the year at ParTee Shack for our Q4 team event. It was our first event with Heidi on the team, and she beat us all! It was great to share some together time and a lot of laughs before returning to our desks to hulk-out on our many ongoing projects.





# Connection Will Drive Workplace Culture

Diverse & Inclusive Workplaces





# 67%

Of jobseekers consider workplace diversity an important factor when considering employment opportunities and **more than 50%** of employers want their workplaces more diverse.

# DEI Beyond Recruitment & Retention

Diverse companies enjoy **2.3x** higher cash flow per employee



**19%** increase in revenue vs. less diverse counterparts



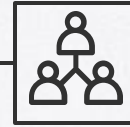
Higher representation of women in c-suite level positions resulted in **34%** greater returns to shareholders



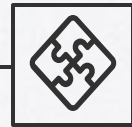
Orgs with greater gender diversity outperform companies with below average gender diversity by **46 – 58%**



Racially and ethnically diverse companies are **35%** more likely to perform better



Highly inclusive companies, those with the most connection, saw **1.4x** more revenue, are **1.7x** more innovative and saw **2.3x** more cash flow per employee.





TRIANGLE DIVERSITY  
EQUITY & INCLUSIVITY  
ALLIANCE



**Trophy's Mission:**

**Buy Local**- Support local farmers and vendors

**Limit Waste**- Recycle and compost whenever possible

**Be Green**- Solar panels and green roofs

**Create Community**- Lets make this place even better





# Employee Development: Upskill & Invest

# Develop your people



## All Pendozers

Interviewing @ Pendo



UP Your Virtual Presentation Game

Book Bite Series

Beating Burnout at Work

## New Hires

Reimagined Onboarding

Insights Discovery

Managing Unconscious Bias

## ICs

Own Your Career

Practical Prioritization

Aspiring Managers

## People Managers

Mgmt Forum

New Manager Briefing

Sprint: Effective 1:1s

Sprint: Coaching

Sprint: Feedback








# Technology Will Be Important





According to the Forbes 2021 Global Culture Report, well-integrated technology that is easy to use and keeps employees connected contributed to a **5x higher** likelihood of employee engagement and a **47% lower** chance of attrition.



Source



# The Importance of Leadership



# You Can't Fake It

- 
- Senior Leadership
  - Ownership
  - Walk the Walk
  - Communicate & Align
  - Be Direct & Transparent
  - Be Authentic
- 

# Do You!





# Thank You!

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