



Hvordan tiltrekke de dyktigste tek-medarbejderne

[Redacted] with Wiencke, Mission





**Hvorfor går
vi på jobb
hver dag?**



A photograph of Jeff Bezos, the CEO of Amazon, smiling and standing in front of a large blue background. The Amazon logo, consisting of the word "amazon" in white lowercase letters with a curved orange arrow underneath, is prominently displayed behind him. The arrow starts under the 'a' and ends under the 'n', pointing to the right.

amazon

**Your brand is what other people say
about you when you're not in the room.
- Jeff Bezos**



Hvordan blir vi attraktive?

A photograph of two women in a modern office environment. The woman on the left, with short grey hair and wearing a green and white polka-dot blouse, is speaking and gesturing with her hands. The woman on the right, with long brown hair and wearing a yellow top, is listening. The background features large windows and office furniture. The word "Relasjoner" is overlaid in white text in the center of the image.

Relasjoner



Engasjement

Employer branding virker når vi engasjerer de ansatte



Å få de ansatte til å engasjere seg i merkevaren er en enorm mulighet.

FORMÅL

Hvorfor vi gjør det

Å dele en drøm

VISJON

Hvor vi vil

Ønsket fremtidig
tilstand

MISJON

Hva vi gjør

Forretningsidéen

VERDIER

Hvordan vi gjør det

Veiledende
prinsipper

Hvorfor virker formålet så sterkt?



Tesla

«To accelerate the world's transition to sustainable energy.»





Kahoot

«Make learning awesome!»



