

WORKSHOP

HR, Recruitment and Marketing
Collaborating for Success
(WIN WIN)



SOUTH
THAMES
MARKETING

HR CURATOR

HR, Recruitment and Marketing Collaborating for Success

Collaboration between HR, recruitment and marketing is becoming increasingly more important and necessary.

All three functions play an important role in building your company's brand. Yet, if all three functions are not joined up, the damage can be significant.

While the execution of your employer and consumer branding efforts might look very different, in terms of who you're trying to reach; the messaging, and the outcomes you're trying to achieve, should ultimately complement each other.

If done right, both your customers and prospective employees will appreciate the value of your brand as a whole, and feel good about building a relationship with you.

However, getting these departments working together isn't always easy. The willingness to help is often there but "making it happen" in the real world is not so straightforward, due to:

- Day to day deliverables taking precedent;
- Conflicting objectives and perspectives about issues and ways of operating;
- Clarity of roles and a shared understanding of others purpose is not always clear;
- The focus tending to be revolving around operational transactions rather than developing relationships for the future.

South Thames Marketing and HR Curator have teamed up to develop "Win Win" - a structured one-day workshop that enables HR, recruitment and marketing functions to:

- Search for new innovative ideas or ways of working;
- Review current successes and difficulties of the current working relationship;
- Encourage clear communication about the expectations that each function has from each other;
- Jointly plan specific actions that will shape a successful future.

The Programme

The Win Win one-day workshop is split into three stages:

Stage 1: Building a better understanding

(The history and present position of the collaborative relationship)

Stage 2: Building a better partnership

(Exploring relationships through business issues)

Stage 3: Building future success together

(Developing action plans for the future)

Each of these stages are unpinned by:

- A Team Contract that outlines how the groups want these sessions to be run;
- Ongoing reference to the tools, techniques and models that have been developed from extensive research into what makes effective collaborative teams. These tools, techniques and models will be shared during the process so that they can be used either during or after the various stages of the programme by the groups themselves.

Each stage has been carefully designed to bring out action points that the team can ultimately take forward with responsibilities, actions and timescales identified.

Win Win has been developed by:

Dave Millner

Dave has a passion for supporting HR functions in becoming more commercially focused, more responsive and more cost-effective. For many years, Dave has provided HR practitioners with appropriate thinking processes, models and broad knowledge that can be applied in assisting the transformation of HR practices.

Dave is a regular presenter at HR Conferences throughout the world where he promotes the need for HR to change its' current approaches so that it can demonstrate tangible business value. Throughout the last two years, Dave (@HRCurator) has been continually rated as one of the most influential people on Twitter in the subject areas of HR, People/HR Analytics and Organisational Development. He has also been recognised as the Number 1 Global Brand on Twitter, relating to the Future of Work subject matter.

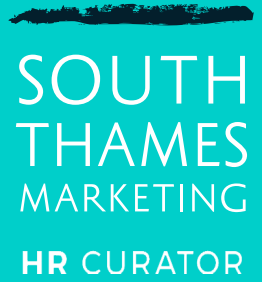
Michael Gegg

Michael is the founder of South Thames Marketing and is a highly analytical and results driven marketer. Before launching South Thames Marketing, Michael was the global head of marketing for Hay Group, a global management consulting firm. Prior to that he spent five and a half years as director of international marketing for Kenexa (now part of IBM), a company he joined following its acquisition of UK-based Psychometric Services, Ltd. (PSL).

Michael has over 18 years' experience in professional services, has led global teams and developed go-to-market strategies in countries throughout the Americas, EMEA and Asia Pacific regions.

QUESTIONS?

We'll be more than happy
to answer any questions,
just give us a ring!



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