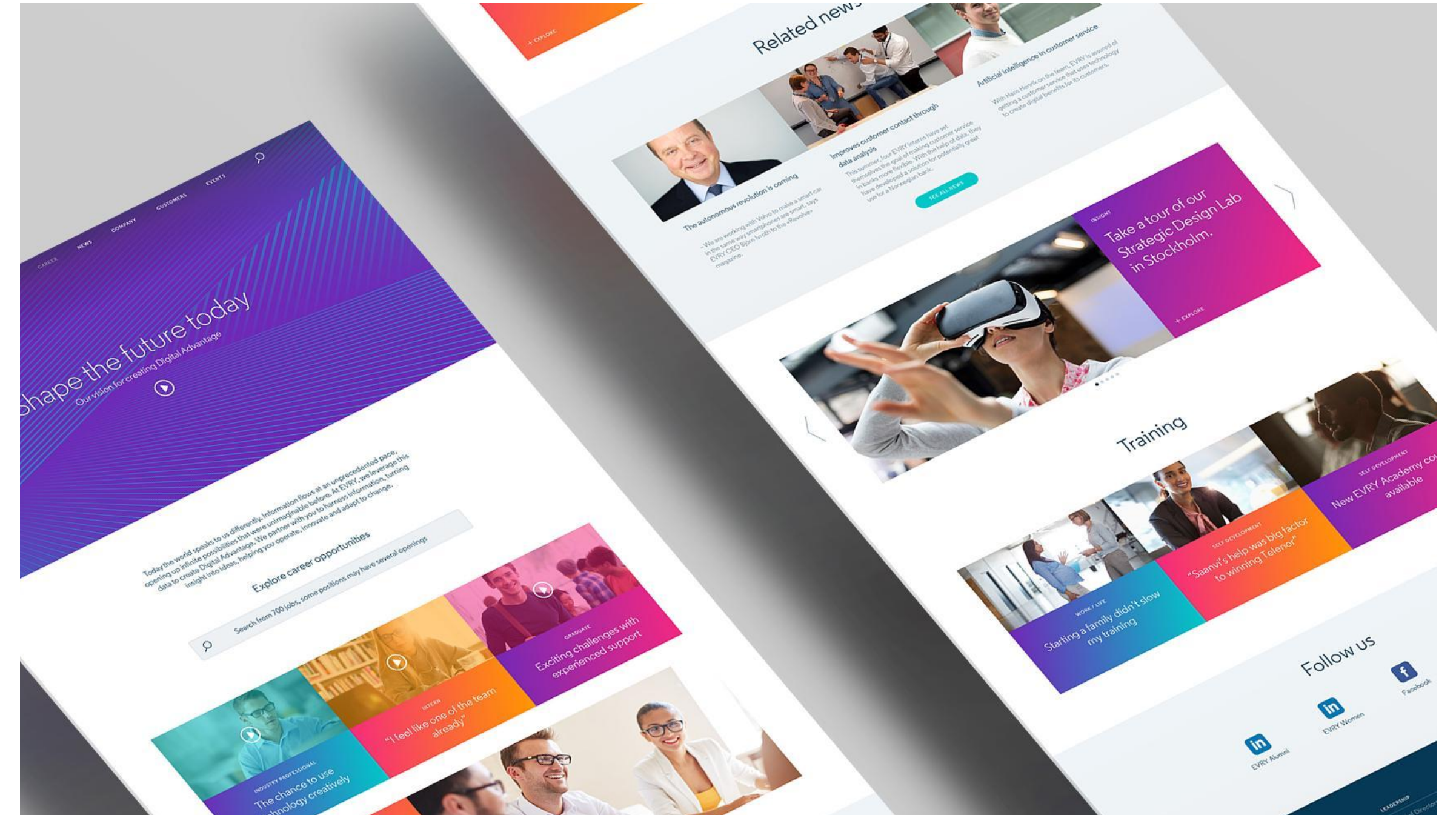
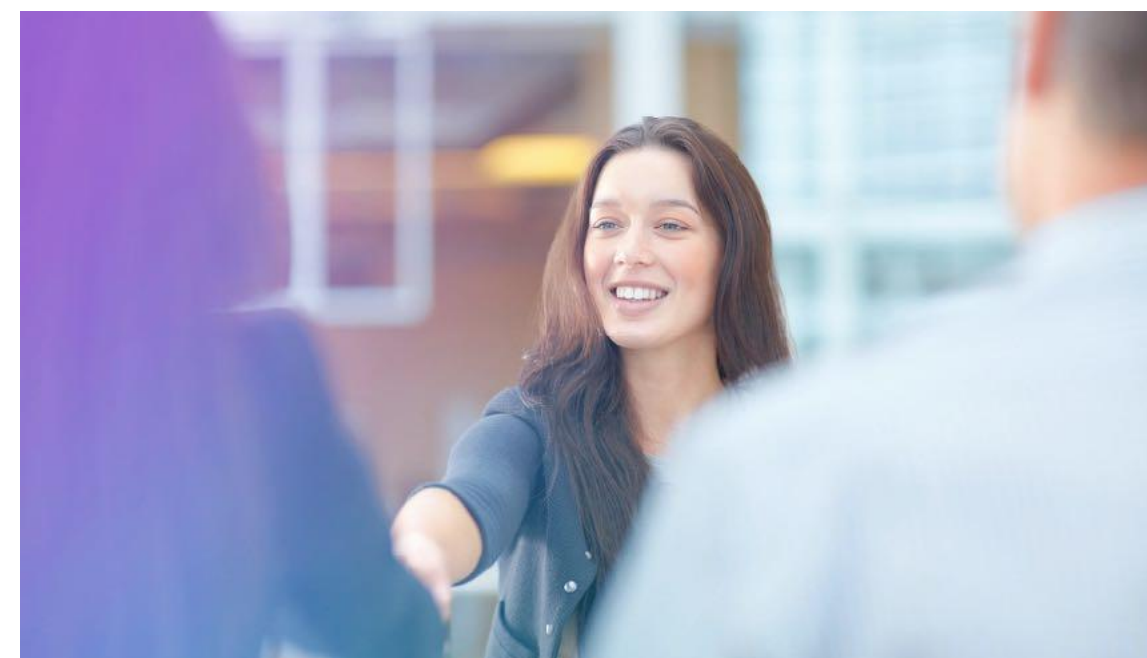
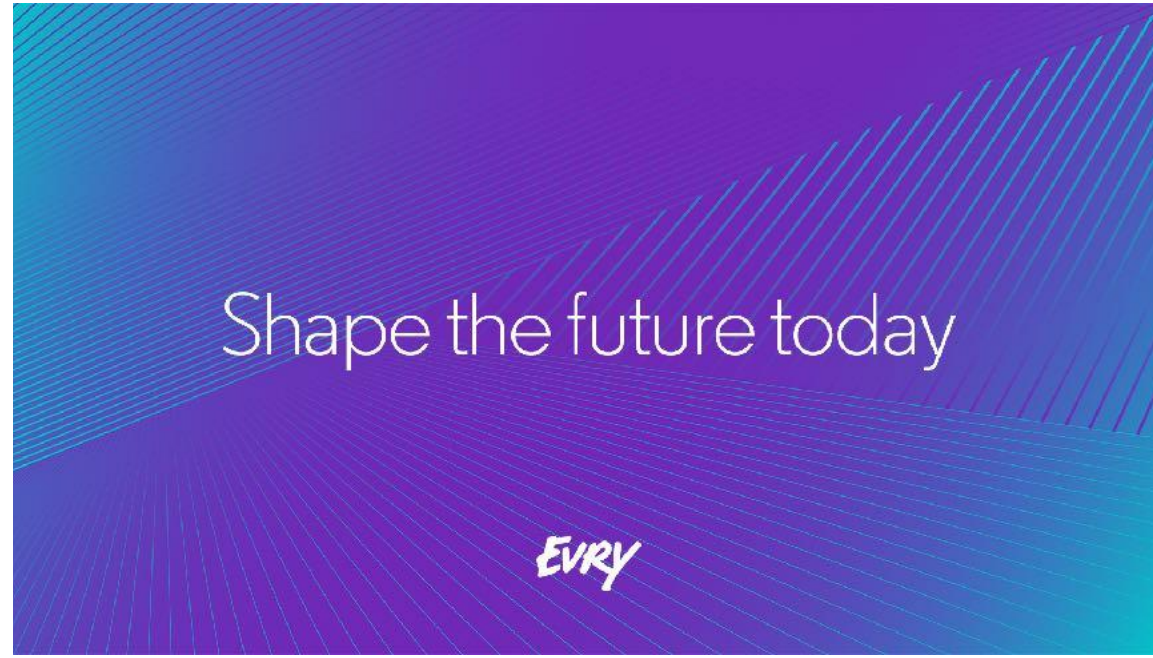
**Hvordan gjorde et av
Nordens største
IT-selskaper det?**

EVERY



Shape the future today

EVERY





700

Rekruttert 700 nye ansatte i Norge og Sverige, hvorav 33% kvinner

40%

Redusert turnover på tvers av forretnings-enhetene

4.

Fra 12. til 4. plass i rangeringen som det mest attraktive IT-selskapet å jobbe for i Norge

3x

Tredobling av verdien på Oslo Børs

You can't be special, distinctive and compelling in the marketplace, unless you create something special, distinctive and compelling in the workplace.

Bill Taylor - Fast Company



www.point-of-purpose.com

Takk for meg!

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